To

[The Recipient Name]  
[Address]

Dear Peter Smith!

We are writing this letter to inform you of the opening of our new store Wake and Bake on your block. As you already know, we are a new venture of baked food items and have previously been selling from home. We are delighted to inform you that we are opening our own store on 25th Park Street, Block A, Manhattan next to the Pearl Steak and Fries Hub. The store is only a five minutes’ walk from your location that you used to get our food delivered at previously.

We hope that you will be excited about us coming near to you and having easier access to all your favorite food items without having to pay the delivery fee.

We have also expanded our menu and included other items including homemade cake pops, berry-flavored ice cream, flavored coffees, doughnuts, and much more.

We wish to inform you that we will be officially launching our store on 31st December at noon. Please consider this an invitation to attend our launching ceremony so you can familiarize yourself with our new store.

In addition, we are offering free donuts with every purchase on the launch day so do check out the store and grace the event with your presence.

We will also offer a ten percent discount on our products to everyone who has this invitation letter. Please feel free to invite your friends and family to attend this ceremony too. We would love to see you all there.

Regards,

Owner Wake and Bake