

I knew it the very first time I went there.

The setting was perfect... the organic food on the menu... the 200 different fine wines... the fresh-baked focaccia bread... the crisp, fresh salad picked less than two hours ago.

And as I savored the first morsel of the fresh, wild-caught sautéed Pacific salmon in the apple cider reduction, I nodded and said to myself...

## **This Is The Best Restaurant I've Ever Found!**

Dear Friend,

The problem with most restaurants is that you don't really know what you're eating.

Sure, there's fish on the menu, but is it farm-raised or wild? Fresh or frozen? Did it come from pristine waters, or is it full of mercury and petroleum residues?

Were the vegetables picked recently, or did they sit on a truck in 100-degree heat for days or even weeks before it got to you?

Are the fruits locally grown, or did they come from halfway around the world?

Chances are, your server doesn't even know the answer.

If you don't think these questions are important, then you've never eaten good food.

XYZ isn't like most restaurants. It's an organic, farm-to-table restaurant where you'll enjoy the pinnacle of fine dining...with a chef who's as creative as he is celebrated...where the food is always as fresh, as pure, as wholesome as humanly possible.

### **You Will Taste The Difference**

Imagine the taste of XYZ's signature Two Hour Salad, where everything on the plate was picked from the garden less than two hours before. So crisp and delicious! House-made dressing, never the stuff from a bottle.

Or the Pacific Salmon, fresh off the boat...never been frozen...juicy and tender and full of flavor, sautéed in a mouth-watering apple cider reduction.

Or the smell of fresh-baked focaccia bread, still warm from the oven.

Or the warm apple pie, made with Washington apples (the best in the world!)...baked fresh to order...served with hand-crafted cinnamon caramel ice cream.

## **Know Thy Food**

What's the XYZ difference? The chef owns the farm where the food is grown.

That's his 'secret ingredient'.

There are no buyers or brokers or middlemen or warehouses involved. The food comes fresh from the farm, right to your table, in the shortest amount of time possible.

...the salad greens? Fresh from the farm. Just a couple of hours ago.

...the apples and pears? Hand-picked from the farm. The same day.

...the steaks? Hand-raised, grass-fed organic beef from local farms. The freshest you can find anywhere. And the most tasty.

...the salmon? Fresh. Wild. Came off the boat the same day you eat it.

Here's a news flash: food isn't supposed to sit around for days or weeks before you eat it.

The food industry calls it 'aging'. Normal people call it 'rotting'.

Fruits are supposed to ripen on the tree or vine or bush. Vegetables are supposed to be eaten right after they are picked. They taste better that way. You feel better when you eat them. It's the way Nature intended.

If you've never tasted a fresh, vine-ripened, organic heirloom tomato – as opposed to the 'truck-ripened' ones you see in the store – you can't imagine what you're missing.

The food at XYZ is always fresh, not stored or canned or reconstituted...

... always organic, so you know you aren't eating a pile of genetically-modified, pesticide-covered, 'Roundup-ready' stuff...

... always local, so you are supporting your local economy instead of some faceless – and heartless – multi-national conglomerate.

## **Quite Possibly The Perfect Restaurant**

I know the terms 'fine dining' and 'organic' don't seem to go together. But XYZ isn't some raw, vegan, gluten-free, sugar-free, everything-free café run by ex-hippies.

It's elegant. It's refined. It's world-class.

XYZ is the kind of place you can take a business partner or a client to lunch and really impress them... or that special someone, to share a romantic evening together... or a friend you haven't seen in ages, to catch up and reminisce about old times.

XYZ has a huge selection of over 200 fine wines, including many options from local vineyards in Washington's own wine country.

The staff is first-rate as well. The servers are cheerful and friendly – and even better, they're *knowledgeable*.

They can tell you details about how the food is grown and prepared... suggest alternatives for people with special dietary needs... recommend the perfect wine to accompany your entrée.

### **World-Class Food From A World-Class Chef**

<chef's name> is the genius behind the XYZ magic. He's an award-winning chef who has been hailed as one of the best and most innovative in America.

<chef's name> won *Seattle Magazine's* "Best Green Chef" award in May 2008... *425 Magazine's* "Best Chef" in September 2009... featured in the PBS "Chefs A-Field" series in January 2010... won the Excellence in Foodservice award – the only chef in America in the fine dining category to win this prestigious award – in 2012.

XYZ was named among the Top 10 farm-to-table restaurants by *Relish Magazine* in June 2012. It has been featured in *Bon Appetit*, *Travel & Leisure*, *National Geographic Traveler*, *Gourmet Sunset*, *Seattle Magazine*, *The Seattle Times*, *425 Magazine*, and more.

And it is partnered with a AAA 4-diamond-rated hotel, so you *know* the quality is top-notch.

### **Let's Go Tonight!**

Tonight XYZ is offering their very special '3 for 33' dinner. It's a three-course meal featuring all their best delicacies... pear arugula salad... fresh-baked Caprese flatbread... Shrimp Pomodoro... house-made gnocchi and ravioli. We'll finish it off with the strawberry-rhubarb cobbler or profiteroles.

This event is already filling up, so we'd better act quickly. Call me without delay at XXX-XXXX so we can be sure to get a reservation in time.

Your taste buds will thank you for it.

Sincerely,

Erin Honeycutt

P.S. I almost forgot. We get a “buy two, get one half off” discount, so bring a friend with you and I’ll make the reservation for three. But this deal expires tomorrow, so let’s not let it go to waste!

P.P.S. I just called XYZ, and they’re already over 60% booked for tonight. Give me a call right away!