



**WE HELP YOU MAKE IT™**

**MB Enrichment Product Content Project**  
**07/12/2023**

## PRESENTERS

**David Poe**     SVP, Chief Merchant

**Diane Hund**     SVP, Chief Marketing Officer

**Yassine Irrou**     Senior Manager, Product Data

**Matt Leigh**     VP of Recipient Operations, Syndigo

# WEBINAR LOGISTICS

**1**

**THIS PRESENTATION IS BEING RECORDED  
AND WILL BE SHARED**

**2**

**YOUR LINE WILL REMAIN MUTED**

**3**

**IF YOU HAVE QUESTIONS, PLEASE SUBMIT IN THE CHAT.  
WE WILL FOLLOW UP IF WE RUN OUT OF TIME.**

# TOPICS TO REVIEW

**1** | Power of Great Content

**2** | 3-Step Process Overview

**3** | US Foods Image Submission Requirements

**4** | 6 Marketing Fields (VMP)

**5** | Landing Page

**6** | Timeline, Next Steps

**7** | Q & A



# Power of Great Content

**GREAT FOOD. MADE EASY.™**

# WHAT DO ONLINE SHOPPERS VALUE MOST?

**95%**

Say **product info is very/important** to their buying decision\*

**87%**

Will **NOT** purchase again from a site that has **poor or inaccurate product info**\*

**75%**

Of adult shoppers say that **search, filters and easy navigation** are most important\*\*

\* [thegood.com/insights/conversion-rate-ecommerce/](https://www.thegood.com/insights/conversion-rate-ecommerce/)

\*\* Forrester "Drive Shopper Relevance With AI-Driven Digital Commerce Search"

## PARTNERS' SUCCESS

Data proves that customers are more likely to purchase more cases when product content is fully enriched

**+87.5%**

**average cases per customer**

0.8 cases/customer vs. 1.5 cases/customer  
with enriched content

**+10%**

**conversion rate improvement**

45% conversion rate vs. 55% conversation rate  
with enriched content

# WHAT IS RICH CONTENT?







# 3-Step Process Overview

US Foods Style Guide, Scorecard, & Expectations

# Modern commerce is powered by Syndigo

## Operational Highlights

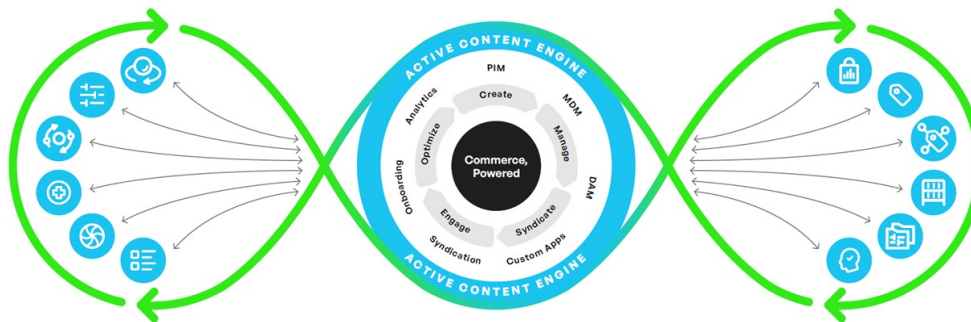
**1** Unified  
Cloud-Native  
SaaS Platform

**1,000+** Global  
Employees

**14** Offices  
Globally

**95%** Customer  
Services  
Rating

## Global Leader in Content Management across Domains



## Only Leader Across

**Gartner**  
**FORRESTER**  
**IDC**

## Wide Range of Verticals



**>4.3B**  
Impressions



**12K+**  
Suppliers



**1750+**  
Recipients



**>130M**  
Products



**250K+**  
Attributes



**330M+**  
Assets

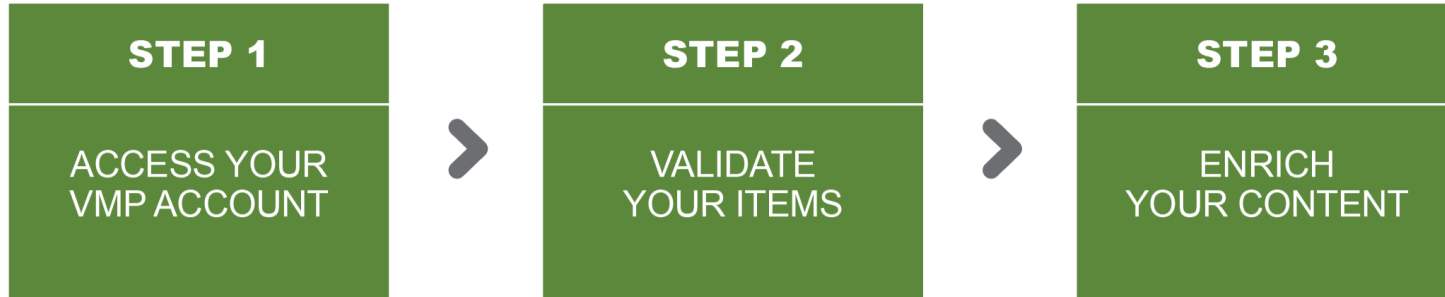
# US FOODS + SYNDIGO PARTNERSHIP



**View My Product (VMP):** Enables US Foods to provide a scorecard of data based on specific requirements and collect top off marketing content by allowing the supplier community to easily update required images and content for each of their products.

**Global Data Synchronization Network (GDSN):** Enables US Foods to receive standardized supply chain product content for item set up and updates from their vendor partners through the interoperable GS1 network.

## 3-STEP PROCESS OVERVIEW



## STEP 1: ACCESS YOUR VMP ACCOUNT

- Syndigo's View My Product (VMP)
  - Product content scorecard to illustrate how your data looks in our system
  - Pinpoint existing gaps that need your attention
- Received an email from Attributes
  - Use login credentials included in the communication
  - Access your account.

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## STEP 2: VALIDATE YOUR LIST

1. Review list of items included in the **scorecard report**
  - Identify items that need to be removed from the scope
2. If **catalog cleanup** is needed, email [PIMQuestions@usfoods.com](mailto:PIMQuestions@usfoods.com)
  - Include potentially discontinued or irrelevant items
  - Our PIM team will review and remove items accordingly
3. Adhering to scope, your scorecard will reflect **only prioritized items**
  - Refrain from publishing content/images for items outside scope
  - We will not publish submitted content for items not listed on scorecards

## How To Clean Up Your GTINs video



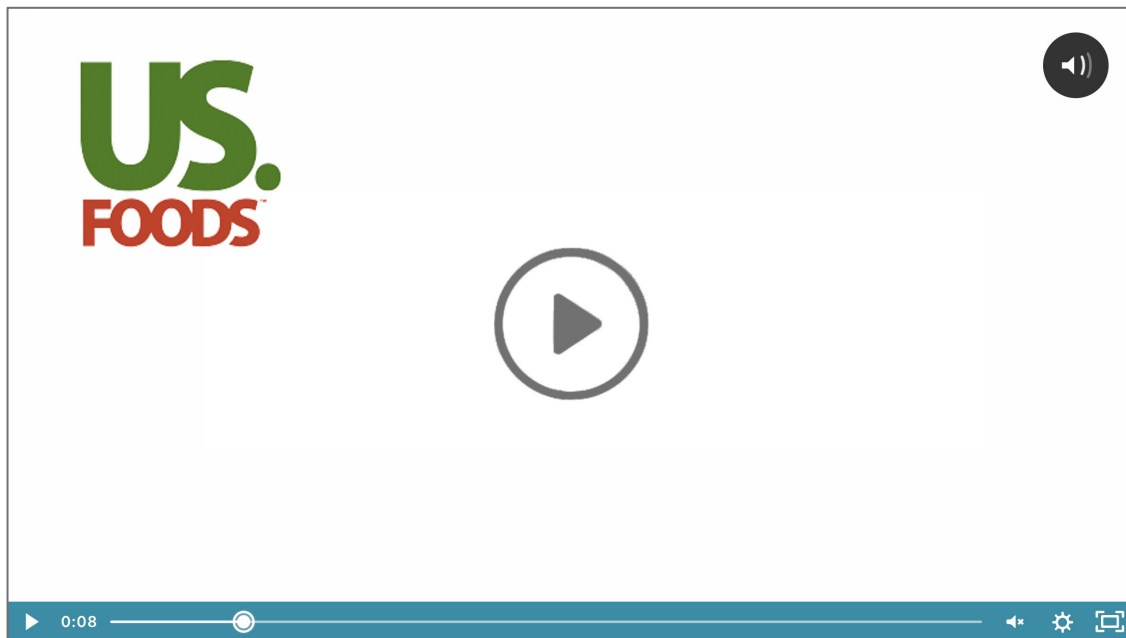
## STEP 3: ENRICH YOUR CONTENT


See [Scorecard Quick Guide](#) to review all attributes included in the scorecard

| Scorecard Bucket           | Submission Method | Compliance Criteria  |
|----------------------------|-------------------|--|
| Core                       | GDSN              | 100% Fill Rate   |
| Nutritionals & Ingredients | GDSN              | 100% Fill Rate   |
| Allergens                  | GDSN              | 100% Fill Rate   |
| Prep, Storage, & Usage     | GDSN              | 100% Fill Rate   |
| Marketing                  | VMP               | All <u>6 Fields</u> Must Be Fully Populated  |
| Images                     | GDSN              | <ul style="list-style-type: none"><li>• <u>3+</u> High-Res Images</li><li>• Compliant File Name</li><li>• Accurate Image Tagging</li></ul> |



# SCORECARD WALK-THROUGH - DEMO





# US Foods Image Submission Requirements

## Compliance Criteria & DOs and DONTs Examples

# IMAGE APPROVAL CRITERIA

1. **Images MUST be formatted correctly**
  - Minimum **2400** px resolution for height or width
  - **300** dpi
  - Format = **JPG**
  - Color Mode = **RGB, 8 bit**
  - Cropping: Squared **1:1** aspect ratio
2. **Images MUST be named correctly**
  - Naming convention for images is based off the **14-digit GTIN number + the corresponding image type**



# HOW TO NAME IMAGES CORRECTLY

## Image File Naming

### Follow the GS1 Standards

Details can be found on Page 8 of US Foods Guidelines.



**50758108808273\_C1CA.jpg**

Product GTIN number

Image Type

underscore

# CORRECT IMAGES NAMES



## Image Type

Raw

**C1CC**

Inner Pack

**C1CB**

Open Case

**C1CM**

Closed Case

**C1CA**

Glamour

**C1CF**

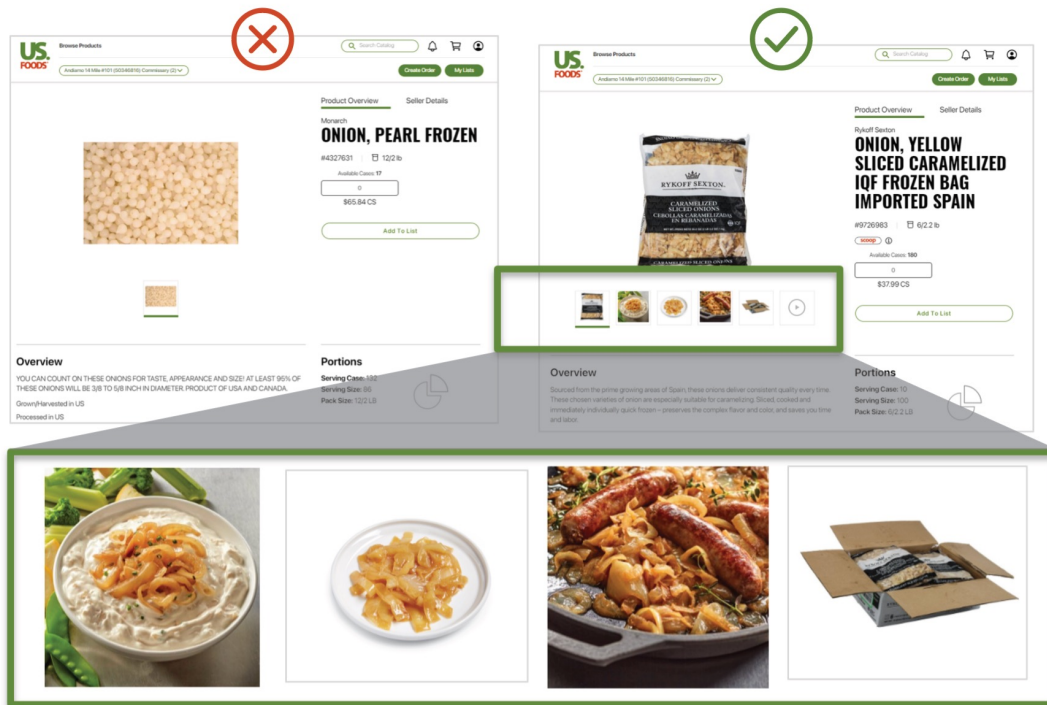
**50758108808273\_C1CM.jpg**

Product GTIN number      underscore      Image Type

# MULTIPLE, ACCURATE HIGH-QUALITY IMAGES SELL

1. Enable informed, confident decisions
2. Provide a complete visual package
3. Reduce return rate

\*According to [Bigcommerce.com](https://www.bigcommerce.com), 78 percent of online shoppers are looking for a visual experience when browsing products. Without a photo, they're not likely to investigate further.



Images will be **automatically rejected** if:

- ⊗ Duplicate
- ⊗ Not in JPG format
- ⊗ Non-compliant with GS1 standards
- ⊗ Docs coming in as JPG (Spec Sheets, SDS/MSDS, Ingredients/Nutritional, UPC or QR Codes)



# US Foods 6 Marketing Fields (VMP)

## Compliance Criteria & DOs and DONTs Examples



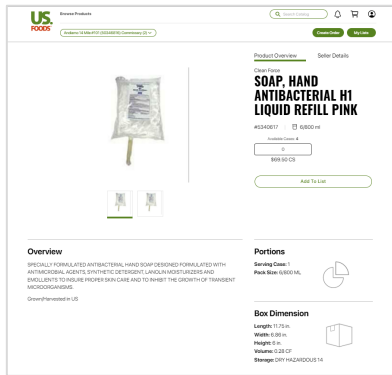
## 6 MARKETING FIELDS REQUIREMENTS (VMP) (1½)

| VMP FIELDS                    | REQUIREMENTS  | EXAMPLES   |
|-------------------------------|---|--|
| MARKETING NAME                | <ul style="list-style-type: none"><li>• Up to 260 characters</li><li>• Restructure PIM name into a readable marketing name to describe what the item is</li></ul>   | <ul style="list-style-type: none"><li>• Bourbon Molasses Baked Beans</li></ul>   |
| MARKETING DESCRIPTION         | <ul style="list-style-type: none"><li>• Up to 1000 characters (around 75 words)</li><li>• Create a sell-story based on information provided about the product to convince the reader why this product makes sense on their menu</li></ul> | <ul style="list-style-type: none"><li>• Monarch Bourbon Molasses Baked Beans feature slow-cooked tender navy beans baked in a rich sauce with a unique array of flavors including molasses, brown sugar, hearty smoked pork belly and real Kentucky bourbon, which adds a slight kick. Great as side for burgers, entrees, hot dogs and grilled meats.</li></ul> |
| MARKETING DESCRIPTION - SHORT | <ul style="list-style-type: none"><li>• Up to 275 characters</li><li>• Use the important details to create a shorter version of the description</li></ul>   | <ul style="list-style-type: none"><li>• Monarch Bourbon Molasses Baked Beans feature slow cooked tender navy beans baked in a rich sauce with a unique array of flavors including molasses, brown sugar, hearty smoked pork belly and real Kentucky bourbon</li></ul>  |

## 6 MARKETING FIELDS REQUIREMENTS (VMP) (2/2)

| VMP FIELDS         | REQUIREMENTS  | EXAMPLES  |
|--------------------|---|---|
| SEO DESCRIPTION    | <ul style="list-style-type: none"><li>• Up to 155 characters</li><li>• SEO descriptions should be optimized to contain SEO key phrases or keywords for which the user may searching.</li></ul>  | <ul style="list-style-type: none"><li>• Monarch Bourbon Molasses Baked Beans come in a rich sauce and will make a great side for burgers, entrees, hot dogs and grilled meat. Buy now.</li></ul>  |
| PRODUCT ATTRIBUTES | <ul style="list-style-type: none"><li>• Up to 10 sentences/bullets (up to 1000 characters a sentence)</li><li>• Used to numerate all relevant data that would help our customers make a confident buying decision</li><li>• Separate attributes with vertical bars, not bullets</li></ul>                     | Fully prepared   Good source of protein   Excellent source of fiber   Made with Grade A Beans   Superior beans-to-sauce ratio   |
| BENEFITS           | <ul style="list-style-type: none"><li>• Up to 10 sentences/bullets (up to 100 characters a sentence)</li><li>• This attribute is for the vendor to list some of the item's core benefits. All benefits must be backed by factual points</li><li>• Separate features with vertical bars, not bullets</li></ul> | Time Saving; Requires little to no preparation   On-Trend: Excellent plate coverage and plate appeal   Cost-Saving: Attractive portion cost   Labor-Saving: Shelf-stable for operator convenience |

# THE POWER OF ROBUST MARKETING CONTENT



## Overview

SPECIALLY FORMULATED ANTIBACTERIAL HAND SOAP DESIGNED FORMULATED WITH ANTIMICROBIAL AGENTS, SYNTHETIC DETERGENT, LANOLIN MOISTURIZERS AND EMOLLIENTS TO INSURE PROPER SKIN CARE AND TO INHIBIT THE GROWTH OF TRANSIENT MICROORGANISMS.

Grown/Harvested in US

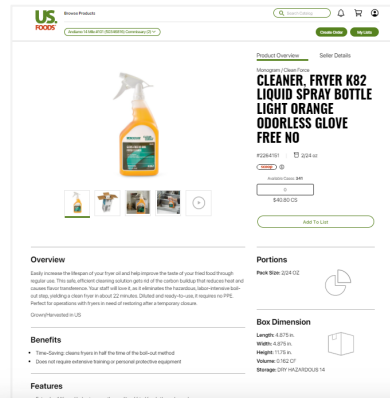
## Portions

**Serving Case:** 1  
**Pack Size:** 6/80014



## Box Dimension

**Length:** 11.75 in.  
**Width:** 6.86 in.  
**Height:** 6 in.  
**Volume:** 0.28 CF  
**Storage:** DRY HAZARDOUS 14



## Overview

Easily increase the lifespan of your fryer oil and help improve the taste of your fried food through regular use. This safe, efficient cleaning solution gets rid of the carbon buildup that reduces heat and causes flavor transference. Your staff will love it, as it eliminates the hazardous, labor-intensive boil-out step, yielding a clean fryer in about 22 minutes. Diluted and ready-to-use, it requires no PPE. Perfect for operations with fryers in need of restoring after a temporary closure.

Grown/Harvested in US

## Benefits

- Time-Saving: cleans fryers in half the time of the boil-out method
- Does not require extensive training or personal protective equipment

## Features

- Extends oil life and helps improve the quality of fried foods through regular use
- Eliminates hazardous, labor intensive boil-out method
- Easy-to-use 24-oz. spray bottle
- Six 4-oz. applications per bottle

## Portions

**Pack Size:** 2/24 OZ



## Box Dimension

**Length:** 4.875 in.  
**Width:** 4.875 in.  
**Height:** 11.75 in.  
**Volume:** 0.162 CF  
**Storage:** DRY HAZARDOUS 14



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## MASS COPY IMPORT PROCESS IN VMP





# Landing Page

USF Style Guide, Scorecard, & Expectations

# LANDING PAGE RESOURCES Link

| RESOURCE                         | DESCRIPTION  |
|----------------------------------|--|
| SCORECARD QUICK GUIDE            | PDF and Excel files that list all the attributes included in the score compliance calculation and how they are tied to each score bucket                 |
| CONTENT SPECIFICATION GUIDELINES | US Foods content standards for our product imagery and marketing copy, along with a Content Quick Guide for a brief overview of our content requirements |
| MASS COPY IMPORT PROCESS         | Step-by-step instructions on how to mass upload the 6 marketing fields across multiple items at once   |
| VMP WALKTHROUGH                  | For an overview of View My Product, please see the VMP navigation guide, along with our previously recorded webinar                                      |
| FAQ SECTION                      | Frequently asked questions and answers about VMP access, updating content, and our requests  |



# Timelines & Next Steps

# PROJECT & PUBLISHING TIMELINE

**MB Wave 1**  
**July 17, 2023 – September 29, 2023**

**\*\* Please note that it will take 5 business days on average for your content to show on MOXē**



# NEXT STEPS AND ORDER OF OPERATIONS

1

## LOG INTO VMP

- Use login credentials from Syndigo to access your account

2

## VALIDATE THE LIST OF ITEMS IN SCOPE

- Access scorecard
- Review list of items in scope and identify discontinued items
- Adhere to scope
- Send list of discontinued items to [PIMQuestions@usfoods.com](mailto:PIMQuestions@usfoods.com)

3

## ENRICH YOUR CONTENT

- Update and enrich Product Information (GDSN)
- Submit at least 3 high-res images (GDSN)
- Submit ALL 6 marketing fields (VMP)

\*Vendors will receive an email from Syndigo on 7/13 with login steps and scorecard




## Q & A To The Panel

## THE PANEL for Q & A

- **Gifford Wright** VP, Category Management
- **Beth Tielbur** Senior Director, Category Management
- **Jovo Balach** VP, Creative
- **Rabel BetShmuel** Senior Manager, Packaging Design
- **Yassine Irrou** Senior Manager, Product Data
- **Katie Cardon** Vendor Ops Compliance Analyst
- **Christine Hess** Supplier Development Specialist





# Appendix

# Best Practices: Image Submission

1. Images must be **high quality** and **compliant with GS1**
  2. Assign correct image **file name** to the corresponding image  
(Example: Do not mislabel a RAW image as INNERPACK or vice versa. This will diminish search results and negatively impact the customer experience.)
- 
1. **No duplicate images** allowed
  2. Image must **match its item description**

# Quality, High-Resolution Images



Raw

Inner Packaging



Open Case



Glamour Shot

- Images sell the item. Lack of images is the #2 customer complaint resulting in missed sales.
- Great images deliver a better UX. And the more images, the better.
- Images created by professional photographers ensures high image quality. Images meet our guidelines and specifications, leading to compliant content.

# Product Content Experience (PCX)

Amateur photography, and incomplete descriptions have a negative impact on the product's quality perception.



## Non-Compliant Images

- Under-Exposed
- Bad Lighting
- Low-Resolution
- Outdated Branding
- Not Outlined and Against a White Background





## REJECTED: Duplicate images

|   |        |  |      |
|---|--------|--|------|
|  | 595643 | 00037600450881_3145650_ITP_10282021_051454_GDSN.jpg  | .jpg |
|  | 595645 | 00037600450881_3145650_USED_10282021_051454_GDSN.jpg | .jpg |

## REJECTED: Images Non-compliant with GS1 standards

| Original File Name   |
|--|
| 00037600880879_90149181_GDSN1_Skippy_Squeeze_Banana_v2.jpg               |
| 00037600880879_90149181_GDSN3_GS1Detail_20_02_06_Skippy_Squeeze_17_1.jpg |
| 00048011231624_887904_GDSN1_50048011231629_Cxx0_s01.jpg                  |

# Content Specifications

## Non-Compliant Marketing Copy

1. NO ALL CAPS. All copy must be in upper and lowercase type.
2. Do not use abbreviations
3. Do not include brand name in product name

| Non-Compliant                     | Compliant                     |
|-----------------------------------|-------------------------------|
| TOMATO SPAGHETTI SAUCE            | Tomato Spaghetti Sauce        |
| Dill Pickle, CC Chip              | Crinkle Cut Dill Pickle Chips |
| Molly's Kitchen Mini Pretzel Dogs | Mini Pretzel Dogs             |