

“Who Says Monday Has To Be Boring?”

Café Roma, 138 Mulberry St. New York 1-212-555-1212

Dear Friend,

We know Monday isn't the most popular day of the week, but we don't think it has to be boring either. Here's why you'll want to come visit us on Monday night:

Café Roma has been delighting diners for the last 28 years, here in historic Little Italy. Our superb Italian cuisine, attentive service, and warm atmosphere keep people coming back to us again and again.

Our customers keep saying: "the pastas are to die for," "the fish and meat dishes are wonderfully fresh delicious and plentiful," "the desserts are scrumptious," "the prices are so reasonable."

We want to offer you the superb cuisine and gracious service our customers have raved about for the last 28 years. And we've added an irresistible incentive!

Expires 8/17/02. One referral per table per visit. Valid with dinner order Mondays. Your privacy assured.

Bring this referral to us and receive the following **absolutely FREE** with your dinner order Mondays:

- 1) A glass of one of our **luxurious wines** will be served to you and your guest/s. These are not just any wines, but carefully-selected, silky-smooth wines for the discerning palate.
- 2) A **special mouthwatering appetizer** that is sure to please will be served to your table. Chef X will delight you with varied, exciting specials.

We ask that you make a reservation ahead of time so we may guarantee your table. Why not call us today? Great food and gracious service await you!

Sincerely,

Business owner's name / owner of Rest X

P.S. We'll see you soon!

GUEST (Clearly print): First Name Last Name Street address City, State Zip email

REFERRED BY (Clearly print): First Name Last Name Street address City, State Zip email