

[Your Company Name]

[Company Address]

[City, State ZIP Code]

[Phone Number]

[Email Address]

[Date]

Dear [Customer Name],

We would like to thank you for your continued loyalty and support. As part of our commitment to transparency and quality service, we are writing to inform you about an upcoming **seasonal price adjustment** affecting our [products/services].

Due to seasonal factors such as fluctuations in supply and demand, changes in operational costs, and overall market conditions, we will be adjusting our pricing structure. These changes are necessary to ensure we continue delivering the high quality and value you expect from us.

The new pricing will take effect on **[Effective Date]**. Updated price lists will be available on our website and from your account representative. Please rest assured that we have made every effort to keep these adjustments as modest as possible while maintaining our standards of service.

We appreciate your understanding and continued relationship with [Your Company Name]. If you have any questions or would like to discuss these changes further, please do not hesitate to contact us at [Contact Information].

Thank you for your business.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]