



Effie's Homemade, LLC  
One Westinghouse Plaza  
Hyde Park, MA 02136  
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[www.effieshomemade.com](http://www.effieshomemade.com)

### **Effie's Store Referral Program**

Thank you for being a part of Effie's success. We are extremely grateful for your support and your enthusiasm for our products. This letter will help you prepare a "leave behind" piece that you can personally deliver to a store owner or purchasing manager.

Print the attached letter and complete the blank lines by hand. We have left room at the bottom for a personal note if you wish.

Please call us if you have any questions. You can reach us directly at 617-364-9300 or email [irene@effieshomemade.com](mailto:irene@effieshomemade.com).



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Dear \_\_\_\_\_,

Effie's Homemade, LLC offers a unique line of baked goods that are rooted in traditional family recipes. We have launched three products – Oatcakes, Corncakes and a Single Serve Oatcake - and are now selling them to retail specialty food stores like yours.

Our products are versatile. You can enjoy them as a biscuit with tea, a cracker with cheese or a snack any time of day. They match well with other specialty foods and when paired in demonstrations can help cross sell other products like jams, chocolate, teas, wine, cheese, etc.

Our friend, \_\_\_\_\_, frequently shops at your store and would like to purchase our products there. We would be delighted to talk to you about setting up an account and adding you to our growing list of specialty food stores.

For more information about us and our oatcakes, please visit us online at [www.effieshomemade.com](http://www.effieshomemade.com) or call us directly at 617-364-9300.

We look forward to hearing from you.

Cheers!

Irene Costello  
and  
Joan MacIsaac