**The “Collaboration” Template**

Subject: See what [Restaurant A] has to say about the game-changing new software for restaurants.

Hi [Dave],

My name is [Sam], a [Product Manager] at [Company X].

We’re launching a new service that streamlines the inventory management process for restaurants, and we’re offering a select few restaurant owners in [New York City] the chance to test the service. We’ve already partnered with [Restaurant A], [Restaurant B], and [Restaurant C] for the test run, and the results have been encouraging!

Read what they have to say [here].

We believe this software offers something unique to the service industry and will be widely adopted in the coming months.

Drop me a line if you’re interested and we can arrange a quick call.

Thank you!