

Subject: Cindy, are you familiar with this? 😊

Cassidy Foodservice



Dear Cindy,

Since you're a restaurateur, you must be aware of how much of an impact a superb financial plan has on an establishment. However, 74% of operators are overwhelmed by the idea of revising their methods and have said their organizations are not improving sales.

The *Cassidy Foodservice Newsletter* staff has interviewed hundreds of industry C-suite executives and financial experts. This means our subscribers are educated on how to establish an effective business plan. In fact, 96% of them are able to implement a new agenda after reading three issues.

I'm so confident in our newsletter's benefits that I'm sending you a free August issue. You will receive it on the 16th of this month in your home mailbox.

If you register for an annual subscription by September 1, 2024, I'm also delighted to offer you 30% off of the price. You can do so with this link:

[Sign up for the *Cassidy Foodservice Newsletter*](#)

Please feel free to reach out to me with any questions.

Best regards,

Kevin Cassidy
Business Development Manager
Cassidy Foodservice
Cell (999) 999-9999
Email kcassidy@cassidyfoods.com

Subject: Cindy, why are you so stressed? 😊

Cassidy Foodservice



Dear Cindy,

Being a restaurateur is a stressful job, especially when you are understaffed. Believe me—I get it. I've just had three operators contact me and say they had to shut down their businesses for a couple of days this year because too many of their employees called in sick.

Are you ready for a game-changing transformation? Then why not sign up for the *Cassidy Foodservice Newsletter*?

Remember—according to KEC News, Cassidy Foodservice is the industry's content leader. Our newsletter offers staffing and hiring strategies that will set you apart from your competitors. In addition, we analyze spearheading menus produced by the most renowned chefs that are broken down to the ingredients and formulations, and the latest cutting-edge tools and technologies.

We have devised an article about how our content benefits restaurateurs [here](#). I can offer you 30% off of your annual subscription if you register by September 1, 2024, with this link:

[Sign up for the Cassidy Foodservice Newsletter](#)

Please feel free to reach out to me if you have any questions.

All the best,

Kevin Cassidy
Business Development Manager
Cassidy Foodservice
Cell (999) 999-9999
Email kcassidy@cassidyfoods.com

Subject: Cindy, what's on your social media? 😊

Cassidy Foodservice



Dear Cindy,

How is your restaurant's social media campaign going? Being aware of new digital marketing methods can build your brand, develop your customer base, lift your revenue, and decrease your marketing costs.

With the foremost foodservice newsletter, you can examine digital marketing strategies from industry pioneers. That's the reason top-tier clients such as Ray Foods and McGovern Foodservice read our content for insight.

Check out the outstanding reviews our newsletter has received [here](#). This week is your last chance to receive 30% off of the *Cassidy Foodservice Newsletter* annual subscription. Our special deal ends on this Sunday, September 1st.

Register with this link:

[Sign up for the *Cassidy Foodservice Newsletter*](#)

Don't hesitate to contact me if you have any questions.

Sincerely,

Kevin Cassidy
Business Development Manager
Cassidy Foodservice
Cell (999) 999-9999
Email kcassidy@cassidyfoods.com