

Chill-o-Matic, Inc. eMail ad

The subject line of eMail:

Don't stay frustrated, "Chill-Out" and save big on a great kitchen cooler.

Title of eMail:

You work long hours as an independent restaurant owner and it's frustrating to spend hard-earned money on expensive kitchen coolers.

Bullet list and body copy:

You will **ease that pain with the LBR kitchen cooler.**

Here is a quick list of why:

1. Full-length **glass door** that resists condensation.
2. Just as efficient as competitors but much lighter.
3. Almost **30% less expensive** than comparable competitor models.
4. Comes with rollers for **easy movement**.
5. You are competing with chain restaurants and **the LBR will give you an edge up on the competition.**



Are you troubled that too much of your budget is allocated to buying big, expensive coolers that, once installed, are difficult to move?

Do you wish there was a **cost-effective and high-quality alternative?**

Be discouraged no longer. We can fulfill your wish.

Chill-o-Matic manufacturer is offering such a product. You can call it your **LBR** cooler because it is **Light, Bright, and Reliable.**

Don't follow the crowd when you can follow wise investment strategies. Investing in an LBR has dividends beyond the cost savings.

Although other manufacturers have similar size coolers, the LBR is almost **30% less expensive**, has rollers, and is easily moved around to accommodate changes in your kitchen operations.



The LBR has a full glass door with a condensation-resistant coating facilitating a quick see what's in the cooler, which shelf it is on, and how empty it is. This adds to the efficiency of your kitchen operation.

Because the LBR is nearly 30% less expensive than the competition's offerings, you could **afford 4 coolers for the price of 3** of those offered by competitors.

Call to action:

Save up to \$1,000 on this one-of-a-kind kitchen cooler using a **25% discount coupon that's good for six months**. Click the link below to receive a sign-up bonus and secure this one-time offer. **Present your name** at the trade show and immediately **receive your coupon**.

