

Date

Hannaford Bros. Co.
PO Box 1000
Portland, ME 04104
ATTN: Consumer Services

To Whom It May Concern:

I am a frequent shopper at your CITY, NY store. The purpose of my letter is to encourage your company to adopt a corporate-wide policy that ends the sale of tobacco products in all of your stores.

This is an important issue to me because I shop at your store regularly with my young daughter. We pass a cigarette display that is right near the register and the colors and ads do attract her attention. While she is too young to know what they are, it makes me uncomfortable that such a dangerous product is in easy view of young, impressionable eyes. Kids are very drawn to the kinds of ads that cigarette companies use, and they know it. You should not be manipulated by the tobacco companies to advertise and sell their deadly products.

I'm sure your company is concerned about possible lost revenue resulting from a decision like this. Perhaps the examples already set by other grocery chains will reassure you that this can be a smart business decision. A creative and community-minded company like yours can certainly develop new ways to increase sales on healthier items like organic and natural products.

I encourage you to take the bold and courageous step to stop selling cigarettes in all your stores. This will boost your public image locally and throughout the Northeast. You have many customers standing behind you in this decision.

Sincerely,

Jane Smith
1 Main Street
CITY, NY 12302