

**Code: Model Composition 1e**  
**Type: Letter of apology**

**Topic:** *You are the director of a new supermarket called “Bargain Market”. This is an extract of a letter you received from a dissatisfied customer (Ms Anna Lawrence):*

*Firstly, your advertisement says that you offer the lowest prices but ‘feta’ cheese was 20% more expensive than in other supermarkets. Moreover, you claim that you have fresh fruits so I bought some apples that looked nice and red but when I went home I realized that they were rotten inside. To make matters worse, I wanted to leave my five-year-old son at the play area but of-course he refused because the so called ‘play area’ was nothing more than a dull small room with a few colour pencils. Finally, the advertisement mentions that a large parking area is available but when I tried to park my car it was almost impossible. The supermarket lorries occupied most of the parking space.*

*Write a letter of apology to Anna Lawrence.*

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Dear Ms Lawrence,

*(Say that you want to apologize for...)*

I am writing to apologise for the inconveniences you experienced at our new supermarket.

*(Mention again the complaints and give an excuse for each one)*

First of all, regarding the prices of our products I will insist that they are the cheapest. It is true that you can find more economical cheese but the quality we offer is by far the best. Furthermore, our fruits are always fresh. The incidence with the rotten apples was an exception and we have already changed our supplier. Concerning, the play area it is true that it had little to offer when you came because we had just opened our supermarket. Now, it is fully equipped and the children can spend about an hour doing creative activities. Finally, the presence of our lorries in the customers’ parking area was accidental. Our ample parking space is undoubtedly an advantage of our supermarket.

*(Formal remarks)*

I hope you will accept my apologies. I would like to offer you 30% discount the next time you buy at our supermarket. I look forward to hearing from you.

Yours sincerely,

Pete Brown

(170 words)

**Useful phrases for Letter of apology:**

- On behalf of... please accept my sincere apologies for...
- Once again, our sincerest apologies for the inconvenienced caused.
- I must apologize for...

**Linkers to add more points (και, επιπλέον, επίσης)**

First (of all)	Moreover
Second	Furthermore
Third	What is more
Next	In addition to this
Then	Needless to say that
Finally	To make matters worse

**Linkers to show contrast (όμως, ωστόσο, παρόλα αυτά)**

Although	However
Even though	Nevertheless
Though	Nonetheless
Despite (the fact that)	
In spite of (the fact that)	

**Linkers to show result (επομένως, κατά συνέπεια)**

Therefore	As a result
Thus	As a consequence