MARKETING EMAIL - NEW PRODUCT LAUNCH FOR "CULINARY CLOUD" MEAL PLANNING SERVICE

Subject: Say Goodbye to "What's for Dinner?" Forever

Hi [First Name],

Remember the last time you stood in front of your open fridge at 6 PM, wondering what to make with that random assortment of ingredients?

Those days are officially over.

Introducing **Culinary Cloud Pro** – the intelligent meal planning revolution we've spent the last year perfecting.

Why Our Beta Users Are Calling It "Life-Changing"

Since you've been with us on the standard Culinary Cloud plan, you already know how our AI helps plan meals around your dietary preferences. But Pro takes everything to an entirely new level:

✨ **Adaptive Pantry Intelligence** learns what ingredients you typically have on hand and suggests recipes that minimize waste

🔄 **Smart Seasonal Substitutions** automatically adjusts recipes based on what's fresh and affordable right now in [Customer's City]

🌿 **Nutrition Balancing** ensures you're getting optimal macros and micros across your week, not just in individual meals

"I've saved $217 on groceries this month alone, and we're eating better than ever." – Melissa T., Pro Beta Tester

Your Exclusive Launch Offer

As a valued Culinary Cloud member, you get first access to Pro at our special founding member rate:

$7.99/month (regularly $14.99) *Lock in this price forever when you upgrade in the next 48 hours*

[**UPGRADE TO PRO**]

Not quite ready? No problem. Your current plan continues without changes. But consider this: the average American family wastes $1,500 in thrown-out food yearly. Pro users report reducing their food waste by up to 73%.

That morning stress of packing lunches? Gone. That evening scramble to figure out dinner? Eliminated. That guilt over tossing wilted produce? History.

Here's to more delicious meals and less kitchen stress,

Jamie Winters Founder, Culinary Cloud

P.S. The first 500 members to upgrade will also receive our "Weeknight Wonders" digital cookbook featuring 50 exclusive recipes not available in the standard app. [Upgrade now to claim yours]