

From: Andrew Salisbury hello@puritycoffee.com
Subject: Emily, enjoy a 20% discount on your next order.
Date: May 16, 2018 at 1:13 PM
To: emily@emilyeinolander.com



Dear Emily,

We noticed it's been a little while since you last ordered, so this is just a friendly reminder that we're here to fulfill your healthy coffee needs. Also, there's a special offer code (just for you) which we've placed inside this email.

Continued growth means better pricing.

In case you missed it, we restructured our pricing back in April. If you visit our [shop](#) you'll probably notice prices have come down a bit - especially on our whole bean coffee. Our recent growth has enabled us to source larger quantities of our organic, specialty-grade, "Purity Standard" green beans at a better value, allowing us to offer our premium, healthy coffee at a more accessible price point.

And...we're still offering [free shipping for subscriptions](#) and any orders over \$50. We've also added a new 5lb bag option (available for as low as .99/oz) for the serious coffee lovers, and special discounted pricing for subscriptions of 3 bags or more.

If you're craving some healthy coffee right about now, please use your special code below for a 20% discount on your next order!

[Click Here to Go Shopping](#)

Your special 20% off code: RES8CEF318227

This exclusive offer is valid for the next 10 days.

To your health!

Andrew Salisbury

Founder, [Purity Coffee](#)
