



If the requested content submitted is in compliance with US Foods Product Content Specification Guidelines, there is no cost to the product manufacturer.

If the product manufacturer decides to allow US Foods to create their content on their behalf, the following price structure will apply, and deducted from the vendor's invoice.

PRICING PER ITEM	
COPYWRITING	\$ 315
IMAGES - CORE	\$ 153
IMAGES - PREPARED	\$ 178
IMAGES - GLAMOUR	\$ 309

- **MULTI-SOURCED ITEMS**
Content for multi-sourced items will enjoy a reduced per-item rate. Depending on the number of suppliers, the price range for a full set of compliant content for each item will be \$51-\$280.
- If a submitted image requires some touch-up to make it compliant, a price of \$15 per image will apply.
- We will obtain the product from the closest distribution center, and apply the costs of the product, and its delivery to the final invoice.





Vendor Provided Data and Product Information. As part of the support provided to USF with respect to the Products, Vendor shall provide to USF, at Vendor's expense, accurate and updated Product Information (as defined below) on all Products sold to USF. In fulfilling this requirement, Vendor shall work directly with USF and through a GDSN-certified data pool designated by USF, or with a third party designated by USF, to provide, maintain and publish accurate product information, data and images for all Manufacturer Brand Products and Exclusive Brand Products, and to synchronize the Product data to be imported into USF's product information management system. This process will ensure that USF sales, marketing, procurement, product innovation, food safety & quality assurance, and operations functions have accurate information related to all Products. The Product information and images provided by Vendor will be maintained by USF on a secure portal site and will follow a USF-designated security process to maintain proper controls and integrity.

The Product information to be provided by Vendor includes: (i) Basic information describing the Products for accurate order and sales processing, (ii) Nutritional Information for each Product, in the form required by the FDA, (iii) Marketing information, (iv) Product images, (v) Certificates related to Product claims, (vi) Information regarding ingredients/materials, allergens, sourcing, nutrition and certifications, (vii) Country of origin information, (viii) Product Specifications, and (viii) Additional information as reasonably requested by USF (collectively, "Product Information"). Vendor shall provide the Product Information to USF in a form that complies with the USF requirements set forth on the supplier portal, including without limitation the USF Photography and Content Style Guide, or as otherwise requested by USF. Vendor shall promptly provide USF with any changes, updates and modifications to any of the Product Information provided by Vendor and shall be responsible for ensuring that the Product Information is current and up to date at all times. To the extent that USF does not own any of the Product Information, Vendor hereby grants to USF a non-exclusive, worldwide, royalty-free, perpetual, irrevocable, freely transferable and freely sublicensable license to use the Product Information, in whole or in part, in any and all media, including without limitation, print or electronic media, websites, the Internet or by any other electronic methods or media now known or hereinafter derived, and in any and all channels.

Vendor represents and warrants that the Product Information and any other information, claims, certifications, and materials that Vendor or its designee provides to USF in connection with the Products are true, accurate and complete, and Vendor acknowledges that USF will rely on Vendor's representations and warranties herein in making claims in advertising and other public materials. Vendor further represents and warrants, that: (i) it owns or has the right to use and license to USF all of the Product Information; (ii) it has the legal right and authority to use the Product Information and to grant to USF the rights to use the Product Information in accordance herewith; (iii) neither the Product Information nor USF's use of the Product Information in accordance with these terms will infringe upon or violate the Intellectual Property rights of any other party; and (iv) USF shall have the legal right to use the Product Information for the purposes intended without restriction or limitation.

