

How to slash 28.2% a month on your food cooling costs and boost your bottom line

Possible email subject lines to A-B test:

How to slash your food chilling costs by 1/3

Want to slash your food chilling costs by a 1/3?

See how easily you can slash 28.2% a month on chilling costs

Dear [recipient's name],

Are today's obscene power costs eating into your restaurant's bottom line? You know efficient equipment can mean the difference between a healthy business and closing your doors.

This is where Chill-o-Matic's **LBR Cooler** comes in. It's the energy-efficient cooler designed with independent restaurateurs in mind, helping you rein in power costs, increase your margins, and keep your customers coming back for more.

The LBR Cooler:

- **costs almost 1/3 less to run on average than comparable models*** (from a study by market research firm LR Brown & Assoc.), so you'll be saving a lot on your monthly power bills
- weighs less and rolls easily, so it's easy to move around
- has every feature you a small restaurant cooler needs.

To cut your overhead with a more efficient cooler, experience the Chill at November's Restaurateur Conference and Trade Show.

[Claim your 15% discount coupon](#) - saving you **up to \$800** on a brand-new cooler. It's good for 6 months.

But hurry - only 35 discount coupons are available.

Stay cool!

Jane Doe,

CEO, Chill-o-Matic

[CLICK HERE FOR YOUR 15% DISCOUNT COUPON](#)

*Actual average saving is 28.2%, from a study by market research firm LR Brown & Assoc. commissioned by Chill-o-Matic