

# Product Recall Apology Letter

Dear valued customer,

At [INSERT COMPANY NAME], our mission is to provide our customers with only the freshest, highest quality [ITEM DESCRIPTION]. That being said, our number one priority is the safety and satisfaction of our customers while consuming our products. I regret to say that our most recent series of [ITEM DESCRIPTION] fell short on that promise.

Unfortunately, our series of [ITEM DESCRIPTION] printed with the expiration dates [DATE] through [DATE], have been found to contain unsafe mercury levels. The [ITEM DESCRIPTION] that we use are caught wild and not farmed, and we test our products extensively before making them available to the public. We are very sorry that this series of cans has slipped past our quality standards.

While we regret very much this discovery, we are glad to open this line of communication to ensure the safety of our customers.

If you have in your possession any [ITEM DESCRIPTION] with these expiration dates, you can return them to the supermarket where they were purchased, or ship them free of charge to the following address for a full refund:

[COMPANY NAME]

[COMPANY ADDRESS]

If you have consumed one or many cans of our [ITEM DESCRIPTION] with these expiration dates, you do not need to seek medical attention, but it is advisable to not continue the consumption.

To our valued customers who were affected and unaffected alike, we are very sorry. We will continue to develop the products that our customers love, but with more extensive quality testing to ensure that this situation remains an isolated incident.

We thank you all for your loyalty over these 25 years that we have been in business—we will work hard to not disappoint you again.

Sincerely,

[PRESIDENT NAME]

President and CEO

