

Cigar Bar Installs ERV for an Economical and Efficient Ventilation Strategy

AT A GLANCE

OVERVIEW:

- ♦ Project: Maduro Cigar Bar in Madison, WI
- ♦ Building type: Restaurant/bar

RESULTS:

- ♦ Enhanced IAQ
- ♦ Energy savings of nearly 3 tons (cooling) and 70,000 btu/hr (heating)

CHALLENGES

- ♦ Provide ample ventilation to keep the air quality healthy for both smoking and non-smoking patrons
- ♦ Save energy and operating expenses

OVERVIEW

A recent trend in many North American cities is the [explosive growth of cigar bars](#). For most cigar smoking patrons this is quite a pleasurable experience. However, for those non-smokers who decide to accompany their smoking friends into a cigar bar, the experience can be uncomfortable. Finding a [ventilation strategy](#) that can enhance [indoor air quality](#) in an energy-efficient manner is paramount.

THE SOLUTION

To provide cleaner, smoke-free air, fresh outdoor air needs to be continually introduced into the bar area at a measured rate. Traditional HVAC systems can easily do this, but it can be costly. In the winter months, for example, cold air brought into a warm space needs to be heated and humidified to maintain a comfortable environment. For the heating and cooling system, this expends more energy and translates to even higher costs for the consumer.

The team at [Maduro Cigar Bar](#), based in Madison, Wisconsin; knew that they had to figure out how to overcome this additional strain on the HVAC system and their pocketbook. To overcome this, they turned to RenewAire's energy recovery ventilation. In using a RenewAire energy recovery ventilator (ERV), they could extract energy from the outgoing exhaust air and [preheat the incoming outdoor air](#).

THE RESULT

Using a RenewAire ERV instead of traditional ventilation systems, resulted in substantial savings. The ERV brought in 1,000 CFM of fresh outdoor air and in the winter season, heating loads were reduced by 70,000 Btu/h. Similarly, the summer season found that the cooling loads dropped nearly 3 tons!

THE IMPACT

One of Wisconsin's most renowned hospitality critics, Dave Becker, was greatly impressed with the effect of RenewAire's unique ventilation system. He noted in his review for the [Wisconsin State Journal](#):

"...One look at the inside of 'Maduro', a striking new establishment, was enough to intrigue even my allergic and smoke-wary spouse, whose attitude towards cigars and cigarettes is just to keep it away from me.

What makes Maduro (named after a type of cigar) inviting is a wonderfully efficient ventilation system. Even though several gentlemen were enjoying stogies at the bar, we detected barely a whiff at our table a few yards away. That means cigarphiles can enjoy one of several dozen premium smokes while others needn't fear an involuntary smoke bath as they enjoy the ambiance, an impressive selection of libations and a tantalizing food menu.

Cigars may be the titular attraction, but the fresh atmosphere, beverage list and well-executed food offerings make it worth regular visits even if you never plan to light up."