

Date: [Insert Date]

[Recipient Name]
[Recipient Title/Position]
[Company Name]
[Company Address]
[City, State, ZIP Code]

Dear [Recipient Name],

Subject: **Formal Notice of Price Adjustment for New Product Offerings**

We wish to extend our gratitude for your continued trust and partnership with [Your Company Name]. We highly value the relationship we have developed over time and remain committed to providing you with the best products and services.

We are writing to formally inform you of an upcoming adjustment to the pricing of our newly introduced products, effective [Effective Date]. This decision was not made lightly, but it has become necessary due to [briefly state reason(s), e.g., "increased production costs", "enhanced product features", or "global supply chain fluctuations"].

Please find below the updated pricing for our new products:

- **[Product Name 1]:** [Old Price] → **[New Price]**
- **[Product Name 2]:** [Old Price] → **[New Price]**
- **[Product Name 3]:** [Old Price] → **[New Price]**

We understand that price adjustments can impact your business planning. Please be assured that our team is available to discuss these changes, provide additional information, or assist you with any questions you may have regarding these updates.

Our continued investment in quality and innovation ensures that you receive the best value for your business. We deeply appreciate your understanding and continued partnership as we navigate these necessary changes.

Thank you for your ongoing support. If you need further clarification or wish to discuss the new pricing in detail, please contact us at [Contact Information].

Sincerely,
[Your Name]
[Your Title/Position]
[Your Company Name]
[Email Address] | [Phone Number]