



Effie's Homemade, LLC
One Westinghouse Plaza
Hyde Park, MA 02136
P: 617-364-9300
F: 617-364-9333
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 effie@effieshomemade.com.



Effie's Homemade, LLC
One Westinghouse Plaza
Hyde Park, MA 02136
P: 617-364-9300
F: 617-364-9333
www.effieshomemade.com

Dear _____,

Effie's Homemade, LLC offers a unique line of award-winning baked goods. We have two lines – lightly sweetened tea biscuits and savory semolina crackers.

Tea Biscuits

Oatcakes

Corncakes

Nutcakes

Semolina Crackers

Roasted Garlic & Coriander

Sea Salt & Lavender

Sunflower & Sesame Seed

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 or call us directly at 617-364-9300.

We look forward to hearing from you.

Cheers!

Irene Costello
and
Joan MacIsaac

