



# AWAI Cold Email Submission



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## Subject Line:

**Want to save \$1500 per year by not burning toast?**

**Hi Jeff, congrat's on your highly reputable breakfast café! I saw your article in the Lakeshore News as the #1 local breakfast spot for the Brainerd Lakes Area – nice job!**

**As with other family-owned breakfast spots, minimizing food waste is a challenge, and not good for your bottom-line.**



**Don't you just hate it when you need to guess on where to turn your toaster dial when a customer orders "lightly toasted" during the breakfast rush?**

**Kitchen staff throw away 100 pieces of toast per day on average – that's \$1500 per year in burnt toast. Would finding out how you can put the end to burnt toast interest you?**

**Advantage Kitchen toaster quickly cranks-out precise and targeted toast, allowing you to toast two slices exactly as customers order, without affecting other slices. With our patented technology, you just push the light, medium, or dark button and get perfect toast every time - increasing productivity and sales.**

**Let's schedule a live online demo (not prerecorded) so you can see the toaster in action, ask questions, get answers.**

**Simply click on my calendar link here and pick a time convenient for you. Chat soon,**