

Healthy Eating

Dear _____,

I'm writing to inform you of a product you may not be aware of, called Fizzy Lizzy. This alternative to sweetened carbonated beverages is a great product for dieters and anyone else who may be looking to become healthier – especially those who crave sodas. Fizzy Lizzy is made with only the best ingredients: pure fruit juice and carbonated water. We use no preservatives, corn syrup, or extra sugars. With an average of 60% juice (and 40% sparkling water), and 100% of the RDA for Vitamin C per bottle, I'm confident your readers would be interested in this. Some of our flavors are as low as 90 calories for the whole bottle!

Fizzy Lizzy is an award winning beverage which comes in eight delicious flavors (Gulf Coast Tangerine, Red Hill Pomegranate, Costa Rican Pineapple, Mount Fuji Apple, Lone Star Grapefruit, Yakima Valley Grape, Pacific Raspberry Lemon, and Northern Lights Cranberry). The Fancy Food Show awarded us two silver awards (for "Outstanding Product Line" and "Outstanding Cold Beverage") in July 2007. Attached please find product and nutrition information, our company history, and our FAQs for your review.

For information on where to locate Fizzy Lizzy near you, check out our store locator on our website, <http://www.fizzylizzy.com>. If there's no store listed near you, give us a call at (800) 203-9336 and we'll help you find it.

Please let me know if you would be interested in receiving a sample of Fizzy Lizzy in exchange for reviewing it on your website.

Thank you very much for your time and consideration. I look forward to hearing from you!

Parenting

Dear _____,

Parents often argue with their children over food. Kids love soda, desserts and other sweet treats; parents just want their kids to eat healthfully. I'd like to introduce you to a product that successfully bridges this gap: Fizzy Lizzy. Fizzy Lizzy will finish off family fights.

Fizzy Lizzy is a healthy alternative to soda and is made only with fruit juice and sparkling water. Each bottle has an average of 60% juice and 40% sparkling water. We never use preservatives, corn syrup, or extra sugars. In fact, the only "extra" you'll find in Fizzy Lizzy is Vitamin C – 100% of the RDA!

Children will get the carbonation they clamor for from soda, and parents obtain the satisfaction of knowing their children are drinking a beverage with benefits.

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Pregnancy

Dear _____,

Many pregnant women find themselves trying to eat more healthfully while yearning for the soda and coffee they used to drink to get through the day. Taking this into account, I’d like to introduce you to Fizzy Lizzy, a healthy alternative to soda that’s also won prestigious awards for taste.

Fizzy Lizzy is made from whole fruit juice and sparkling water, with no gunk and no junk. With an average of 60% juice (and 40% sparkling water) per bottle, our drinks are caffeine-free and contain no preservatives, corn syrup, or extra sugars. The only “extra” you’ll find in Fizzy Lizzy is Vitamin C! We know how important Vitamin C is to women both during pregnancy and while breastfeeding. Each bottle of Fizzy Lizzy contains 100% of the RDA of Vitamin C.

In addition to being good for parents, Fizzy Lizzy is great for kids. Children will get the carbonation they clamor for from soda; parents will enjoy the satisfaction of knowing their children are drinking a beverage that’s good for them.

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Food/Drink

Dear _____,

Many of your readers look for quality in their food, but overlook ingredients in their beverages. I’d love to help you remedy that problem by introducing you to Fizzy Lizzy. We are an award winning, high-quality carbonated beverage providing a tastier, healthier alternative to soda. Each bottle of Fizzy Lizzy contains only the simplest ingredients – fruit juice and sparkling water – with no preservatives, corn syrup, or added sugars. Fizzy Lizzy contains no gunk and no junk. And we’ve received prestigious awards (silver medals in “Outstanding Cold Beverage” and “Outstanding Product Line” at last summer’s Fancy Food Show) and glowing press coverage (including kudos from Food & Wine, House & Garden, The New York Times, and countless others) to boot.

Lizzy comes in eight delicious flavors (Gulf Coast Tangerine, Red Hill Pomegranate, Costa Rican Pineapple, Mount Fuji Apple, Lone Star Grapefruit, Yakima Valley Grape, Pacific Raspberry Lemon, and Northern Lights Cranberry). Attached please find product and nutrition information, our company history, and our FAQs for your review.

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General

Dear _____,

Your readers are looking for quality products in all aspects of their lives. I'd love to help you bring them a premium beverage to add to their shopping lists: Fizzy Lizzy. We are an award winning, high-quality carbonated beverage providing a tastier, healthier alternative to soda. Each bottle of Fizzy Lizzy contains only the simplest ingredients – fruit juice and sparkling water – with no preservatives, corn syrup, or added sugars. Fizzy Lizzy contains no gunk and no junk. And we've received prestigious awards (see box below) and glowing press coverage (including kudos from Food & Wine, House & Garden, The New York Times, and countless others) to boot.

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