IMAGE REQUIREMENTS

US Foods® is building a full, and robust collection of product images to support marketing and e-commerce activities. Depending on the product, 3 to 6 images are required for each item. Below are examples of the required images for 5 products.

CORE IMAGE SET (2 or 3 total images)   Minimum Image Size: 2400 x 2400 pixels

RAW PRODUCT

			NOT APPLICABLE	

INNER PACKAGING

				NOT APPLICABLE

OPEN CASE

PREPARED PRODUCT (if applicable)   Minimum Image Size: 2400 x 2400 pixels

NOT APPLICABLE			NOT APPLICABLE	NOT APPLICABLE

GLAMOUR IMAGE   Minimum Image Size: 2400 x 2400 pixels

4 Total Images	5 Total Images	5 Total Images	3 Total Images	3 Total Images

COPY REQUIREMENTS

US Foods® is also building a complete set of Marketing Copy. The 6 fields of copy for which we are seeking your help are outlined below. We encourage you to review the definitions and examples found within the Content Specification Guidelines. Click here for details.

1. MARKETING NAME

The common, yet descriptive name of the product. Do not use embellishments.

2. MARKETING DESCRIPTION

This will be complete description of the product. It will create a sell-story about the product to convince the viewer to purchase the item.

3. MARKETING DESCRIPTION (short)

This will be a shorter version of the longer Marketing Description.

4. METADATA / SEO DESCRIPTION

This content will show in search engines, and provide information about a page to help influence users to click through and navigate to the product.

5. PRODUCT ATTRIBUTES

- This will be a list of 4 to 5 short and factual points describing the key features of the product.
- Please populate spreadsheet, separating features with vertical bars, not bullets. Example:

| American Humane Certified™ Cage Free | Kosher | Liquid, ready-to-use

6. BENEFITS

- This will be a bulleted list of 3 to 10 aspects of the product that describes its advantages and that differentiates from the product attributes.
- Please populate spreadsheet, separating features with vertical bars, not bullets. Example:

| On-Trend: modern diners are seeking cage free eggs | Versatile: perfect for all day parts | Time-saving: reduces time and labor of cracking eggs

If you have any questions concerning the US Foods Marketing Copy or Images Requirements, please refer to the Product Content Specification Guidelines, or send your questions to USFContentSupport@PureRed.net.

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