

Theme(s):

- 1) "Summer of Tandur". We will not be mentioning July 4th specifically so we can send the eblast twice throughout the month, but a focus on summer would be appropriate.
- 2) Immunity boosting spices. See January eblast for a sample of what we wrote previously on this topic.

Promotion(s):

- 1) Double Points. Clients will receive 2x the points on their entire order thru July 31.

1)

Here's to a spicy Tandur Summer!

The healthiest summer meals are also the hottest. Don't worry, these spices won't bite. In fact, Tandur's authentic Indian spices are a great source for enhancing immunity and promoting heart health.

Now until July 31, customers signed up with our rewards system will receive 2x the points on their entire order.

2)

Take on the heat, Tandur style

Get a taste of Tandur's authentic spices in every dish. From star anise to cloves, Tandur dishes pack a tasty punch that's full of antioxidants and vitamins. Summer doesn't get any better than with Tandur.

Now until July 31, customers signed up with our rewards system will receive 2x the points on their entire order.