Please keep your email polite as you will be more likely to get a response. You can find the customer service email address or contact form on most retailer and manufacturer websites in a ‘contact us’ section.

Subject: PRODUCT NAME

Dear XXXXXX (Manufacturer/Retailer Name),

**1st Paragraph:** State what product you have purchased / what product you are emailing about. Do you purchase it often? Is this the first time? Were you going to purchase it and then saw how salty it was and this stopped you from buying it? Did you end up buying a different brand?

**2nd paragraph:** Ask for the product to be less salty. You can reference our survey to show that other supermarkets/products have less salt, and you would like them to do the same. Do other less salty products taste better? If so, state them. Do you have a specific reason for needing to keep your salt intake down? Tell them! Once salt is added, you can’t take it back out. An already high salt product doesn’t give consumers a choice.

**3rd paragraph:** Does the product have front of pack colour coded labelling? If it doesn’t, ask for it too. If colour coded labelling helps you compare products and see if products are high / low / medium in salt then tell them this! Also, does the product give ‘as sold’ nutritional information per portion or ‘as grilled’. If as sold ask them to change this so you know what you are eating - nutritional information (particularly in bacon) changes after cooking.

Thank you taking the time to read my email and I am looking forward to hearing your response.

Yours Faithfuly,

XXXX YOUR NAME XXXXX