To

[The recipient]  
[Business Name]  
[Address]

Dear [Name],

I am delighted to put forward this proposal for the development of a new food product. Our company has been producing a whole range of snacks for kids for over 10 years. It is time we introduce something new and catch the attention of more potential customers.

As the Manager of the company’s Research and Development department, I have been working with my team on the assessment and feasibility of the development of different types of food products. After 6 months of rigorous research, we have come up with a plan to develop fortified snacks for kids. These would include biscuits, chocolate bars, and favored drinks that offer essential nutrients.

Our main selling point with these products would be the combination of taste and nutrients. While the kids enjoy these snacks, parents would be satisfied that their children are getting vitamins and minerals. These products will also be popular among parents whose kids are picky eaters. It is bound to be a success for us.

I have enclosed details of the proposed product line with this letter. I am eager to discuss this proposal further with you.

Looking forward to your reply.

[Your Name]  
[First -Last Name]  
[Business Name]  
[Address]  
[Location]