

Email Templates

**Meal box Delivery Service:**

**Subject Lines:**

Vegan and GF baking powers ACTIVATE!

Can gluten free and vegan baked goods taste better than the “real” thing?

Hello \_\_\_\_\_

Mindful Baking produces the most amazing gluten free and vegan baked goods in Chicago! If you don't believe us, check out our instagram here or see the photo attached.

The number of people going gluten free in the U.S. has tripled since 2009. In the last three years, the number of people identifying as vegan has gone up nearly 600%. (*Customizer sentence*) You may be struggling to provide solutions to these customers, maybe even turning them away. [*You are already doing a lot to serve this group of special diet needs folks. But,*] We think there's a lot we could do together to serve this important, vocal, high disposable income customer segment.

Can we set up a quick 15 minute phone call to explore whether it makes sense for us to stop by with samples?

Best,

Kent Bridgeman  
773-600-5654  
kent@mindfulbaking.net

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**Corporate Catering**

Hi \_\_\_\_\_,

Did you know that the number of people going gluten free in the U.S. has tripled since 2009? Also, in the last three years, the number of people identifying as vegan has gone up nearly 600%. As a catering company, how do you keep up with demand for specialty diets? I notice from your website that \_\_\_\_\_.

Here at Mindful Baking, we make exclusively gluten free and vegan baked goods. I think we have a few products that might be a good fit for your catering company and we are always open to developing new products.

When would be a good time for us to drop off some samples?

Best,

## **Admin Assistants**

Hi \_\_\_\_\_,

It can be a pain in the butt planning a lunch or event for the office. Did you know that the number of people going gluten free in the U.S. has tripled since 2009? Also, in the last three years, the number of people identifying as vegan has gone up nearly 600%. Don't get me started about Paleo. Anyway, as someone who it falls on to get your team fed, how do you keep up?

Here at Mindful Baking, we make exclusively gluten free and vegan baked goods. We offer sweet and savory items that are a complement to any luncheon or office party. And what about the regular omnivores? Well they won't be able to tell the difference.

I'm willing to put my money where my mouth is on that too. When would be a good time for us to drop off some samples?

Best,

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## **Sky Chef/Airport**

Hi \_\_\_\_\_,

Travelers across the world are getting pickier and pickier. Did you know that the number of people going gluten free in the U.S. has tripled since 2009? Also, in the last three years, the number of people identifying as vegan has gone up nearly 600%. And then add in Paleo! So, how does one keep up?

Mindful Baking produces the most amazing gluten free and vegan baked goods in Chicago! If you don't believe us, check out our instagram here or see the photo attached.

Can we set up a quick 15 minute phone call to explore whether it makes sense for us to stop by with samples?

Best,

## Follow up Emails:

1st one:

Hey there \_\_\_\_\_,

Just wanted to make sure you saw my previous email (copied below). I'd love to set up a quick call and see if we can help you provide solutions to your gluten free and/or vegan customers.

Best,  
Kent

(New Picture)

2nd one:

Hi \_\_\_\_\_,

Following up on my previous emails. I don't want to miss out on connecting with you about upping your gluten free and vegan game. Here's an article I thought you might find interesting on the subject: (find one).

Best,  
Kent

(New Picture)

3rd one:

Hi \_\_\_\_\_,

I've tried to reach you a few times to go over suggestions on improving your gluten free and vegan product offering, but haven't heard back which tells me one of three things:

- 1) You're all set with gluten free and vegan products and I should stop bothering you.
- 2) You're still interested but haven't had the time to get back to meet yet.
- 3) You've fallen and can't get up and in that case let me know and I'll call someone to help you ....

Please let me know which one as I'm starting to worry!

Regards,

Kent