



Dear Store Owner or Department Manager:

You are reading this letter because a mutual customer of ours has noticed that you do not carry the Aviva brand of **yerba maté!** If you are not familiar with yerba maté, let me briefly explain... Yerba maté is a South American favorite that is considered the national drink of countries like Uruguay, Paraguay, and Argentina. It is an herbal tea that is traditionally consumed with a gourd and bombilla. It contains most of the nutrients found in green and black teas plus many more! Many of our customers currently enjoy a hot (or cold) cup of yerba maté as a healthful alternative to coffee.

The Aviva brand of yerba maté is **Premium Wild Harvest** yerba harvested from the forests of our ranch in Paraguay. Unlike many of the products on the market today, our brand contains 99% pure leaf and very little undesirable sticks/stems and dust.

The customer presenting you with this letter would like for you to take part in our wholesale program so that he or she may purchase our product at your store. Our account representatives are available to work with you to put together a winning program for your business!

Additional information about yerba maté can be found on our website listed below. We invite you to download our **Yerba Maté FAQ** that contains the latest research and health benefits surrounding this wonderful plant.

Best of Health,

Your Friends at Aviva
<http://www.yerba-mate.com>

**“A South American Favorite
With a North American Twist!”**