

**Subject: Get 25% off a new cooler that actually moves around!**

**Headline: Save \$1,000 on a cooler you can reposition in your kitchen over and over again!**

Have you ever looked at your cooler and thought, “I really just wish I could move you to another spot?”

You’re not alone. Throughout the years, we’ve frequently heard restaurant owners lament about how much more efficient they’d be if only they could reposition a few things in their kitchens.

We at Chill-O-Matic took those wishes to heart, and we’re excited to showcase our new line of repositionable coolers at the upcoming Restaurateur Conference & Trade Show in Dallas on November 1-8.

Here’s how our new line of LBR coolers, which stands for “Light, Bright, and Reliable.” Here’s how they can make your kitchen work a little better:

- **First, you can easily move them around.** All LBR coolers are on rollers, so you can just pull them out and push them across the floor to a new spot. If there aren’t any stairs involved, two people can do the job with no problem.
- **Second, they’re lightweight.** Coolers typically house big compressors, which is part of what makes them so heavy. However, our new LBR coolers have lighter-weight compressors. And paired with the rollers, you can push them around with ease.
- **Third, they’re affordable.** According to a comparison study by market research firm LR Brown & Associates, the LBR line is 28.2% less expensive than comparable models.
- **Fourth, they’re energy efficient.**
- **And finally, they’re built on our award-winning line of existing coolers.** Chill-o-Matic has been a leader in the restaurant industry for many years, so you know that whatever you buy from us is backed by our Work-Right Guarantee.

We’ve worked hard on our new line, and we’re excited for you to see it! As an introductory offer, we’re offering you a discount coupon, good for 25% off a new cooler.

[Click here](#) for the coupon, but hurry! We only have 50 available.

See you in Dallas on November 1-8!

\*This email was created for a professional development course by AWA!