

Email Copy Sample

Educational Email

(Educational email from a product knowledge series designed to inform and build trust)

Subject: Get to Know Ahi

Hey [First Name],

We're kicking off the year with a little seafood knowledge. This product education series is all about helping you understand what you're eating — where it comes from, why it matters, and how to enjoy it your way. Up first: Ahi Tuna, also known as Yellowfin Tuna.

Where It Comes From

Ahi Tuna are sleek, fast swimmers found across the Atlantic, Pacific, and Indian Oceans. Known for their metallic blue backs and long yellow fins, they're highly migratory and spend their lives moving through open waters. These fish mature quickly and play an important role in ocean ecosystems, making responsible harvesting especially important.

Why Ours Is Different

- Pole & Hand-Line Caught
Caught one fish at a time for better quality and control.
- Near-Zero Bycatch
This method reduces unwanted catch and helps protect marine life.
- Ocean-Responsible Fishing
Slower, more intentional harvesting supports healthy tuna populations.
- Premium Quality
Careful handling means cleaner flavor and sushi-grade texture every time.

How It Tastes Best

Ahi Tuna has a clean, meaty flavor that works beautifully raw or cooked. When raw, it's vibrant red and silky; when cooked, it becomes firm and tender with a mild richness. If sushi is a favorite at your table, this is your go-to fish. Prefer it cooked? A quick sear paired with fresh toppings brings out its best.

[Brand Name]