

# Renewaire case study: Maduro Cigar Bar

A recent trend in the downtown areas of a lot of 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 was uncomfortable, to say the least.



To resolve this, fresh air has to be continually introduced into the bar area at a measured rate. A mechanical ventilation system can easily do this. But introducing cold winter air into a warm space can produce more problems than those of the smoke itself. The same effect occurs in summer when introducing warm and moist outdoor air into the room.

To overcome this, an energy recovery ventilator is used to extract up to 80% of the energy from the exhausted air and place this same energy in the fresh air without the two airstreams ever coming into contact. Introducing 1,000 cfm of fresh outdoor air through the energy recovery ventilator can reduce cooling loads by around 3 tons and reduce heating loads by 70,000 Btu/h compared to straight ventilation.

Wisconsin's most renowned critic for bars and restaurants, Dave Becker, was much impressed with the effect of RenewAire's unique ventilation system. He wrote on March 29<sup>th</sup> in an article 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."

The "wonderfully efficient" ventilation system is designed incorporating RenewAire's Total Energy Recovery Ventilators.

The owners selected RenewAire after extensive research into all systems currently available in North America.



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