

Subject line: Be the first to see the LBR Cooler – and save up to \$1,000!

Dear <firstname>,

It shouldn't take a village to move a cooler.

As an independent restaurant owner, you're always looking for ways to improve and make your business run more efficiently.

That's why we're inviting you to visit us at the *Restaurateur Conference & Trade Show* this September. You'll be one of the first to see our new line of Chill-o-Matic Light, Bright and Reliable (LBR) Coolers...designed specifically for independent restaurant owners like you.

LBR Cooler Facts:

- 31% lighter weight (with no loss in energy efficiency) than the competition...just two people can easily move it
- Condensation-resistant full glass door...see the contents without losing temp
- Non-marking, locking rollers provide added ease of movement AND won't damage your floor
- 28.2% *less expensive* than comparable models (based on a comparison study by LR Brown & Associates)...**save \$\$\$**

Sign up for your 25% discount coupon

[Let us know you're coming [LINK](#)] and we'll have your *exclusive, personalized coupon* waiting for you at the show. There are only 50 coupons available, so sign up **now** to reserve yours.

There's no pressure to make an immediate purchase...the coupon is good for 6 months.

See you in September!

Sincerely,

Marketing Director

July 24, 2017

Tracy Wilson Copywriting