

Instruction: This is a model letter. Adapt to fit your facts and circumstances.

Return address:
Name
Address Line 1
Address Line 2
City, State Zip Code

Date

Name
Company
Address Line
City, State Zip Code

Re: Price Increase

Dear :

Due to the recent decrease in rain, the strawberry industry has not been as successful in its annual crop. Therefore, the laws of supply and demand are taking place in this section of the produce industry. The quantity of strawberries has decreased, yet the consumer's demand for them has not. Therefore, we at {Name of Store} have increased the prices of strawberries. However, with the consumer in mind, we have taken every attempt at keeping these prices as competitive as possible.

If you have any questions, please do not hesitate to contact us regarding this change.

Sincerely,

N A M E