*Big Bear Breweries  
5678 Berry Drive  
Bearville, CA 11111*

*March 1st, 2018Jane Doe  
1234 Mulberry Lane  
Hometown, CA 00000*

*****Subject: We Hear You Like Beer…. This Pint’s on Us!*****

*Dear Reader,*

*Not all beers are created equal.*

*We know that. And from what we hear, so do you. Here at Big Bear Breweries, we do our very best to deliver our customers a product that we’re proud of: artisanal beer at an unBEARably low price (sorry, we couldn’t resist there….).*

*For just $12.99 per month, we will send you two six-packs of our finest home brewed beer. Choose from our traditional beers, including our ales, lagers, malt beer, or expand your palate by trying a beer that you’ve never tried before.*

*Yes, that’s right – we are partnered with small startup breweries from around the world….*