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US Foods Image Requirements

April 3, 2024

US Foods Image Requirements – High Resolution

- Images sent to US Foods must follow the requirements as outlined in this slide
- This creates consistent and quality images, so our customers have the best buying experience.
- Quality Images
 - High Resolution Images are required. Pixelation and dpi (dots per inch) requirements below.
 - Minimum 300 dpi resolution.
 - Min Width/Height of 2400 px
 - Images need to be named in GS1 Standard
 - To replace an old image simply republish your images with the same exact name. If the old image is NOT in GS1 standard naming convention, we will need to know Exactly which image to remove. Please provide a list of those image names to Shared, Enable Images.

<https://www.gs1.org/standards/gs1-product-image-specification-standard/current-standard>

[USF Product Content Specification Guidelines \(usfoods.com\)](http://usfoods.com)

US Foods Image Requirements – GS1 Standard Naming

- Images must be named in GS1 standard naming conventions
- This is how your image File Name must be named
- Ex: GTIN_####

Examples of GS1 Standard Naming Conventions:

12345678911111_C1CB	12345678911111_D1CB
12345678911111_A1CC	12345678911111_B1CM
12345678911111_B1CB	12345678911111_A1LD
12345678911111_C1CB	12345678911111_C1CB.s01
12345678911111_C1CB_s01	12345678911111_F_s01

- 14 digit Gtin followed by context codes. When images have characters past 19th character they must be separated by a period or underscore (_ .)
- Each context code has a specific meaning and places the image into the correct image slot for Customer Facing displaying on Moxe & Ecom platforms

Context Codes GS1 naming in Detail

There are 19 positions within the GS1 Standard Naming Convention

- The First 15 Character positions are the 14 digit Gtin followed by Underscore _ ex:12345678911111_
- The last 4 positions reference the Image Type, Facing Indicator, Angle Indicator and Image Representation/Packaging Indicator.

The 16th Character position is the Image Type

A - Primary Image Web
B - Primary Image Web w/supporting elements
C - Primary Image High Resolution
D - Primary Image High resolution w/ supporting elements

The 17th Character position is the Facing Indicator

0 - Not applicable
1 - Front
2 - Left
3 - Top
7 - Back
8 - Right
9 - Bottom

The 18th Character position is the Angle Indicator

C - Centre
L - Left
R - Right
N - No plunge angle

The 19th Character position is the Image Representation/Packaging Indicator (this tells the system where the image should be placed)

Image Representation/Packaging Indicator	Asset Subtype/Image Context
B	Inner Pack
C	Raw/Uncooked
D	Prepared
F	Styled
M	Open Case

Image Quality Specifics

Photography Guidelines

Image Quality Standards

High Resolution Product Image

- Resolution Height or Width should be a minimum of 2400 px
- Resolution 300 dpi
- Format JPG
- Color Mode RGB, 8 bit
- Preferred Cropping Squared 1:1 aspect ratio

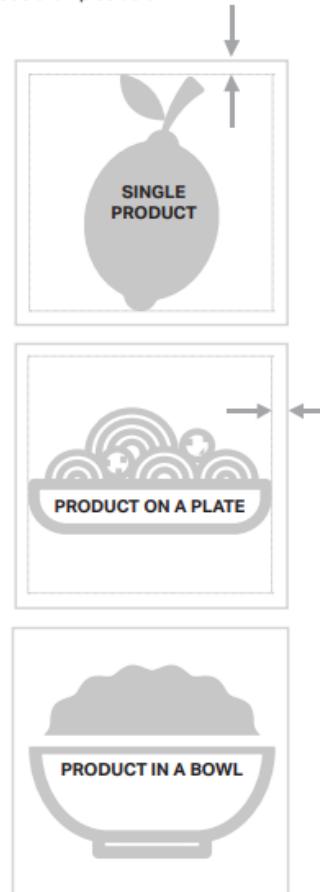
360° Image

- Minimum Size 400x400 px
- Resolution 150 dpi
- Format JPG
- Color Mode RGB, 8 bit
- Cropping Squared 1:1 aspect ratio

Due to licensing and usage uncertainty,
we will not accept stock images.

Image Cropping

Crop to a square (1:1 aspect ratio) composition and center object vertically and horizontally to fill the frame with additional gap between the product and frame. See examples below:



Non-Food Photography

- Equipment and Supplies is a very large category comprising a broad range of products.
- Large items (e.g., refrigerators and ovens) involve additional challenges for photography.
- Make sure that each product is completely visible and in focus.
- Additional supporting images (*Staged, Held, Worn, Used or Family* types of shots) to show alternate angles, open doors and interior views are also acceptable.

Image Examples Naming Conventions

Correct file naming enhances image automation, optimizing the customer experience by facilitating product search and selection. Inaccurately labeled images are not visible to customers during product searches.

File naming

Naming convention for images is based off the 14-digit GTIN number. All US Foods® products will require the following primary shot types (see examples as shown on the right):

- RAW shot (if applicable)
- Prepared shot (if applicable)
- Innerpack shot (if available)
- Open case
- Glamour image
- Content/Texture (if available)

• RAW file naming example: **GTIN#_C1CC**

• PREPARED file naming example: **GTIN#_C1CD**

• INNERPACK file naming example: **GTIN#_C1CB**

• CONTENT/TEXTURE file naming example: **GTIN#_T**

• OPEN CASE file naming example: **GTIN#_C1CM**

• GLAMOUR IMAGE file naming example: **GTIN#_C1CF**

US Foods will accept the secondary shot type of images:

- CLOSED CASE file naming example: **GTIN#_C1CA**
- 360° IMAGE file naming example: **GTIN#_E1CA**
- PLATED file naming example: **GTIN#_C1CE**
- STAGED file naming example: **GTIN#_C1CG**
- HELD file naming example: **GTIN#_C1CH**
- WORN file naming example: **GTIN#_C1CJ**
- USED file naming example: **GTIN#_C1CK**
- FAMILY file naming example: **GTIN#_C1CL**

For images with different facing and angle options, check [GS1 Standards](#) for accurate context codes.

All submitted images must follow the proper naming convention.

US Foods relies on the proper naming convention to assign the correct images to the corresponding search results (thumbnails) in ecomm. Inaccurate image tagging will result in inconsistent online experiences and erosion of customer trust.

Accurate Image Tagging Examples

RAW	PREPARED	INNERPACK	OPEN/CLOSED CASE	GLAMOUR
				
GTIN#_C1CC.jpg	GTIN#_C1CD.jpg	GTIN#_C3CB.jpg	GTIN#_C1RM.jpg	GTIN#_C1CF.jpg
				
GTIN#_C3CC.jpg	GTIN#_C3CD.jpg	GTIN#_C3CB.jpg	GTIN#_C1LA.jpg	GTIN#_C1CF.jpg
				
GTIN#_C1CC.jpg	GTIN#_C1CD.jpg	GTIN#_C1LB.jpg	GTIN#_C1RM.jpg	GTIN#_C3CF.jpg
				
GTIN#_C1RC.jpg	GTIN#_C1CD.jpg	GTIN#_C3CB.jpg	GTIN#_C1RM.jpg	GTIN#_C1CF.jpg

Images US Foods Displays Customer Facing

Image Representation/Packaging Indicator	Asset Subtype/Image Context
B	Inner Pack
C	Raw/Uncooked
D	Prepared
F	Styled
M	Open Case

The above images are the Only images that US Foods displays on our ecommerce platform. any additional images sent will not be customer facing

- MOXe is our new ecommerce platform, e-com is our legacy platform, still in use but pending retirement
 - MOXe will display 5 different types of images. (Styled/Glamour – Open Case – Inner Pack – Raw/Uncooked – Prepared)
 - For all Center of Plate (beef, pork, poultry, etc.) the first image displayed is Always the Raw/Uncooked
 - Followed by Inner Pack, Prepared, Styled/Glamour, Open Case
 - All other product types (beverage, cheese, disposables, entrees, grocery, chemicals, etc.) the first image displayed is Always the Inner Pack.
 - Followed by Prepared, Raw, Styled/Glamour, Open Case
 - Ecom is limited to displaying only 4 images
 - The first thumbnail image will Always be the Styled/Glamour image
 - Followed by Inner Pack, Raw/Uncooked and Open Case.
 - ***in ecom if there is No Styled/Glamour image the first thumbnail will be Blank
 - This means on the initial screen an image will not be reflected. A customer must click on the item to view the images.

Additional Resources Contact Information

The link below gives a more detailed guide with image examples

https://www.usfoods.com/content/dam/usf/pdf/general/USF_ProductContentSpecification_GuideLines.pdf

Images that do not follow the standards required will Not be processed.

- To replace an old image simply republish your images with the same exact name.
 - If you have older images that need to be removed please provide a list of those image names to Shared, Enable Images. (unless image are named exactly the same they will not systematically overwrite with the new image)
- If the status in syndigo Does Not show “synchronized” then US Foods is Not receiving your updated information. Please review CIC messaging or work with your GDSN representative to correct any issues.
- Timing to received updated data & images is dependent upon how many submissions are received. Please allow ample time to process. Generally, up to a week to receive the submission.
- For specific Image issues (incorrect images displaying) please email
 - EnableImages.Shared@usfoods.com (Shared, Enable images)
- For specific Data issues please email
 - PIMQuestions.Shared@usfoods.com (Shared, PIM questions)

