

Subject Line: Introducing Our Energy Efficient and Affordable LBR

Dear Restaurant Owner,

You are invited to our display at the upcoming Restaurateur Conference & Trade Show. We can't wait to show you our newest member of the family the LBR Cooler.

- You'll appreciate that the LBR Cooler is light weight and on rollers. This makes it easy to relocate in your kitchen with the assistance of only two people.
- The LBR comes with a full glass door resistant to condensation. You'll be able to see all of the contents clearly and able to locate your supplies quickly which will save you time and money.
- The LBR is energy efficient just like competing coolers. But because it has a lighter compressor, it weighs a lot less. It doesn't take as much effort to relocate it, like competing coolers.
- Finally, the LBR is 28.2% less expensive than comparable models from the competition. This statistic comes from a comparison study that the company commissioned from LR Brown & Associates, a market research firm. Which means you save a good deal of money!

To help save you MORE money on your purchase, we've included a 25% discount coupon, good for six months. This could save you up to \$1,000 should you decide to buy the cooler.

To receive your discount, click the link below. The coupon will be reserved for you in your name. You'll be able to pick up your personalized coupon at the show.

There are only 50 discount coupons available, and none will be available at the show once these have been reserved. [Click here to claim your 25% discount coupon now.](#)

We look forward to seeing you there!

To Your Success,

Jane Atkinson

Marketing Director

Chill-O-Matic Inc.