

Feature Bullet Style Guide (Marketing Content)

Acceptable Feature Bullets

The text's **main goal is to persuade**. It should:

- **Describe flavor, experience, or texture**

Examples:

- “Rich and creamy”
- “Zesty flavor”

- **Highlight benefits or suggest uses**

Examples:

- “Perfect for parties”
- “A convenient meal”

- **Use appealing, descriptive language**

Examples:

- “Indulgent treat for any occasion”
- “Bursting with fresh, vibrant taste”

✗ Rejected Feature Bullets

The text's **main goal is to list facts**. It typically includes:

- **Ingredient lists, nutritional data, or allergen declarations**

Examples:

- "Contains: Wheat"
- "Calories: 120 per serving"

- **Precise instructions**

Examples:

- "Bake at 400°F"
- "Keep Refrigerated"

- **Data-like formatting**

Examples:

- Words in **ALL CAPS**
- "NET WT 16 OZ"

- **Lists of official certifications**

Examples:

- "Non-GMO Project Verified"
- "Kosher"