

Subject Line: How to boost your kitchen efficiency by spending 28.2% less.

[FirstName]

Imagine having a full-size cooler that you can move anywhere in minutes. Think about what that can do to your kitchen work-flow. Less racing back and forth, more time to spend on your meal creations.

That's exactly what the Chill-O-Matic LBR Cooler gives you, which makes it unique.

Other features and benefits you'll enjoy include:

- Low electricity bills...the LBR's energy efficiency is very good
- Easily see inside the full glass door due to the condensation-resistant coating. No more wasted openings and closings.
- Pricing that's 28.2% less expensive than competing models (evidenced by a market study done by research firm LR Brown & Associates)

In addition, we're offering a coupon for *an additional* 25% off. All you have to do is sign-up for the coupon [HERE](#), then go to our trade-show booth at the upcoming Restaurateur Conference and Tradeshow to pick it up.

But you won't feel pressured to make a quick decision. It's valid for 6 months; you'll have lots of time to make up your mind.

However, you need to act fast because there are only 50 coupons available. So sign-up by going [HERE](#), today.

And we'll see you at the trade-show.

Sincerely

Jane Atkinson