

Dear [Customer's Name],

We hope this message finds you well. We are writing to inform you that, due to unforeseen circumstances, we will be discontinuing the [Product Name] effective [Date].

This decision was not made lightly, and we deeply regret any inconvenience this may cause you. We value your patronage and appreciate your understanding as we navigate these changes.

If you have any questions or need assistance with finding an alternative product, please do not hesitate to reach out to our customer service team.

Thank you for your understanding.

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