**Sample Letter # 1**

[Logo or letterhead]

[Date]  
[Business contact full name]  
[Company name]  
[Address]  
[City, State Zip]  
  
  
Dear [Business contact first name],   
  
In case you haven't heard, [Name of your restaurant] now offers catering for some of the great menu items our customers have come to love and enjoy.  
  
I have enclosed a menu *(and price list)* for your convenience. I hope you'll think about us the next time you need a catered event of *(10, 25, etc.)* or more people.  
  
Please come in and discuss your needs with me over lunch, my treat.  
  
Respectfully yours,

[Your name]  
[Your title: Owner, catering director, manager, etc.]

[Email address]  
[Name of your restaurant]  
[Phone number]  
[Address]  
[City, State Zip]

**Sample Letter # 2**

[Logo or letterhead]

[Date]  
[Business contact full name]  
[Company name]  
[Address]  
[City, State Zip]  
  
  
Dear [Business contact first name],   
  
The holiday season will be upon us before you know it. My staff and I would love to help you in planning for your [catered event, Christmas party, employee appreciation dinner] this season.

[Name of your restaurant] offers a delectable selection of favorite menu items including, [sample list of menu items]. We can host your party in our [restaurant, banquet room, dining room] or provide on-premise catering at your [office, home].

I have enclosed a menu *(and price list)* for your convenience. I hope you'll think about us the next time you need a catered event of *(10, 25, etc.)* or more people.  
  
Please come in and discuss your needs with me over lunch, my treat.  
  
Respectfully yours,

[Your name]  
[Your title: Owner, catering director, manager, etc.]  
[Email address]

[Name of your restaurant]  
[Phone number]  
[Address]  
[City, State Zip]

**Sample Letter # 3**

[Logo or letterhead]

[Date]  
[Business contact full name]  
[Company name]  
[Address]  
[City, State Zip]  
  
  
Dear [Business contact first name],   
  
Do you know that [Name of your restaurant] offers catering for all types of business functions? At [Name of your restaurant], we understand the enormous responsibility of corporate event coordinators such as yourself. We take pride in providing the highest quality food plus prompt and attentive service so that you can be confident in selecting us as your caterer.  
  
I have enclosed a menu *(and price list)* for your convenience. I hope you'll think about us the next time you need a catered event of *(10, 25, etc.)* or more people.  
  
Please come in and discuss your needs with me over lunch, my treat.  
  
Respectfully yours,

[Your name]  
[Your title: Owner, catering director, manager, etc.]  
[Email address]

[Name of your restaurant]  
[Phone number]  
[Address]  
[City, State Zip]

**Sample Letter # 4**

[Logo or letterhead]

[Date]  
[Business contact full name]  
[Company name]  
[Address]  
[City, State Zip]  
  
  
Dear [Business contact first name],   
  
[Name of your restaurant] has proudly provided our catering services to the business community for over [# of years] years. Our commitment to provide high quality food along with prompt and attentive service has earned us a reputation that we are very proud of.

We hope you’ll consider giving us an opportunity to help you when it comes time for your next catered event of *(10, 25, etc.)* guests. I have enclosed a menu *(and price list)* for your convenience. I hope you'll think about us the next time you need a catered event of or more people.  
  
Please come in and discuss your needs with me over lunch, my treat.  
  
Respectfully yours,

[Your name]  
[Your title: Owner, catering director, manager, etc.]  
[Email address]

[Name of your restaurant]  
[Phone number]  
[Address]  
[City, State Zip]

**Black Friday Sales Letter**

[Logo or letterhead]

[Date]  
[Business contact full name]  
[Company name]  
[Address]  
[City, State Zip]  
  
  
Dear [Store manager's first name],   
  
Let us help you make the most of one of your biggest shopping days of the season, the day after Thanksgiving - Black Friday.

We can provide a luscious meal for your sales associates that they will appreciate and that will allow them to spend more time with your customers instead of fighting the mall's food court crowds.

[Name of your restaurant] offers a delectable selection of favorite menu items including, [sample list of menu items].

I have enclosed a menu and our special Black Friday order form for your convenience. Please let us know if you have any questions.

It would be a real pleasure to serve you and help make this your most successful Black Friday ever.  
  
Respectfully yours,

[Your name]  
[Your title: Owner, catering director, manager, etc.]  
[Email address]

[Name of your restaurant]  
[Phone number]  
[Address]  
[City, State Zip]