

Donna Batchelor
CLIENT NAME
Cold email
September 20XX

Cold Email for Advantage Kitchenware Toaster

Potential subject line #1: Cutting costs with the right toaster

Potential subject line #2: Celebrate your Brunch Award with our cost-saving toaster

Hi Pam,

Congratulations on your restaurant's recent "Best Brunch Spot" award! With cooler fall weather coming, I bet you're opening the patio soon.

If you're like many restaurant owners, maximizing income that's been squeezed since 2020 is top of mind.

Did you know toasters can help? Our toaster has proven in testing to run properly for at least three years without needing to be replaced – a year longer than the competition – cutting the annual ownership cost by about 33%.

Would it interest you to find out what the savings would be across your restaurants?

If so, here's a suggestion – let's schedule a private, live online demo of the toaster. You'll be able to ask questions on the spot and get a quote.

Looking at my calendar, I have Tuesday 3:30 and Wednesday 4:00 free. Or use [my Calendly link](#) to choose a day and time most convenient for you.

[Name]