



Subject Line: Get 25% Off Cooler On Wheels With This Coupon

Headline: Optimize Your Kitchen Efficiency With Innovative Cooler

Dear *[restaurant owner first name]*:

Until recently, you had to pay big bucks for cumbersome coolers that were impossible to budge once installed. Modify your kitchen layout? Forget about it.

Well, Chill-o-Matic just made it a whole lot easier for you to vary your kitchen design to accommodate your restaurant's ever-changing menus.

If you've been waiting for an opportunity to replace your outdated cooler, there has never been a better time than now.

As one of Chill-o-Matic's valued customers, we'd like to invite you to see for yourself the most mobile high-quality cooler on the market today, and [save a full 25% off our newest line of coolers](#) *[link to landing page]*.

The Restaurant Industry Event of the Year Just Got Better

You may already be planning to attend the Restaurateur Conference & Trade Show on September 29th and 30th, 2021, in San Francisco.

It's a must for every savvy eating establishment owner.

- Discover the latest industry technologies with over 300 exhibitors
- Sample tantalizing recipes at live cooking demonstrations
- Connect with peers at after-hours networking event

Chill-o-Matic is pleased to announce that we're unveiling our fresh from the factory LBR (Light Bright Reliable) cooler at the expo.

And we're giving away just 50 discount tickets for 25% an LBR.

The best part is, you don't have to sacrifice the features you want for a lower price.

- Move the LBR in minutes — it's on wheels
- View food at a glance with condensation-resistant glass door
- Slash energy costs with top-grade lightweight compressor

Transform Your Kitchen (And Your Wallet)

A comprehensive study from renowned market research firm LR Brown & Associates concluded that the LBR is **28.2% less expensive** than comparable coolers.

(Add that to the hundreds of dollars you'll save on your electric bill per year.)

And if you buy the LBR anytime in the **next 180 days**, you'll get a full 25% off the original price. That's worth up to \$1,000!

Why limit yourself to just one kitchen design? Keep all of your food preparation options open with the LBR.

[Register here](#) *[link to landing page]*, and your personalized 25% reduction coupon will be waiting for you at Chill-o-Matic's booth.

But don't delay. There are only 50 coupons available.

Hope to see you at the show...

[signature]

Jane Atkinson
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