Dear [customer name],

We’re so sorry – it appears there’s been a mixup that caused you to receive the incorrect shipment rather than what you had ordered. This was completely our fault, and we hope you’ll accept our apology for the inconvenience that this caused.

We know you value reliable shipping, and we apologize for letting you down.

We’ve shipped out your correct order. It will arrive within [delivery time frame]. We’ve also included [extra gift] as a way to say thank you for your patience.

As for the order you received, [instructions on what to do with the incorrect shipment].

We hate letting our customers down, and we’re sorry to say that’s exactly what happened here. We hope you’ll give us another chance to win your trust back.

Thank you,

### [your company/name]

