

[Your Name]
[Street Address]
[City, ST ZIP Code]

[Current Date]

[Recipient Name]
[Title]
[Company Name]
[Street Address]
[City, ST ZIP Code]

Dear **[Recipient Name]**:

Thanks largely to your advice, we've switched from hand tying our meats to using flash netting. Although it's a bit more expensive (because of the need to bone-guard before vacuum sealing), the increase in sales has more than made up the difference. The product is now much more appealing to the consumer.

Thank you for your very astute advice. You've made a terrific contribution to us and our other customers. In return, I advise you to stock up on your next order: I'm giving you a 10 percent discount as my way of showing appreciation.

Have any more hot tips?

Sincerely,

[Your Name]
[Title]