ORGANIZATION

Name

Address

City, State Zip code

Dear Store Owner,

**We are excited to share a potential business opportunity with you!**   
The Healthy Small Food Store Initiative, a collaborative project facilitated by the [insert partner name(s)], is working to increase community access to healthy, affordable foods through neighborhood small food stores. We are seeking stores, such as yours, to participate in this community-supported project.

We believe that your store is in a location that serves a population that could benefit from this project and we hope that you will consider working with us. This type of program has seen success in not only improving people’s access to healthy foods, but also ***increasing the sales revenue*** for neighborhood stores like yours. Fresh and healthy food often yields higher profit margins.

The initial phase of the Healthy Small Food Store Initiative will include working with you and your employees to gain a thorough understanding of your store and your customers, products you offer, and ways to enhance and promote the sale of healthy products. After this initial process, we will work with you and your suppliers to help increase market sales and expand your customer base through selling and promoting healthy food items such as fresh produce. We are able to provide signage, marketing and promotional materials, and technical assistance. With continued participation, additional supplies and store enhancement items may be offered.

If you are interested or want to learn more, call [insert name].

Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

We look forward to hearing from you soon!

Sincerely,

[Name, Position]

[Department or Organization]