

Subject: Apology for Delayed Order

Dear [Retail Partner's Name],

We hope this message finds you well. We are writing to sincerely apologize for the delay in the fulfillment of your recent order, [Order Number], placed on [Order Date].

Due to unforeseen circumstances, including [briefly explain reason, e.g., supply chain disruptions, increased demand], we regret to inform you that your order will be delayed beyond the expected delivery date.

We value your partnership and are committed to ensuring that your products arrive as soon as possible. Our team is actively working to resolve these issues and will keep you updated on the status of your order.

As a gesture of our appreciation for your understanding, we would like to offer you [mention any compensation, if applicable, e.g., a discount on your next order, free shipping].

Thank you for your patience and support during this time. If you have any questions or need further assistance, please do not hesitate to contact us at [Contact Information].

Warm regards,

[Your Name]

[Your Position]

[Your Company]

[Company Contact Information]