

Dear \_\_\_\_\_,  
store name

As one of your customers, I want to know about the food I buy and think that HowGood would be great to offer in your store.

HowGood is an independent organization that researches and rates the environmental and social impact of food. They translate their ratings on to customer-facing shelf tags and partner with stores like yours to make this information the most accessible to consumers. Based on over 60 different industry specific metrics, HowGood ratings make it easy for shoppers like me to get the comprehensive information I need to find the best products for my family, the environment, and society.

These days it is almost impossible to navigate food labels and find truth in vague and confusing marketing messages. Because HowGood operates as a third party and a triple bottom line company, I know I can trust the information they provide. Adding HowGood to your shelves will clearly demonstrate your commitment to our community and to providing me with the best information on my food.

If you have not already, please consider adding the HowGood sustainable food rating program to your shelves. You can contact HowGood at (888) 601-3015 or visit [howgood.com](http://howgood.com) to find out what you need to do to get HowGood ratings on your shelves - your customers will appreciate it!

Thank you for your time, and I hope to see HowGood tags on your shelves soon.

Sincerely,

\_\_\_\_\_  
NAME

\_\_\_\_\_  
EMAIL

\_\_\_\_\_  
PHONE