**The “Problem Solver” Template**

Subject: The worrying statistic affecting restaurant owners in New York City.

Hi [Dave],

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

You’re probably aware of this already, but a recent report by [Research Firm A] shows that 60% of restaurants in [New York City] have inventory costs that are higher than the industry average, due to inefficient inventory management.

My role at [Company X] is to figure out the unique challenges faced by restaurant owners, and offer them a chance to test our product as a possible solution.

Let me know if you have any free time today for a call and we can get things rolling.

Thank you!