

Announcing new management at a mom-and-pop local business is an important communication to customers and the community. It signals a change, continuity, and the future direction of the business. Here are three templates for such an announcement, each followed by an example. Additionally, sections on the purpose of the letter, key elements to include, and tips for writing are provided.

## **New Management Announcement Template 1**

Subject: Exciting News: New Management at [Business Name]  
Dear [Recipient or "Valued Customer"],

We are delighted to inform you that [Business Name] is transitioning to new management! As of [Date], [New Manager's Name] will be taking over the reins from [Previous Manager's Name].

[New Manager's Name] brings a wealth of experience in [Industry/Field] and shares our commitment to [mention values, quality service, community focus, etc.]. [Include a brief introduction about the new manager].

We assure you that [Business Name] will continue to offer the same great [products/services] that you have come to know and love. We are excited about this new chapter and look forward to serving you with renewed enthusiasm.

Thank you for your continued patronage and support.

Sincerely,

[Your Name]  
[Your Position]

## Example for Template 1

Subject: Exciting News: New Management at Johnson's Bakery  
Dear Valued Customer,

We are delighted to inform you that Johnson's Bakery is transitioning to new management! As of May 1st, Sarah Thompson will be taking over the reins from Mark Johnson.

Sarah brings a wealth of experience in culinary arts and shares our commitment to quality, homemade baked goods and a warm community focus. Sarah has been a renowned pastry chef in New York and is excited to bring her expertise to our beloved bakery.

We assure you that Johnson's Bakery will continue to offer the same great breads, pastries, and cakes that you have come to know and love. We are excited about this new chapter and look forward to serving you with renewed enthusiasm.

Thank you for your continued patronage and support.

Sincerely,

Mark Johnson  
Founder, Johnson's Bakery

## New Management Announcement Template 2

Subject: New Chapter at [Business Name] with New Management  
Dear [Recipient or "Community Members"],

It is with great excitement that we announce a new chapter for [Business Name]. Starting [Date], [New Manager's Name] will be the new face of our business, taking over from [Previous Manager's Name], who has been a pillar of our success.

[New Manager's Name] comes to us with [mention experience,

achievements, or vision for the business]. We believe that their fresh perspective and innovative ideas will lead [Business Name] to new heights while maintaining the values and traditions that make us unique.

We invite you to join us in welcoming [New Manager's Name] and to continue supporting [Business Name] as we embark on this exciting journey together.

Warm regards,

[Your Name]  
[Your Position]

## Example for Template 2

Subject: New Chapter at The Cozy Corner with New Management  
Dear Community Members,

It is with great excitement that we announce a new chapter for The Cozy Corner. Starting June 15th, Emily Rodriguez will be the new face of our business, taking over from John and Linda Carter, who have been pillars of our success.

Emily comes to us with extensive experience in café management and a passion for sustainable practices. We believe that her fresh perspective and innovative ideas will lead The Cozy Corner to new heights while maintaining the values and traditions that make our café a community favorite.

We invite you to join us in welcoming Emily and to continue supporting The Cozy Corner as we embark on this exciting journey together.

Warm regards,

John and Linda Carter  
Founders, The Cozy Corner

# New Management Announcement Template 3

Subject: [Business Name] Welcomes New Management!  
Hello [Recipient or "Friends of [Business Name]"],

We are thrilled to announce that [Business Name] is entering a new era under the leadership of [New Manager's Name], starting [Date]. This change comes as [Previous Manager's Name] steps down to pursue new adventures.

[New Manager's Name] is passionate about [Industry/Field] and is dedicated to continuing the legacy of [Business Name] while bringing in new ideas to enhance your experience with us.

Please join us in welcoming [New Manager's Name] and stay tuned for some exciting updates and offerings under their guidance.

Thank you for being part of our [Business Name] family.

Best,

[Your Name]  
[Your Position]

## Example for Template 3

Subject: Main Street Florist Welcomes New Management!  
Hello Friends of Main Street Florist,

We are thrilled to announce that Main Street Florist is entering a new era under the leadership of Mia Chang, starting July 1st. This change comes as Bob and Mary Foster step down to pursue new adventures.

Mia is passionate about floral design and is dedicated to

continuing the legacy of Main Street Florist while bringing in new ideas to enhance your experience with us.

Please join us in welcoming Mia and stay tuned for some exciting updates and offerings under her guidance.

Thank you for being part of our Main Street Florist family.

Best,

Bob and Mary Foster  
Founders, Main Street Florist

## **Purpose of a New Management Announcement Letter**

The purpose of a new management announcement letter is to inform customers and the community about the change in leadership at a local business. It helps in maintaining transparency, building trust, and ensuring a smooth transition.

## **Key Elements of a New Management Announcement Letter**

**Introduction of the New Manager:** Provide a brief introduction of the new manager, including their background and experience.

**Acknowledgment of Previous Management:** Recognize the contributions and achievements of the previous management.

**Continuity and Change:** Highlight how the new management will uphold the business's values while bringing in fresh ideas.

**Invitation for Continued Support:** Encourage customers and the community to continue their patronage and support.

# Tips for Writing a New Management Announcement Letter

**Be Positive and Upbeat:** Convey a sense of excitement and optimism about the future under new management.

**Keep It Brief and Informative:** Provide essential information without overwhelming the reader.

**Personalize the Message:** Tailor the letter to reflect the business's unique character and community presence.

**Express Gratitude:** Thank customers and the community for their ongoing support.

**Proofread:** Ensure the announcement is error-free and professionally presented.