

Dear Valued Customer (*personalized with name*),

As one of By the Basketful's valued customers you know how our signature characteristics—quality, elegance, and an attitude of abundance—simplify your gift-giving needs. Now, we are able to give you more of what you appreciate.

By the Basketful proudly reveals three new ways we can help you be an excellent gift-giver. All while keeping the process easy, affordable, and supported with exceptional service.

First, it is with great excitement that By the Basketful announces its acquisition of Brambleberry Barn. Brambleberry Barn held high standards of quality and creativity in their gift baskets and we are thrilled to extend these offerings to you. With the addition of Brambleberry Barn we have greatly expanded our showcase of gifts suitable for every occasion. You can view these new baskets at www.brambleberrybarn.com. To keep it easy for you, the Brambleberry Barn name and website will remain unchanged for an undetermined amount of time.

Second, in our enthusiasm we did even more for you. We now carry the Crabtree & Evelyn line of body and skin care products. Expect to see these superb products interspersed in your gift baskets. Or, if you have any specific requests on incorporating Crabtree & Evelyn products into a gift basket just ask. That's all you have to do to get exactly what you want.

Finally, By the Basketful's growth and increase in variety has given us the ability to be more cost competitive. As a result we decided to share our savings with our most loyal customers. In appreciation of your continued support you can **take 15 percent off your next order** of By the Basketful's extensive basket collection.

Just mention this letter to receive your discount. But hurry! This offer is only **valid through November 11**. And yes, you can even apply the savings to your entire holiday order. Remember, By the Basketful has something for every budget. So please call me at (585) 223-7444 to take advantage of this special offer.

Warmly,

Melanie Plummer
By the Basketful
Making Gift Giving Easy from Design to Delivery
19 Briggsboro Lane
Fairport, NY 14450
(585) 223-7444
www.bythebasketful.com

P.S. Remember, you can **take 15 percent off your entire holiday order** of By the Basketful's expanded offerings which includes *all* of Brambleberry Barn's gift basket selection! Take care of your all your personal and employee holiday shopping with one phone call.