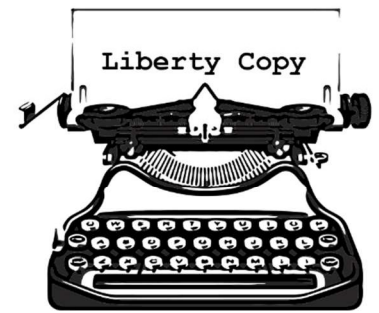


client: Chill-O-Matic, Restaurant Coolers
project: Lead generation email
objective: Prospect visits trade show exhibit



copy closeup

Subject line: Innovative Cooler Won't Break Your Equipment Budget

Preview text: Check it out at the Restaurateur Conference & Trade Show

A cooler so light you can reposition it for so little cost?

Restaurant equipment is expensive. That's a given in this industry. As a restaurant owner, you understand well that your investment in reliable, efficient equipment is crucial to keeping your business humming while also keeping your costs to a minimum.

A new LBR Cooler in your kitchen will give you everything you expect from a cooler:

- ✓ **Full-size capacity** – accommodates the full volume of food items you need every day
- ✓ **Built-in emergency generator and backup battery** included – eliminates costly waste and keeps your perishables fresh and safe if you have a power outage
- ✓ **Durable, stainless steel construction** – your cooler will stand up to the intense usage of a restaurant kitchen for years
- ✓ **Energy Efficiency** – energy usage is comparable to the most efficient models on the market, saving you valuable utility dollars each month

What you'll also get from a new Chill-O-Matic LBR Cooler that you may not be expecting is:

- ✓ **Close to 30% lower purchase price** – every dollar you save in expenses boosts your profit margin, and **the LBR Cooler saves you \$1,000 or more** in equipment costs per cooler
- ✓ **Lightweight and easily repositioned** – lockable rollers allow two people to easily move and secure the LBR Cooler so you have maximum flexibility. Every step and every second counts in your kitchen, and you'll be able to find - *and easily implement* - the very best configuration for your operation.

We're excited about this new cooler! Can you tell? And we want you to see exactly why.

That's why on top of our \$1,000 lower unit price, **we're offering trade show attendees a 25% discount coupon**. That's up to **\$1,000 more in savings!**

Get your 25% discount coupon [here](#), and we'll have a coupon with your name on it waiting for you at the Chill-O-Matic booth at the trade show.

See you there!

Enticing product benefit and reminder of upcoming trade show

Headline highlights two distinct benefits

Prospect focused intro shows understanding of restaurant owners' daily concerns

Listing of features, each with its own corresponding benefit relevant to restaurant owners

Bonus, unexpected features and benefits are enticing, and highlight how this product is unique in the market

Seller's enthusiasm for its new offering

Special discount offer for prospects who visit the seller's booth

Call to action with personalized coupon