

ACME Walk-In Freezer

A hypothetical company selling walk-in freezers for restaurants. The assignment was to write a sales letter in 400 words. The target audience would be independent restaurant owners.

Control What You Can. Protect Against What You Can't.

Crazy things happen every day in the life of a restaurant owner. When you're dealing with the public, staffing, even Mother Nature, it's more than you can prepare for. You need to eliminate as many variables as possible.

You're running on a tight budget and an even tighter profit margin. Maybe even on your last nerve. Choosing the right walk-in freezer can take a load off your mind.

The ACME Walk-In Freezer does more than keep your food cold. Any freezer will do that. It's what other freezers *won't do* that makes our freezers **stand out** from the crowd.

- ACME Freezers have an advanced battery back up system that will keep your food frozen up to 72 hours in the case of a power outage, maintaining temperatures at 85%.
 - Eliminates costly food spoilage, saving you a financial disaster.
 - Eliminates risk of food poisoning. Your safety record is too important and so is your customer's health!
- ACME Freezers use 10%-20% less electricity than competitors.

According to U.S Energy Information Administration:

"Depending on the climate zone, refrigeration costs are 10%, 13% or 16% of energy consumption in U. S. Restaurants."

Energy experts at E-Source tell us,

"Restaurants in the U. S. spend an average of \$2.90 per sq. ft. on electricity."

This means that even a 1500 sq. ft. restaurant can save \$700-\$1400 a year! **Minimizing controllable expenses means better bottom line profits for you.**

- ACME's Innovative Modular Design makes installation quick and easy. A successful restaurant is a flexible one, and our system gives you that flexibility. When you need to move things around, this freezer will move with you. Go ahead and grow!

- ACME's warranty surpasses the competition by 2 full years! We offer a 7 year warranty on parts **including the compressor!** That's a warranty unheard of in our industry. That shows you how sure we are that our freezer is made to withstand the workload of your busy restaurant.

Don't wait to start saving money and enjoying the piece of mind that comes from owning an ACME Walk-In Freezer. By responding today, you'll be on your way to owning the most reliable freezer on the market while saving **30% off our installed price when you order before June 30th.**

Yes, I want a representative to call me for more information! [\[click here\]](#)