

JOHN SMITH

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June 23, 2014

John Jones, Manager
Stater Bros.
151 East Valley Blvd.
Colton, CA 92324

RE: Store quality

Dear, Mr. Jones:

This letter is in regard to the quality of your store on Valley Blvd. in Colton. Throughout my life, I have been a loyal customer to the Stater Bros. company. However, I have noticed since the opening of the store in Grand Terrance, the quality of the produce has been subpar as well as the customer service.

In May, I went to this location on a Saturday afternoon to do my weekly shopping. As I browsed around, I made my way to the deli counter and ordered some lunch meat. I immediately noticed the filthy meat slicer. I commented that I did not want my order anymore and promptly went to speak to the manager. When I found the manager, I detailed my concerns and he promised immediate action. Additionally, the parking lot is filthy and full of carts and the store has wrappers where people have eaten products and left.

It seems as though because the socio-economic levels in the area have dropped, so have the store's high standards in achieving an excellent customer experience.

As I have stated, I am a lifelong customer of Stater Bros. and I would like to continue, but due to the lack of concern in the quality of the store on Valley Blvd. it is very hard to visit in good faith. I am writing this letter not in search of free merchandise or a discount, but in the hopes that this will inform you of the mounting problems I have witnessed first-hand. My favorite part of shopping at the store was not the low prices or location, but the customer service that was the jewel of the Inland Empire.

Thank you in advance for your time reading this letter. I can be reached at any of the contacts above if you wish to discuss this matter further.

Best Regards,

X

John Smith
Customer

Cc: John Jones, Manager
Bcc: Sean Morales, District Manager