

Product Discontinuation Notification

Date: [Insert Date]

To: [Retailer Name]

Address: [Retailer Address]

Dear [Retailer Name],

We hope this message finds you well. We are writing to formally notify you that effective [Insert Discontinuation Date], [Product Name] will be discontinued and will no longer be available for purchase.

This decision was not made lightly, and we appreciate the support you have provided for this product. We recommend that you adjust your inventory accordingly and inform your customers about the availability of alternative products.

If you have any questions or need assistance in transitioning to other products, please do not hesitate to reach out to your sales representative.

Thank you for your understanding and continued partnership.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]

[Your Contact Information]