

[Store Name] Corporate Team,

As a proud and loyal customer of [store name] since [year], I hold in high regard the memories made over the years, the consistent quality of food and drink, and your receptiveness to customer feedback. [Store name] is my familiar anchor to the world amid constant change, knowing I can reliably find a location whether I'm in my local airport, traveling across the country, driving through a major city or a small town hours from home. [Store name] has been my constant across all ages and periods of my life, whether studying or working on my laptop for hours, reading a book and enjoying a hot coffee in the winter, or meeting up with family and friends.

I take my loyalty to businesses big and small very seriously, and I value that [store name] solicits customer feedback in an effort to evolve. This is why the upcharge for plant-based milk alternatives at [store name] is incongruous with the aforementioned values. Continuing to make dairy milk the free default while nondairy options cost an additional fee is inconsistent with the hypothetical ideal of inclusivity that [store name] claims it provides to customers.

The dairy-free upcharge perpetuates a concept known as "dietary racism," an unjust fee assessed to those with the nutritional, health, religious, cultural, moral, or otherwise common sense objection to consuming dairy products. Did you know that, according to various research, lactose intolerance occurs in approximately 50-80% of people of Hispanic origin, people from south India, Black folks, roughly 75% of all Jewish individuals, and almost 100% of people in Asia and Native Americans?

The plant-milk upcharge also de-incentivizes consumers from making more sustainable and ethical milk choices. By making cow's milk the default option, [Store name] is encouraging customers to make choices that cause more unnecessary harm to our planet and to the animals we share it with.

It is with the utmost respect that I make an impassioned plea for [store name] corporate leaders to consider the moral justification for eliminating its plant-milk upcharge. Consider the marketing opportunities, the media exposure, and the good-will this could foster with your customers nationwide. As well, the chance to be lauded as a disruptor in the food and beverage industry is not an opportunity that comes along often.

Given this unique time in history, I'd expect nothing less from [store name] to one day be named among the trailblazers of the industry in doing away with fees for plant-based alternatives.

With gratitude,
[Your Name]
[Your contact information]