Dear <<enter title and last name>>

SPECIAL OFFER FOR CUSTOMERS

Recently, Anne and Peter Wakefield transferred Petan News to me and my husband Jonathan Peterson. My parents have now retired and moved to Pérols near Montpellier in southern France. Jonathan and I have decided to change the name of the shop to Fiojons to reflect the change in ownership. Whilst the name has been changed, may I assure you that we hope that you will continue to feel that the quality of our service has not deteriorated.

Thank you for shopping with Petan News since <<enter registration date>>. You are one of our earliest customers and my parents and I have been delighted to be of service to you. As a gesture of goodwill towards one of our most longstanding customers, we are delighted to be able to give you the benefit of a special offer.

If you would like to come into the shop, you can select a CD/DVD of your choice. Just bring this letter with you and Jonathan or I will be delighted to assist you in making your selection.