

5 Reasons Why Truckers Appreciate Hot Logic

(And 10,000 Reasons Why We Appreciate Them)

If it were up to us, every day would be Trucker Appreciation Day. Seriously! Without truck drivers, Hot Logic wouldn't exist. We *couldn't* exist.

You know who else wouldn't exist without you all? A little company called Amazon. And another small-timer known as Walmart. Think about that!

OK, OK, don't go pulling your biceps patting yourself on the back. *But seriously; thank you!*

Because You Deserve a Hot Meal

For those of you who have the advantage (or disadvantage?) of being back home at the end of every day, there's still the little matter of lunch. Up till now, you only had a couple of choices: pack a cold lunch into your *Land of the Lost* lunchbox, or pick up food on the road, which is either expensive, bad, or both.

For you all, we have begun a Make Lunch Great Again campaign. [\(link\)](#) Because, while your *Land of the Lost* lunchbox is very cool, there's no chance you're pulling a hot lunch out of it. (Unless it's a hot *magic* lunch.) And a hot lunch is exactly what you need to plow through the rest of your day.

For those of you who are long-haul, OTR truck drivers, we salute you. Not just for delivering our goods. But for living in a space the size of a Japanese capsule hotel room, which looks a lot more like a tanning bed than a hotel room. But that's for a night. Not seven nights in a row. Or 12. Or 17!

Maintaining a workable and healthy routine in a space like that has ... what do we call them? Oh yes, challenges! As if that word could begin to describe what it's like to live in a shoebox.

Now we'll be honest with you. We *tell* everyone else that we invented Hot Logic just for them – like office workers, or health fanatics – but the truth is that we invented it with truck drivers in mind.

Why? Because you can stop at a grocery store, toss a few ingredients into a Hot Logic Mini, and a few hours later have a hot meal that tastes like it came out of your kitchen. Or someone's kitchen who *can* cook. How ridiculously easy and perfect is that? (The answer you're searching for is: Very!)

Reason #5 – Save Money

Now, if you're a millionaire who only drives a truck for (poops and) giggles, feel free to skip ahead to number four. The rest of you, keep reading.

We would imagine that eating three truck-stop meals each day can get expensive. (Not to mention what it does to your health, aka: Reason #3) And for what? Meals that aren't that great. And on top of that, you're likely eating the same thing over and over.

What if there was a way to eat what you want, as in a hot, delicious, healthy meal and not spend much at the same time? Spoiler alert: There is a way! (Otherwise, this would all just be a bunch of words.)

Go ahead and do some simple math, we'll wait. (Figure out how much you spend on the road each day for food, and then ask yourself if it's worth it. And after you decide the quality of your meals isn't worth the money you spend on them, we'll be here with a solution.)

It's probably not a shock to learn that you can get food much cheaper at a grocery store than you can in a restaurant. And you can prepare whatever you want, be it gluten-free, or vegetable-free, or whatever. But we get it; eating at truck stops is easy. To which we say ...

Reason #4 – Easy Peasy

Yes, sitting down in a booth and ordering food is easy. And drive-thrus even more so. But again, it will be expensive, and it won't be very good for you. And let's be honest ... it doesn't even taste good.

Let's quickly recap the situation. You're a truck driver, likely OTR. You live in a shoebox. And you're probably a guy, which means you can't cook your way out of a shoebox. And yet, you'll cook like a chef when using the Hot Logic. And why? Because *anyone* can!

Here's how it works: You put food inside of your container, either fresh, canned, or already cooked. Then you put your container into the Hot Logic and plug it in – (110 or 12V). Did you get all that?

Whether you're cooking from scratch or reheating something, the Hot Logic sits at the perfect temperature. Which means food never burns. It never dries out. And it remains at a perfect holding temperature till you're ready to eat. You could say, and some have (females, likely), that it's so easy even a guy could use it.

Reason #3 – Eat Healthier & Stick to Your Diet

Tough-guy truck drivers can be health conscious. There, we said it! There's nothing wrong with it, and we challenge anyone who says otherwise to a duel. (A make-believe duel, that is.) And, of course, the women drivers among you will appreciate eating healthier in your trucks also. (And because you're smarter than we fellas, you've already decided you need a Hot Logic Mini in your truck.)

[\(Optin form, Hot Logic Mini graphics, buy button, etc.\)](#)

What does eating healthy on the road look like? Raw carrot sticks, hummus, and flax crackers, trapped inside a *Land of the Lost* lunchbox? Yogurt, yogurt, and more yogurt? Whatever it looks like, we bet we can top it.

You can do a Google search right now and find a bunch of really bad suggestions on this topic. Because the hard truth is this: eating healthy in your truck is either a pain in the (*bleep*), as delicious as tree bark, or impossible.

Which means what? That's right! You're going to stray.

How many fast food places are you zooming by out there on the road? You add that to your growing dissatisfaction with raw carrot sticks, hummus, and flax crackers, and the next thing you know, you're wiping Big Mac sauce off your chin. And the next 175 miles are spent in silent shame.

For McDonalds!

Normally, we'd say there's a better way. But even a table lamp can see that.

We're full of hard truths today, so we're not going to feel bad about adding one more to the list: Self-control is really difficult! But you know what's not difficult? Sticking to your diet when you have healthy AND delicious alternatives. Hot meal alternatives! Satisfying alternatives! Then, self-control isn't even required. (Thankfully, because you still have some of that Big Mac sauce on your chin.)

We're not going to pretend to know what you like to eat. Or whether you have refrigeration in your truck. Because it doesn't matter. Whatever you want to eat, be it a bunch of fresh ingredients, canned ingredients, or your wife's to-die-for leftover lasagna (gluten-free, right?), eating well means sticking to a diet. The end!

Reason #2 – It's Convenient

We know what you're thinking: isn't easy and convenient the same thing. To which we say, *maybe?*

When we say, convenient, we think about the tiny amount of space the Hot Logic Mini takes up in your truck. We also think about how secure it is, meaning no spillage. And how you can plug it in and just forget about it.

You suddenly get busy, no worries. That meal will remain at just the right temperature until you're ready to eat.

You don't have refrigeration? No worries. You got room in your truck for a few cans and jars?

You can even buy a frozen meal at a grocery store, drop the entire container into your Hot Logic, and enjoy a hot meal a couple hours later. And when you're done, there's no cleanup. How convenient is that?

But mostly, the Hot Logic is convenient because it's perfectly suited for the truck-driver lifestyle. At home you have a stove, an oven, a microwave, if not more. But on the road, you have to make do with less. Or should we say, *had to* make do with less.

Because most meals you can cook on your stove top, in your oven, or in your microwave, can also easily and conveniently be cooked in your Hot Logic, right from your truck.

Reason #1 – Take Back Your Control

If you're tired of fast food and truck-stop food, raise your hand.

If you're tired of having a lack of good eating options on the road, raise your hand.

If you're ready to take back control, and you know it, clap those hands together.

Trying to eat well on the road probably feels like one of those carnival games where the rings are smaller than the bottles they're meant to go around. As in, good luck! You may even be tempted to think you have no control over the situation.

Well, the bad news is that you don't have control over much in life. Yes, unfortunately that list is quite long. But what you do have control over is your breakfast. Your lunch. Even your dinner. And even on the road!

The choice is yours! You can continue to spend more, get less in return (unless you count indigestion), and eat the same unhealthy junk day-in and day-out.

Or you can choose a Hot Logic Mini and enjoy healthy and tasty hot meals wherever you and your truck are parked. Talk about your no-brainers!

We appreciate how difficult eating on the road is for you all, just as much as we appreciate the valuable service you provide. You guys and gals continue transporting our goods, and we'll make sure there's a hot meal waiting for you when you're ready to take a break. That's the Hot Logic promise!

[\(Optin form, Hot Logic Mini graphics, buy button, etc.\)](#)

Using Your Hot Logic

The secret is our patented heating technology which uses low-slow conduction heat to gently and evenly bring food to an ideal, safe internal temperature, then adjusts to a perfect "warming" temperature for hours, so your meals retain their natural juices, flavor and vital nutrients without over cooking or drying out!

No more cold centers and hard, over cooked edges like you get from a microwave... and NONE of the health risks!

The Hot Logic Mini is lightweight, portable and completely silent, so not only can you use it at home, now you have the perfect way to reheat meals right in your cubicle at work, in a hotel room, or use the optional power inverter to have a HOT, healthy meal right in your car!

There are no buttons, dials, settings or timers so you never have to watch your food or worry about it burning. It "can't" over cook!

It doesn't matter if the food is fresh, frozen or pre-cooked. Just toss in in a meal, zip it up, plug it in and walk away. Your meal will be piping hot and ready to eat whenever you're ready. It's almost like the Mini thinks for itself!

(video or guarantee, etc.)