

Informal apology message template

Subject: Oops! Sorry about the expired [product]

Hi [Customer Name],

We messed up, and I wanted to reach out personally to apologize.

You recently bought [product] from our store, and we've discovered it was past its expiration date when you purchased it. That's completely on us - there's no excuse for this kind of oversight.

I know how frustrating this must be, especially if you were planning to use it for something special or if you've already consumed part of it. Your trust means everything to us, and we clearly didn't earn it this time.

Here's what we're doing right away:

- Full refund, no questions asked
- Fresh replacement product waiting for you
- \$[amount] store credit for the trouble
- We're double-checking all our inventory today

This shouldn't have happened, period. We're putting new systems in place so it won't happen again.

If you have any concerns about consuming the product or just want to chat about this, please call me at [number]. Otherwise, swing by anytime for your refund and replacement.

Thanks for being patient with us while we fix this.

Best,

[Name]

[Store/Company]

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