

Bulldog Creative Copywriting

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Writing Sample – Tutto Fresco

Dear Italian Restaurant Aficionado;

Thank you for dining with us at Tutto Fresco and taking the time to fill out the comment card.

Here's what I had in mind:

When you dine with us again, **anytime this month**, I'll give you and everyone in your party a **free dessert or appetizer** "on the house". Take your choice from our homemade mouthwatering fennel infused custard with chocolate mousse and caramelized sugar topping to our very popular crusty ciabatta rubbed with garlic and chopped tomatoes marinated in basil and plump kalamata olives. Yummy!

Why would I give away free desserts and appetizers?

Well the answer is quite simple. I know from experience that if I invite you to return to Tutto Fresco a second time, you'll keep dining with us over and over again. So giving away a dessert or appetizer is a small price to pay to earn your continued patronage.

But I won't stop there...

Because you are such a valued customer, I would also like to help you celebrate your birthday and anniversary dates! How many restaurants do that?

Please present this special customer appreciation letter to one of our servers and we'll take care of the rest. It is an honor to have you dine with us.

Birthday: _____ Anniversary: _____

Oh, and one more thing. Your comments and suggestions are the lifeline to our restaurant. If there is anything either I or my staff can do to make your visit anything less than perfect, please ask for me or my manager, Umberto. Your request will be immediately addressed.

Bon Appetit!

Stephen White
Proprietor
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