

# Dear Valued Customer,

We hope this message finds you well. We are writing to share some difficult news regarding the discontinuation of our cherished item, the [Product Name].

It is with a heavy heart that we announce this decision, as we know how much this product has meant to our loyal customers, including yourself. We have seen your love and support for [Product Name], and we genuinely regret any disappointment this may cause.

Due to [reason for discontinuation], we have made the tough decision to cease production of this beloved item. Please know that this decision was not made lightly, and we are truly sorry for any inconvenience it may cause you.

We appreciate your understanding and support during this time. As a token of our gratitude, we would like to offer you [any compensation or alternative product].

Thank you for your continued support. We value your relationship with us and promise to keep you informed about any new developments.

Sincerely,  
[Your Name]  
[Your Title]  
[Your Company]