

Welcome Email:

Hey __,

Welcome to the Zeffer newsletter.

Enjoy this exclusive **10% discount** code to get **10% off** your next purchase.

We're happy to have you.

Kick your feet up and relax with a can of our apple cider.

Our goal here at Zeffer isn't just to create a good-tasting beverage you can crack open and enjoy the sunset with...

In every sip of *delicious* Hawkes Bay-grown apple cider, we want our customers to KNOW that the company behind it is reducing its carbon footprint with every single can made.

So go ahead and claim your [10% discount code](#) for newsletter members only. Come back for more exclusive deals and products that amplify your fun in the sun.

So go ahead and take a sip of our [0% Crisp Apple Cider](#) and take comfort not only in the delicious flavor but also in knowing that you're supporting a company that gives back to the land and those that live on it.

[BUY 0% CRISP APPLE CIDER](#)

Post critique:

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No, in every *delicious* sip of Hawkes Bay-grown apple cider, we want our customers to KNOW that the company behind it is reducing its carbon footprint with every single can made.

We appreciate those who support us, and because of that, we're also reducing prices for newsletter members only.

Claim access to your [special members discount code](#), and return to see how we help you crack open a cider and enjoy the sunset without a worry.

<Signature>