

[Store Name] Management Team,

As a proud and loyal customer since [year], I hold the service, quality of food and drink, and atmosphere here in high regard. [Store name] affords me an experience that cannot be replicated by other, larger coffee chains. There is a charm, warmth, friendliness, and sincerity unique to your cafe that simply doesn't exist at national coffee shops.

I take my loyalty to businesses very seriously, and I value the familial feel and reciprocal nature of the appreciation between customer and employee here. This is why the upcharge for plant-based milk alternatives at [store name] strikes me as both surprising and incongruous with the aforementioned values. Continuing to make dairy milk the free default while nondairy options cost an additional fee is inconsistent with the thoughtfulness and inclusivity otherwise provided to customers at [store name].

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 animal byproducts. 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.

Because [store name] has a reputation as an inclusive and welcoming space for all people in this community and beyond, I humbly, respectfully request that [store name] management and ownership thoughtfully considers the moral justification for eliminating the plant-milk upcharge. Consider the marketing opportunities, the media exposure, and the goodwill this could foster with your customers. As well, the chance to be lauded as a thought leader, an innovator, and a disruptor in the coffee industry is not an opportunity that comes along often.

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

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