

**Date:** [Insert Date]

**To:** [Franchisee Name]

**From:** [Your Name]  
[Your Position]

**Subject:** Introduction of New Franchise Product

Dear [Franchisee Name],

We are excited to announce the introduction of our new franchise product, **[Product Name]**, which will be available starting **[Launch Date]**. This innovative product is designed to enhance our current offerings and cater to the growing needs of our customers.

**Product Overview:**

- Description: [Brief description of the product]
- Key Features: [List key features]
- Target Market: [Describe target market]

We believe **[Product Name]** will significantly benefit your franchise by [explain benefits such as increasing sales, customer satisfaction, etc.]. Training and promotional materials will be provided to assist you in launching this product effectively.

We look forward to your feedback and are here to support you during this exciting introduction.

Best Regards,

[Your Name]  
[Your Position]  
[Company Name]  
[Contact Information]