

Sample B2B Outreach Sequence – Cannabis Beverage Retail Pitch

This is a sample outbound email and follow-up sequence adapted from real outreach performed for Ricci Cannabis Inc. It demonstrates my ability to initiate cold sales conversations, qualify prospects, and create urgency around premium CPG products.

Email 1: Introduction & Value Proposition

Subject: Premium Cannabis Beverage That's Redefining Wine (No Alcohol)

Hi (First Name)

I'm reaching out to introduce Ricci — Canada's first cannabis-infused, wine-style beverage. We've recently launched Dolce Red and Dolce White, now carried by over 120 retailers including FIKA, The Woods, and Sessions Cannabis.

What makes Ricci different? It's elegant, non-carbonated, low-sugar, and infused with nano-emulsified THC for a smooth onset. It's built for the wine aisle - not the soda shelf.

We've seen consistent re-orders and a 5-day sellout at OCS. I'd love to connect and share how it could perform in your store.

Would next Tuesday or Thursday work for a quick intro call?

Best,

Sarra Jayasinghe

Founder, Ricci Cannabis Inc.

Email 2: Follow-Up

Subject: Following up – New Cannabis Bev for Sophisticated Consumers

Hi [First Name],

Just following up to see if you had a chance to review my last note. I'd love to get Ricci on your radar - it's resonating strongly with wellness-oriented and sober-curious buyers looking for a premium cannabis drink.

We offer sampling kits and sales tools for store staff. Let me know if a quick call works for you next week.

Thanks,
Sarrah