February 27, 2013

Because you are an important communicator in the food and restaurant industry in [insert city here] and beyond, I invite you to take advantage of the enclosed press kit from Outlander Spices. Outlander Spices plays a unique and vital role in the food and restaurant industry, and I think you’ll find that we provide information and perspectives you might not have encountered elsewhere.

Outlander Spices is a small, privately held company that provides exotic spices and gourmet foods to restaurants and consumers throughout the United States. We have twenty kiosk locations within gourmet grocery stores on the West Coast, and we are planning to launch a Web initiative so that consumers can purchase our products via the Internet. We also plan to expand our kiosk operations into stores on the East Coast and in the Midwest over the next two years.

In addition to providing restaurants and consumers with the highest quality spices on the market today, Outlander Spices strives to be an important resource for exciting and inspiring cooking advice. Through our website and various publications, we offer helpful recipes, cooking tips, and cooking products to make preparing food a much more fulfilling experience. We know we’re making a difference based on the positive feedback we’ve received from stores, restaurants, and individuals around the country.

After you’ve looked over the press kit, please contact me if you have any questions, or if you’d like more information.

Best Regards,

Ima Student, Media Relations  
Outlander Spices