

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
City, State Zip Code

Re: Complaint about a Product from a Long Time Customer

Dear :

I have been a long time consumer of Fizzy Fizz Cola. Through the years, I have thoroughly enjoyed the bubbly taste of Fizzy Fizz, however, your decision to change the recipe of Fizzy Fizz leaves something to be desired. The new formula has a watered-down flavor compared to the original formula's distinctive "bite". I urge you to rethink keeping the new formula on the market, but that you return the old formula to the shelves to the satisfaction of Fizzy Fizz Cola fans.

If this is not feasible, then I will have to become a loyal customer to Rocket Jolt Cola. So, I hope you will take what I have written into consideration and make the appropriate changes.

Sincerely,

N A M E