



PRODUCT CONTENT SPECIFICATION GUIDELINES

For Photography and Marketing Copy

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Product Marketing Copy Style Guide For External Writers

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WHO ARE THESE GUIDELINES FOR?

US Foods® is constantly working toward better ways to equip and enable operators, chefs, and foodservice professionals. One way is to provide more efficient access to information on our products.

These product content specification guidelines are rules for the development and storage of digital images and marketing copy associated with products. They're made to help US Foods customers and suppliers obtain and deliver text and imagery of their products and information that is consistent with the design and function of the product pages, available on usfoods.com.

As we develop our product catalog through usfoods.com, thousands of online product pages will be created to provide our customers with a seamless digital experience and details they need to make informed purchasing decisions.

- Each product page will require at least four representative images and marketing copy that conform to the standards presented in this guide
- These image and marketing copy standards will continue to evolve as resources available through US Foods are developed and expanded
- Please confirm with the US Foods marketing team that you have the latest version of these guidelines



Photography Guidelines

General Guidelines, Food Photography, Props

General Guidelines:

- Most food items should be shown in their raw, unprepared state. Meat should generally be shown thawed. Certain frozen items may be shown to best effect in their frozen condition, however.
- Eliminate shallow depth of field for ALL product shots except glamour images. The product should be clearly visible, with an overall balanced focus.
- If product is shown in a plate or bowl, a clipping path needs to be applied to the entire prop, and all backgrounds must be knocked out to solid white, with minimal surface shadow. For some products, subtle, natural shadows are acceptable.
- Images should be taken at a downward angle to show all three dimensions – depth, width and height. Straight down shots are for certain pouches, bags, soups, sauces and other liquids shown in a bowl. Some valid views for raw and prepared product shots include front shots on a 3/4-angle view and straight down shots. Valid views for inners and outers include straight down shots and angled views, depending on how the inner and outer products are packed.
- Beverages and some other liquid products should be photographed in a clear glass or a cup to show an ample quantity of the product. Background lighting should be adjusted to provide proper contrast with the product and the props, with minimal surface shadow.
- For dry grocery, seasoning and ingredients, the ideal “out of the box” view is a small quantity on a white surface, with minimal surface shadow. Backgrounds must be knocked out to solid white, with no clipping path required.
- Clipping path needs to be applied to product and all backgrounds must be knocked out to solid white (RGB 255/255/255).

Food Photography

- Food photography must accurately reflect the product, including size and quality.
- If you are showing the product in finished or prepared form, consider whether the customer will be clear on what US Foods® product actually contains or includes.
- For products that are sold in a specific quantity (e.g., a carton contains 10 pieces), do not show more than the quantity included per case/unit in the photo. You can show less than the total quantity if that is preferred.
- Do not include any people or third-party logos/brands in the photographs, other than the logos/brands shown on the approved labels for the products being sold by US Foods.
- All suppliers will be required to execute a **Content License Agreement**, confirming that the supplier owns or has the right to permit US Foods to use the product images provided by supplier and indemnifying US Foods for any claims relating to the use of the images.

Props:

- For certain food items, a solid white plate, bowl or ramekin may also be used, with minimal or no styling. In this case, if necessary, background lighting should be adjusted to provide proper contrast with the product and the props.
- Beverages and some other liquid products should be photographed in a clear glass or a cup to show an ample quantity of the product. Background lighting should be adjusted to provide proper contrast with the product and the props, with minimal surface shadow.
- White serving plates, ramekins or bowls with minimal or no styling are recommended. In some cases, however, off-white plates, ramekins and bowls can be used for better product visibility. Refer to the examples below.



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

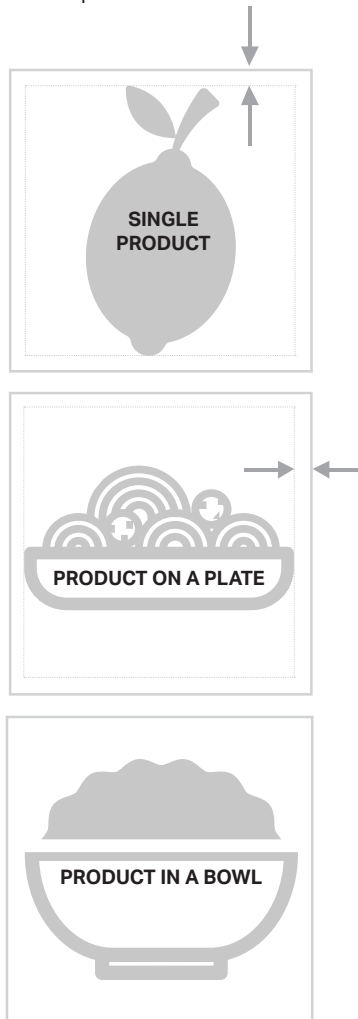
360° Image

- 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.

Photography Naming Convention

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

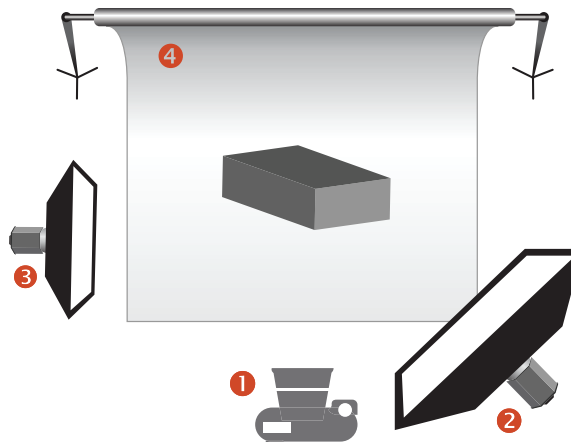
RAW	PREPARED	INNERPACK	OPEN/CLOSED CASE	GLAMOUR
 GTIN#_C1CC.jpg	 GTIN#_C1CD.jpg	 GTIN#_C3CB.jpg	 GTIN#_C1RM.jpg	 GTIN#_C1CF.jpg
 GTIN#_C3CC.jpg	 GTIN#_C3CD.jpg	 GTIN#_C3CB.jpg	 GTIN#_C1LA.jpg	 GTIN#_C1CF.jpg
 GTIN#_C1CC.jpg	 GTIN#_C1CD.jpg	 GTIN#_C1LB.jpg	 GTIN#_C1RM.jpg	 GTIN#_C3CF.jpg
 GTIN#_C1RC.jpg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

Photography Setups

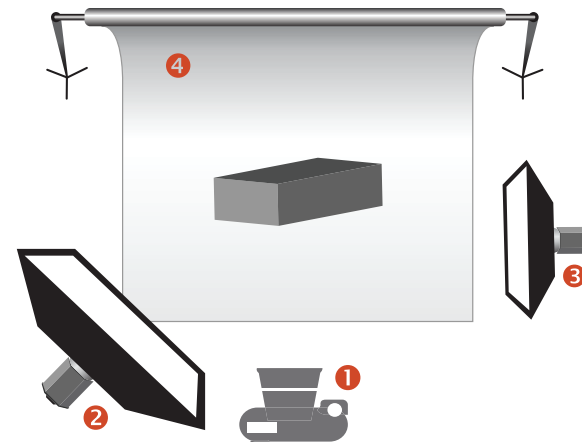
Basic Photography

- For the best results, photos should be taken against a seamless, white, evenly lit background. The illustration to the right is a setup for the benefit of suppliers without the resources for professional photography. Additional background lights, for white vinyl or muslin fabric backdrops, are recommended but not required.
- If the product faces the camera with **"Center" angle and "Left" positioning**, as shown in the illustration to the right, the main light (2) should be on the right side next to the camera. The fill light (3) should be on the left side of the product.
- If the product faces the camera with **"Center" angle and "Right" positioning**, as shown in the illustration to the right, the main light (2) should be on the left side next to the camera. The fill light (3) should be on the right side of the product.

2 Lights Setup "Center-Left Position"

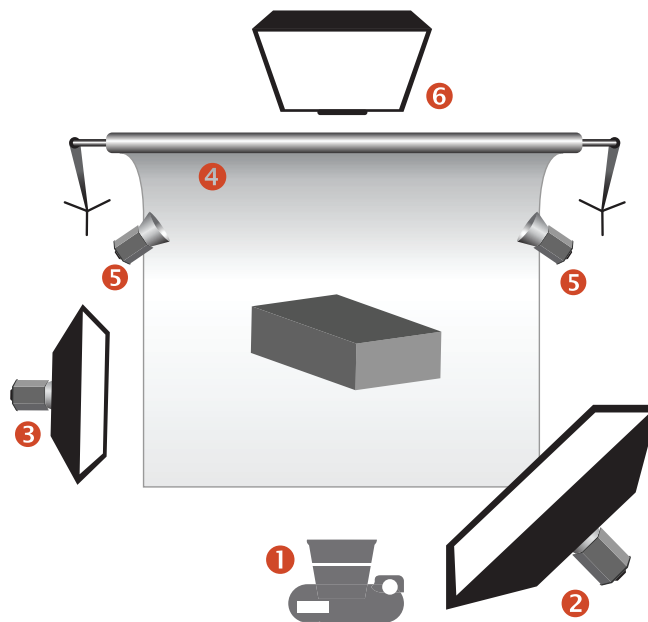


2 Lights Setup "Center-Right Position"



Advanced Photography

- Experienced photographers will know how to proceed with an advanced setup, using three or more lights. The illustration to the right is provided for the benefit of suppliers with professional equipment and advanced skills in product photography.
- For an advanced photograph setup, use the two-light product position setup shown above. The need to use additional light source(s) as support for the required lights will depend on the complexity and size of the product. For larger products, backlight and background lights are recommended but not required.
- Full, well-balanced lighting helps to ensure that the product and surrounding background are evenly lit, with very slight or no shadows.



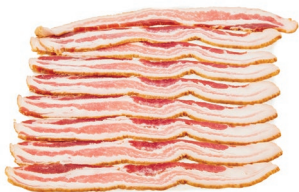
Equipment list:

- 1 Professional DSLR camera
- 2 Main Light (*soft box or umbrella*)
- 3 Fill Light (*soft box or umbrella*)
- 4 White Background with stands
- 5 Additional Background Lights
- 6 Additional Backlight (*soft box*)

Primary Product Image Examples

RAW/UNCOOKED

A shot of a product that has not been cooked or processed, or that needs to be cooked or further prepared before it is considered edible. Food items can be arranged simply on a white serving plate or in a white ramekin or bowl. If needed for better product visibility, off-white dishes may be used.



PREPARED

A shot of a product that has been taken from a raw or uncooked state to a cooked state according to the appropriate method of preparation (e.g., baked, fried, grilled or boiled). May include additional steps, such as garnishing, icing, seasoning or other enhancement. Prepared product can be arranged on a serving plate, dish or bowl for better visibility and product presentation.



INNERPACK

A shot of the product as it would appear inside its packaging inside the case. Items that have inner packaging should be shot with the primary display panel (PDP) showing. Inner packs should be shot on a 3/4 angle, top or straight view.



OPEN CASE

A shot of a case, with flaps open, showing how the product(s) would look when an operator receives and opens the case. The outer case should be in outstanding condition, with no signs of damage, excessive use of packaging tape, unwanted prints or labels.



CONTENT/TEXTURE

The 'content/texture' image type shows images that depict the content or texture of a product as it would appear inside its packaging. Bulk packs should be shot straight down to show ample amount of product like example below. Try to show a minimum amount of cardboard. Crop to square composition. No clipping is required.



GLAMOUR

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal. May also include an additional step, such as garnishing, icing, seasoning or other enhancement. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



Secondary Product Image Examples

CLOSED CASE

A shot of the product in its case as it would appear to the operator upon delivery. The closed case should be shot with the primary display panel (PDP) showing on the left or right side at a 3/4 angle view. The outer case should be in outstanding condition, with no signs of damage, excessive use of packaging tape, unwanted prints or labels.

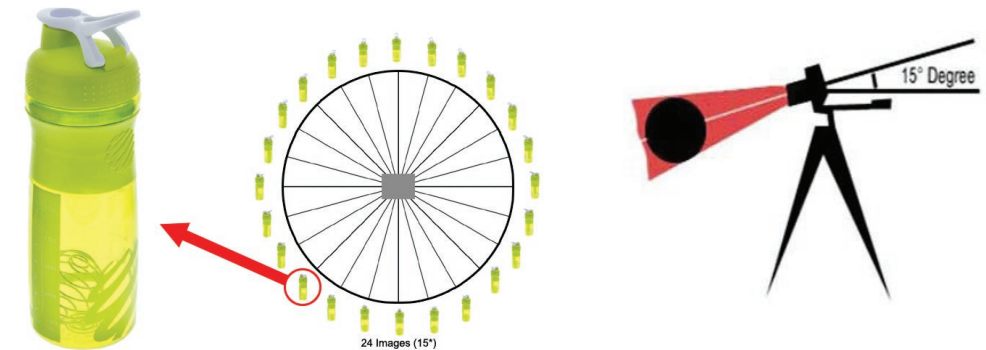


360° IMAGE



Some products have additional attributes that can't be seen in a single shot, such as specific package design, important product details or other valuable product information. These attributes must be brought to the customer's attention to ensure a seamless digital experience, increase consumer engagement and/or help the consumer make informed purchasing decisions.

360° imaging is product photography on a single axis. The product rotates on a single axis while the camera takes pictures at specified degree intervals. All images should be captured with the same plunge angle to ensure a smooth 360° result. Show between 24 and 360 images. Use more images for larger items, to ensure a fluidity of motion. Use clockwise rotation for image capture. The direction is determined by observing the sequence of images from a center top vantage point, looking down on the object.



The image sequence (*Arc position*) should be identified in the image name, or associated data, and should follow the stitching sequence used to complete the 360° pattern or mapping.

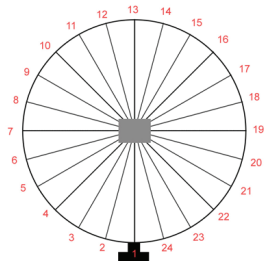


Image Sequence	Arc position value	Image Sequence	Arc position value	Image Sequence	Arc position value
1	0*	9	120*	17	240*
2	15*	10	135*	18	255*
3	30*	11	150*	19	270*
4	45*	12	165*	20	285*
5	60*	13	180*	21	300*
6	75*	14	195*	22	315*
7	90*	15	210*	23	330*
8	105*	16	225*	24	345*

Secondary Product Image Examples

In addition to our Primary Product Images, we will accept the following types of images for some food-related and special types of non-food related items, if those images meet the standards of the US Foods® Product Content Specification Guidelines.



PLATED

A shot of food or non-food products arranged simply on a serving plate, dish or bowl for better visibility. May include an additional step, such as garnishing, icing, seasoning or other enhancement.



STAGED

A shot of a product that has been arranged to provide clear visibility. The product may be propped up for optimum viewing, if necessary, but it should not be held or used by a person in any way.



HELD

A shot of a product that has been held out for display by one hand or a pair of hands. When relevant, proper grip should be demonstrated. Apart from the hands and forearms, no part of the person holding the item should be visible.



WORN

A shot of a product, such as a protective item or article of clothing, which is worn by a person. The complete product should be visible inside the frame, but the individual wearing it should be cropped out as much as possible.



USED

A shot of a product, such as small equipment, tabletop equipment or other kitchen equipment, as it is meant to be used in its appropriate environment. Small utensils may be held in a hand or hands and used for their intended purpose(s).



FAMILY

A shot of a number of related or collection of complementary products (flatware, dinerware, matched sets, place settings) on a white background arranged together in a single picture, marketed under the same brand name.



Improper Product Images

These examples show improper image usage and they are not acceptable for the reasons indicated.



Improper cropping



Low resolution / Lossy compression



Too much white space around product



Shallow depth of field, out of focus



Empty package / no product



Improper exposure - overexposed



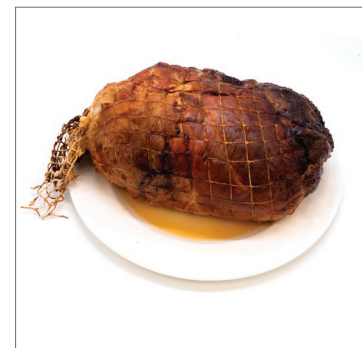
Bad lighting - underexposed



Improper white balance



Damaged or beaten-up outer box or inner package



No clipping path / unfinished / bad food styling

Non-Compliant Images in PIM

Currently, PIM contains a large number of non-compliant product images. The non-compliance can be attributed to poor image quality, low-resolution, outdated labels and packaging, poor photo-direction, or images shot unprofessionally with a hand-held mobile device. Many images require outlining in order to meet USF image standards.

Some of the examples below show Non-Compliant images currently in PIM, and will be replaced with new images (if available), or removed if no new image is available, or if they don't comply with the Product Content Specification Guidelines.

Non-Compliant Old Branded Product Images in PIM

Note:

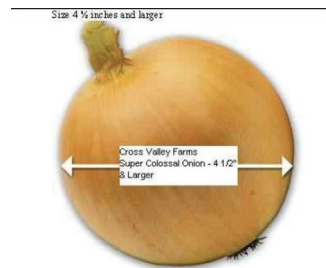
Innerpacks and Open Case for Retired Exclusive Brand products that features the logos shown on the packaging above will be removed from PIM or replaced with images of new packaging, if available.



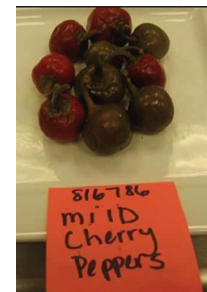
Non-Compliant Images in PIM



Bad photography direction



Foreign visual elements



Too dark, low resolution, non-professional



Bad photography direction, unwanted objects



Image distortion



Low resolution



Note:

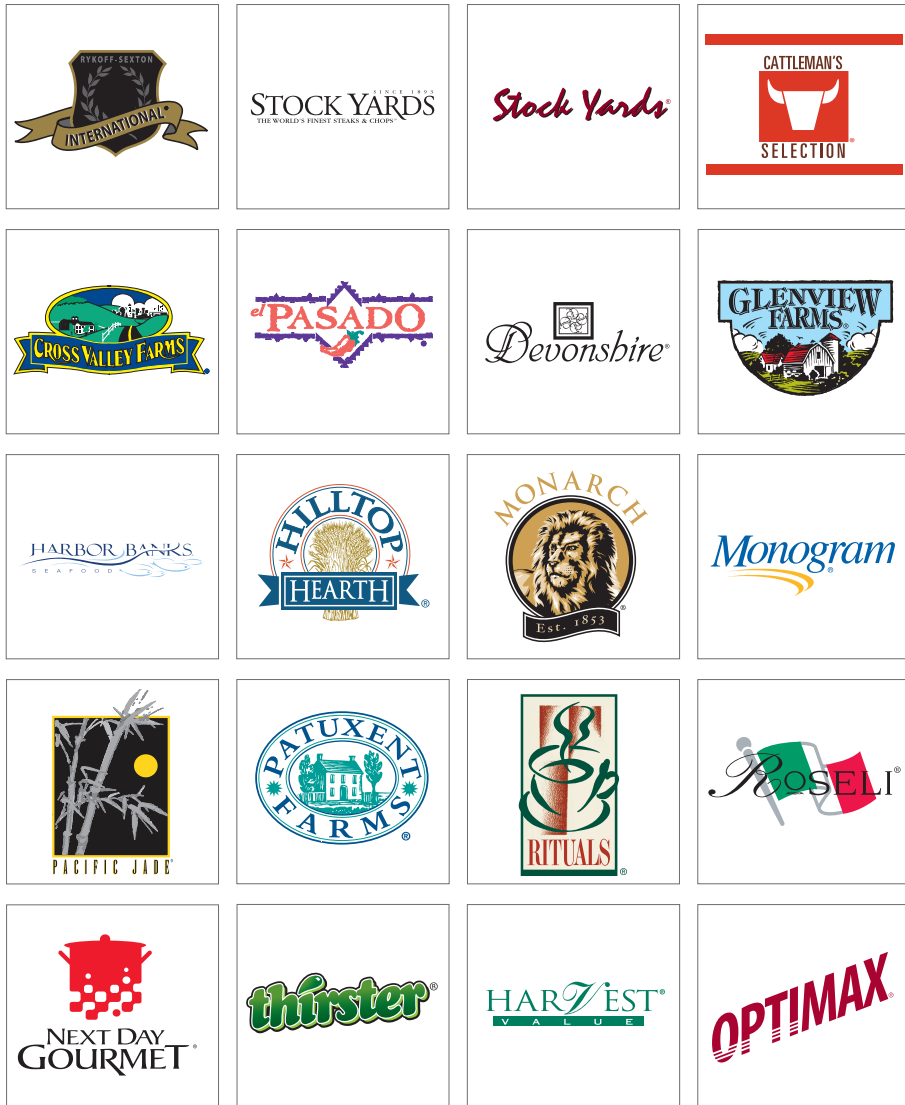
Images shown above are unacceptable and will be replaced with appropriate image for the category. In case there is no available new product image, non-compliant images will be removed from PIM.



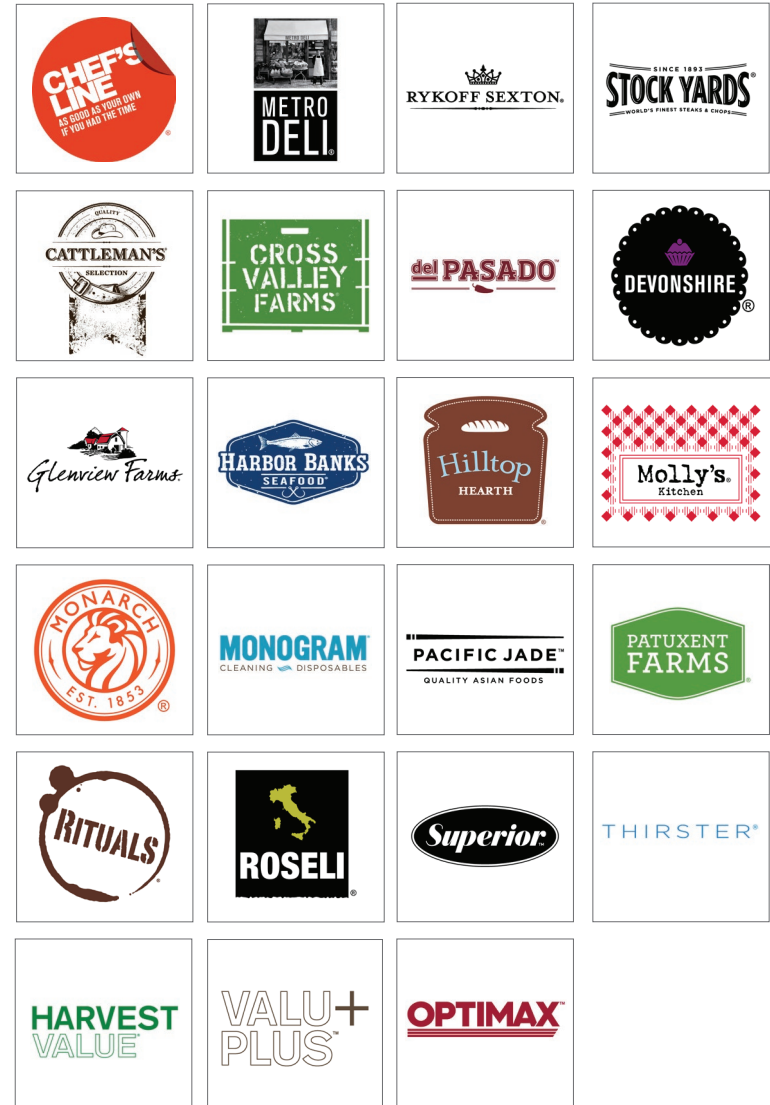
Retired Exclusive Brand Logos

Innerpacks, Closed Case and Open Case for Exclusive Brand products that features the logos shown to the left should not be photographed. Please contact your internal US Foods® contact when encountering product packaging that has retired EB logos.

Retired Exclusive Brand (EB) Logos



NEW Exclusive Brand (EB) Logos



Product Categories

US Foods® products are organized within distinct product categories for easy search and identification. The following pages clarify additional, but important, details for each category. These details should help you determine the best way to represent your products while staying within the guardrails of the US Foods content guidelines.



Appetizer, Frozen

Raw Product Image

Place entrees on a white surface small white plate. Shoot on a 3/4th angle view. Adjust the lighting to show texture of the product. Clip out to a solid white background with minimal surface shadow.



Prepared Product

Place prepared product on a small white plate or white surface. Shoot on a 3/4th angle view. Adjust the lighting to show texture of the product. Clip out to a solid white background with minimal surface shadow.



Innerpack

Innerpacks should be shot with the primary display panel (PDP) showing. Graphics printed on innerpack should be oriented towards the PDP. Shoot on a 3/4th angle, top or straight view. Clip out to a solid white background with minimal surface shadow.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Content/Texture

Bulk packs should be straight down shots that show ample amount of product like the example below. Try to show a minimum amount of cardboard. Crop to square composition. No clipping is required.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal. May also include an additional step, such as garnishing, icing, seasoning or other enhancement. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



Asian Shrimp

Raw Product Image

Place frozen Asian Shrimp on white surface or plate. Shoot straight-down. Clip out to a solid white background with minimal surface shadow.



Prepared Product

Place prepared frozen Asian Shrimp on white surface or plate. Shoot straight-down. Clip out to a solid white background with minimal surface shadow.



Innerpack

Shoot straight-down. Clip out to a solid white background with minimal surface shadow.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal. May also include an additional step, such as garnishing, icing, seasoning or other enhancement. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



NOTE: Do not photograph inner packaging that has the old Harbor Banks logo (below) pre-printed on the inner bag.



Avocado

Raw Product Image

Place raw avocado on white surface or plate. Shoot straight-ahead or straight-down. Adjust lighting so that there is enough contrast between product and the white background. Clip out to a solid white background with minimal surface shadow.

Prepared Product

Place sliced avocado on white surface or plate. Shoot on a 3/4th angle view. Clip out product image to a solid white background with minimal surface shadow.

Content/Texture

Bulk packs should be straight-down shots that show ample amount of product like the example below. Try to show the content or texture of a product as it would appear inside its packaging. Crop to square composition. No clipping is required.

Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal. May also include an additional step, such as garnishing, seasoning or other enhancement. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.

Please note that the photos below are for reference only. Copy the example below for each quality grade level and stage.

Firm, Unripe, Hard Stage

Grade 1



Grade 2



NO IMAGE REQUIRED
FOR THIS STAGE

Grade 1



Grade 2



NO IMAGE REQUIRED
FOR THIS STAGE

Breaker Stage (2 & 3)

Grade 1



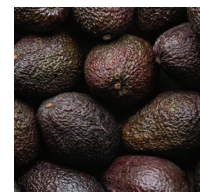
Grade 2



Grade 1



Grade 2



Ripe Stage (4 & 5)

Grade 1



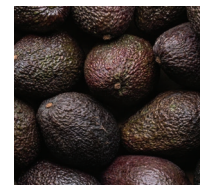
Grade 2



Grade 1



Grade 2

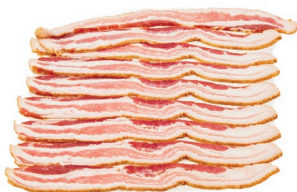


Bacon

Raw Product Image

RAW BACON

Place sliced bacon or slab on white surface or plate. Shoot straight-down or 3/4th angle view. Clip out product image to a solid white background with minimal surface shadow.



Prepared Product

PREPARED BACON

Place prepared sliced bacon or slab on white surface or plate. Shoot straight-down or 3/4th angle view. Clip out product image to a solid white background with minimal surface shadow.



Innerpack

Shoot inner bag items from above or 3/4th angle view. Clip out product image to a solid white background with minimal surface shadow.



Content/Texture

Bulk packs should be shot straight down to show ample amount of product like example below. Try to show a minimum amount of cardboard. Crop to square composition. No clipping is required.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal.



Bread

Raw Product Image

RAW PRODUCT

Place bread on white surface or plate. Shoot on a 3/4th angle view. Clip out product image to a solid white background with minimal surface shadow.



Prepared Product

PREPARED PRODUCT

Place prepared sliced bread on white surface or plate. Shoot on a 3/4th angle view. Clip out product image to a solid white background with minimal surface shadow.



Innerpack

Shoot straight-down or 3/4th angle view. Clip out product image to a solid white background with minimal surface shadow.



Content/Texture

Bulk packs should be shot straight down to show ample amount of product like example below. Try to show a minimum amount of cardboard. Crop to square composition. No clipping is required.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal.



Buns

Raw Product Image

HAMBURGER BUN

Place bun on surface. Separate the top and bottom pieces. Adjust lighting so that there is enough contrast between bun and white background. Shoot on a 3/4th angle view. Clip out bun to a solid white background with minimal surface shadow.



HOT DOG BUN

Place bun on surface with the back of bun towards the camera. Adjust lighting so that there is enough contrast between bun and white background. Shoot on a 3/4th angle view. Clip out bun to a solid white background with minimal surface shadow.



UNSLICED HOAGIE BUN

Place hoagies on slight angle with the slit side showing. Shoot on a 3/4th angle view. Clip bun out to a solid white background with minimal surface shadow.



UNSLICED SLIDER BUN

Round, unsliced buns should be positioned as shown below.



TIP: Adjust lighting to accentuate the texture of the product.

Prepared Product

HAMBURGER AND HOT DOG BUNS

The prepared shots will only have meat (beef patty, hot dog, sliced roast beef) placed in product. No need for garnish. Shoot on a 3/4th angle view. Clip bun out to a solid white background with minimal surface shadow. The photos below are for reference only. The hot dog and hoagies should be shot similar to what you see below. Same with the hamburger buns.



NOTE: Do not photograph inner packaging that has the old Hilltop Hearth and Harvest Value logos (below) pre-printed on the inner bag.

HARVEST
VALUE



Innerpack

Buns assortment category will usually have inner clear bags with no printing. Shoot straight-down or 3/4th angle view. Clip out to a solid white background with no surface shadow.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal. May also include an additional step, such as garnishing, icing, seasoning or other enhancement. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



Canned Import Fruit

Raw Product Image

CANNED FRUIT

Place canned fruit pieces in white square container or white bowl. Shoot on a 3/4th angle view. Clip out to a solid white background with minimum surface shadow.



FRUIT CUPS

Remove foil top from fruit cups. Shoot on a 3/4th angle view. Clip out to a solid white background with minimum surface shadow.



Prepared Product

No prepared product image for this category is required.

NOT APPLICABLE

Innerpack

CANNED ITEMS

Canned items that have inner packaging should be shot with the primary display panel (PDP) showing. Shoot head-on like the example on the right. Clip out to a solid white background with minimum surface shadow.



FRUIT CUPS

Fruit cups items that have inner trays or inner packaging should be shot with the primary display panel (PDP) showing. Shoot a slightly higher than a 3/4th angle view, if needed, to show maximum amount of the primary display panel (PDP). Clip out to a solid white background with minimum surface shadow.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal.



Canned Tomatoes

Raw Product Image

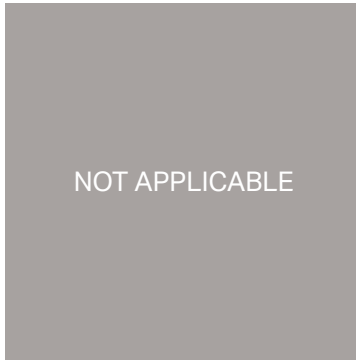
CANNED TOMATOES

Place canned tomatoes in small white bowl. Adjust lighting so that there is enough contrast between sauce and the white vessel. Shoot on a 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



Prepared Product

No prepared product image for this category is required.



Innerpack

CANNED ITEMS

Canned items that have inner packaging should be shot with the primary display panel (PDP) showing. Shoot on a 3/4th angle view or from the top for bags or pouches. Clip out to a solid white background with minimal surface shadow.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal.



Catfish

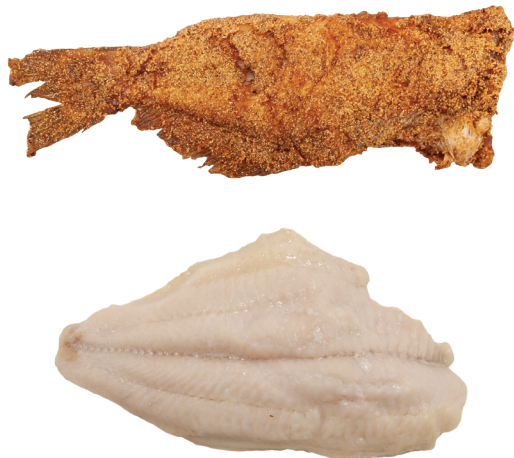
Raw Product Image

Place frozen product on surface or plate. Shoot straight-down. Clip out to a solid white background with minimal surface shadow.



Prepared Product

A shot of a product that has been taken from a raw or uncooked state to a cooked state according to the appropriate method of preparation (e.g., baked, fried, grilled or boiled). Prepared product can be arranged on surface or serving plate for better visibility and product presentation. Shoot straight-down.



Content/Texture

Bulk packs should be straight down shots that show ample amount of product like the example below. Try to show a minimum amount of cardboard. Crop to square composition. No clipping is required.



NOTE: Do not photograph packaging that has the old Harbor Banks logo.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal. May also include an additional step, such as garnishing, icing, seasoning or other enhancement. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



Chemical Products

Innerpack

DISPENSED AND NON-DISPENSED CHEMICALS

Dispensed chemicals or Non-Dispensed or RTU (Ready To Use) chemicals that have inner packaging should be shot with the primary display panel (PDP) showing. Shoot on a 3/4th angle view or from the top for bags or pouches. Clip out to a solid white background with minimal surface shadow.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation. Designed for visual appeal to highlight the item's appearance. May include complementary items to evoke a sense of place or suggest product function. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



Raw Product Image

No RAW product image for this category is required.

Prepared Product

No PREPARED product image for this category is required.

Chicken Breast, Frozen

Raw Product Image

SINGLE-LOBE TEARDROP CHICKEN BREAST

Place frozen chicken breast on a plate. Shoot straight-down. Clip out to a solid white background with minimal surface shadow.



DOUBLE-LOBED BUTTERFLY HEART SHAPE CHICKEN BREAST

Place frozen chicken breast on a plate. Shoot straight-down. Clip out to a solid white background with minimal surface shadow.



COOKING INSTRUCTIONS: No cooking required for this category. Needs to be photographed frozen.

Innerpack

Chicken breast items that have inner packaging will either come in a tray or bag. Most are in a bag as seen in this example. Shoot straight-down. Clip out to a solid white background with minimal surface shadow.



TIP: Adjust lighting for raw chicken breast so that there is enough contrast between the product and the solid white background.

Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



NOTE: Some products have an inner plastic bag that holds everything. No inner photography is required for bulk packs.

Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal.



Chicken Tenders, Breaded

Raw Product Image

RAW CHICKEN TENDERS

Place chicken tenders on white surface or plate. Shoot on a 3/4th angle view. Clip out product image to a solid white background with minimal surface shadow.



Prepared Product

PREPARED CHICKEN TENDERS

Place prepared chicken tenders on white surface or plate. Shoot on a 3/4th angle view. Clip out product image to a solid white background with minimal surface shadow.



Innerpack

Shoot inner package items from above or 3/4th angle view. Clip out product image to a solid white background with minimal surface shadow.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal.



Chicken, Commodity

Raw Product Image

Place commodity chicken on a plate or white surface. Shoot straight-down. Clip out to a solid white background with no surface shadow.



Innerpack

Innerpacks should be shot with the primary display panel (PDP) showing. Graphics printed on innerpack should be oriented towards the PDP. Shoot straight-down. Clip out to a solid white background with minimal surface shadow.



Content/Texture

Bulk packs should be straight down shots that show ample amount of product like the example below. Try to show a minimum amount of cardboard. Crop to square composition. No clipping is required.

Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal. May also include an additional step, such as garnishing, icing, seasoning or other enhancement. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



Prepared Product

No cooked or prepared stage for this category is required.



Chicken Wings, Bone-in

Raw Product

BONE-IN WINGS

Place chicken wings on surface or plate. Shoot straight-down. Clip out to a solid white background with no surface shadow.



TIP: Adjust lighting for raw chicken breast so that there is enough contrast between the product and the solid white background.

Prepared Product

BONE-IN WINGS

Place chicken wings on surface or plate. Shoot straight-down. Clip out to a solid white background with no surface shadow.



Innerpack

Bone-in wing items that have inner packaging that will come in a bag. Shoot straight-down. Clip out to a solid white background with minimal surface shadow.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal. May also include an additional step, such as garnishing, icing, seasoning or other enhancement. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



China Dinnerware

Raw Product Image

All china dinnerware should be placed on white background, as shown below and shoot on a 3/4th angle view. Adjust lighting so that there is enough contrast between product and the white background. Clip out to a solid white background with minimal surface shadow.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Innerpack

No INNERPACK product image for this category is required.

Prepared Product

No PREPARED product image for this category is required.

Glamour Image

Carefully and artfully arranged for an attractive visual presentation. Designed for visual appeal to highlight the item's appearance. May include complementary items to evoke a sense of place or suggest product function. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



Cod, Haddock & Pollock

Raw Product Image

Place frozen product on surface or plate. Shoot straight-down. Clip out to a solid white background with minimal surface shadow.



Prepared Product

A shot of a product that has been taken from a raw or uncooked state to a cooked state according to the appropriate method of preparation (e.g., baked, fried, grilled or boiled). Prepared product can be arranged on surface or serving plate for better visibility and product presentation. Shoot straight-down.



Innerpack

These assortment categories will usually have inner clear bags with no printing. If available, innerpacks should be shot with the primary display panel (PDP) showing. Shoot straight-down. Clip out to a solid white background with minimal surface shadow.



Content/Texture

Bulk packs should be straight-down shots that show ample amount of product like the example below. Try to show a minimum amount of cardboard. Crop to square composition. No clipping is required.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal. May also include an additional step, such as garnishing, icing, seasoning or other enhancement. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



Coffee

Raw Product Image

Place raw coffee on a white surface like illustrated below. Shoot on a 3/4th angle view. Clip out product image to a solid white background with minimal surface shadow.



Innerpack

Innerpacks should be shot with the primary display panel (PDP) showing. Graphics printed on innerpack should be oriented towards the PDP. Shoot straight-down. Clip out to a solid white background with minimal surface shadow.



Prepared Product

Pour prepared coffee in a mug or a cup like illustrated below. Shoot on a 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Closed Case

A shot of the product in its case as it would appear to the operator upon delivery. The closed case should be shot with the primary display panel (PDP) showing on the left or right side at a 3/4 angle. The outer case should be in outstanding condition, with no signs of damage, excessive use of packaging tape, unwanted prints or labels.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual coffee. May include complementary items (e.g., a cookie or waffle) to present the impression of a complete serving. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



Cream & Creamers

Raw Product Image

Fill ample amount of liquid creamer in white ramekin. Shoot on a 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



CREAMER TUBS

Peel foil top from creamer tub as shown below and shoot on a 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



Innerpack

Creamers that have inner packaging should be shot with the primary display panel (PDP) showing. Graphics printed on lids should be oriented towards the PDP. Shoot on a 3/4th angle view or from the top for bags or pouches. Clip out to a solid white background with minimal surface shadow.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal.



Prepared Product

No prepared product image for this category is required.

NOT APPLICABLE

Cultured Dairy

Raw Product Image

SOUR CREAM

Place sour cream in small white ramekin. Adjust lighting so that there is enough contrast between sour cream and the white vessel. Shoot on a 3/4th angle view. Clip out ramekin to a solid white background with minimal surface shadow.



COTTAGE CHEESE

Place cottage cheese in small white ramekin. Adjust lighting so that there is enough contrast between cottage cream and the white vessel. Shoot on a 3/4th angle view. Clip out ramekin to a solid white background with minimal surface shadow.



DIPS

Place puck on plate. Shoot on a 3/4th angle view. Clip puck out to a solid white background with minimal surface shadow.



WHIPPED TOPPING

Place whipped topping in small, white shallow ramekin. This product needs to be shot in a shallow white 2 oz. ramekin. Adjust lighting so that there is enough contrast between whipped topping and the white vessel. Shoot on a 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



Prepared Product

PREPARED DIPS

Prepared shot required for frozen dips. Shallow ramekin preferred but not required. Shoot on a 3/4th angle view.



COOKING INSTRUCTIONS:

Ready-to-go dip products can be placed directly into ramekin and shot as RAW version. No need for prepared version.

TIP: Adjust lighting to accentuate the texture of the product and separate it from the white vessel.

NOTE: Do not photograph inner packaging that has the old Glenview Farms logo.



Innerpack

Inner packaging for Cultured Dairy will be in a plastic tub, aerosol can, gable top carton or vacuum packed film. Shoot at slight angle view from the front so you get some of the top. Clip out to a solid white background with minimal surface shadow.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal. May also include an additional step, such as garnishing, icing, seasoning or other enhancement. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



Cutlery - Disposables

Raw Product Image

FORKS, KNIVES, SPOONS

All single disposables or disposable kits should be placed on white background, shoot straight-down or as shown below. Adjust lighting so that there is enough contrast between product and the white background. Clip out to a solid white background with minimal surface shadow.



Innerpack

All disposables should be placed on white background, as shown below and shoot straight-down. If available, shoot inner package on a 3/4th angle view with the primary display panel (PDP) showing. Clip out product image to a solid white background with minimal surface shadow.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Content/Texture

Bulk packs should be straight down shots that show ample amount of product like the example below. Try to show a minimum amount of cardboard. Crop to square composition. No clipping is required.



Closed Case

A shot of the product in its case as it would appear to the operator upon delivery. The closed case should be shot with the primary display panel (PDP) showing on the left or right side at a 3/4th angle. The outer case should be in outstanding condition, with no signs of damage, excessive use of packaging tape, unwanted prints or labels.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation. Designed for visual appeal to highlight the item's appearance. May include complementary items to evoke a sense of place or suggest product function. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



Prepared Product

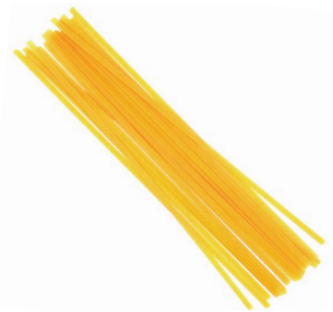
No PREPARED product image for this category is required.

Dry Pasta

Raw Product Image

LONG CUT PASTA

Clump pasta together like example below. Rotate pasta to match below angle. Shoot straight-down. Clip out to a solid white background with minimal surface shadow.



LASAGNA

Stack Lasagna sheets like example below. Shoot straight-down. Clip out to a solid white background with minimal surface shadow.



NOODLES

Clump noodle pasta together like examples below. Shoot straight-down. Clip out to a solid white background with minimal surface shadow.



Innerpack

Inner packaging for pasta will vary, but most will be in a bag. Shoot straight down shot if in a bag and 3/4th angle view if in a carton. Clip out to a solid white background with minimal surface shadow.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Prepared Product

No cooked or prepared stage for this category is required.

Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal.



NOTE: Do not photograph inner packaging that has the old Rykoff Sexton, Harvest Value or Roseli logo (below).



Eggs (Shell, Liquid & Pre-Cooked)

Raw Product Image

Shot shell, pre-cooked or frozen eggs on white surface or white bowl. Place liquid eggs in small white bowl. Adjust lighting so that there is enough contrast between product and the white vessel. Shoot on a 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



Prepared Product

Place prepared eggs on white surface or plate. Shoot on a 3/4th angle view or from the top. Clip out to a solid white background with minimal surface shadow.



Innerpack

Innerpacks should be shot with the primary display panel (PDP) showing. Graphics printed on innerpack should be oriented towards the PDP. Shoot on a 3/4th angle view or from the top for pouches. Clip out to a solid white background with minimal surface shadow.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Content/Texture

Bulk packs should be straight down shots that show ample amount of product like the example below. Try to show a minimum amount of cardboard. Crop to square composition. No clipping is required.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal. May also include an additional step, such as garnishing, icing, seasoning or other enhancement. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



Entrées

Raw Product Image

Place entrées on a white surface or small white plate. Shoot on a 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



Prepared Product

Place prepared product on a small white plate. Shoot on a 3/4th angle view or from the top. Adjust the lighting and angle to show texture of the product. Clip out to a solid white background with minimal surface shadow.



Innerpack

Innerpacks should be shot with the primary display panel (PDP) showing. Graphics printed on innerpack should be oriented towards the PDP. Shoot on a 3/4th angle view or from the top. Clip out to a solid white background with minimal surface shadow.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Content/Texture

Bulk packs should be straight down shots that show ample amount of product like the example below. Try to show a minimum amount of cardboard. Crop to square composition. No clipping is required.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal. May also include an additional step, such as garnishing, icing, seasoning or other enhancement. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



Flatware

Raw Product Image

FORKS, KNIVES, SPOONS

All flatware should be placed on white background, as shown below and shoot straight-down. Adjust lighting so that there is enough contrast between product and the white background. Clip out to a solid white background with minimal surface shadow.



Innerpack

If available, shoot inner package on a 3/4th angle view with the primary display panel (PDP) showing. Clip out product image to a solid white background with minimal surface shadow.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation. Designed for visual appeal to highlight the item's appearance. May include complementary items to evoke a sense of place or suggest product function. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



Open Case

No OPEN CASE product image for this category is required.

Prepared Product

No PREPARED product image for this category is required.

Foam Containers

Raw Product Image Examples

BLACK FOAM HINGED

Place on an angle as seen to the right. Shoot on a 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



FOAM HINGED

Place on an angle as seen to the right. Shoot on a 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



SQUAT CONTAINER

Place on an angle as seen to the right. Shoot on a 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



Prepared Product

CONTAINERS IN USE

Prop open the hinged containers and place on the angle seen below. Shoot on a 3/4th angle view. Clip out container to a solid white background with minimal surface shadow.



TIP: Adjust lighting to accentuate the texture of the product.

Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Innerpack

Shoot all foam container inners in the sleeve. It's best to shoot on a 3/4th angle. Clip out to a solid white background with minimal surface shadow.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation. Designed for visual appeal to highlight the item's appearance. May include complementary items to evoke a sense of place or suggest product function. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



Fresh Tomatoes

Raw Product Image

PLUM TOMATOES

Clump three tomatoes together. Mimic what you see in the example below. Shoot on a 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



ROUND TOMATOES

Clump three tomatoes together. Mimic what you see in the example below. Shoot on a 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



Prepared Product

No cooked or prepared stage for this category is required.

NOT APPLICABLE

Content/Texture

All Fresh Tomato products come in bulk packs. Shoot straight-down shots that show ample amount of product like the example below. Try to show a minimum amount of cardboard. Crop to square composition. No clipping is required.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal. May also include an additional step, such as garnishing, icing, seasoning or other enhancement. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



Frozen Soup

Raw Product Image

No raw product image for this category is required.

NOT APPLICABLE

Prepared Product

FROZEN SOUP

Shoot on a 3/4th angle view. Clip out to a solid white background with no surface shadow.



Innerpack

FROZEN SOUP

Frozen soups that have inner packaging should be shot with the primary display panel (PDP) showing. Graphics printed on lids should be oriented towards the PDP. Shoot on a 3/4th angle view or from the top for bags and pouches. Clip out to a solid white background with minimal surface shadow.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal.



NOTE: Do not photograph inner packaging that has old Monarch, Harvest Value, Rykoff Sexton, Pacific Jade or Roseli logos.



Fuel & Candles

Raw Product Image

VENETIAN & VOTIVE CANDLES

Shoot venetian and votive candles on a 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



TEALIGHT CANDLES

Shoot tealight candles on a 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



Prepared Product

CHAFING FUEL

Open can. Shoot on a slightly higher 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



BUTANE CANS

Place butane cans in stove. Shoot on a 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



Innerpack

Shoot butane cans head-on. Clip out to a solid white background with minimal surface shadow.



Shoot chafing fuel can on a 3/4th angle view. The lid should be on. Clip out to a solid white background with minimal surface shadow.



Shoot inner packages that have candles from the top or 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation. Designed for visual appeal to highlight the item's appearance. May include complementary items to evoke a sense of place or suggest product function. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



Glassware

Raw Product Image

All glassware should be placed on white background, as shown below, and shot on a 3/4th angle view. Adjust lighting so that there is enough contrast between product and the white background. Clip out to a solid white background with minimal surface shadow.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Innerpack

No INNERPACK product image for this category is required.

Prepared Product

No PREPARED product image for this category is required.

Glamour Image

Carefully and artfully arranged for an attractive visual presentation. Designed for visual appeal to highlight the item's appearance. May include complementary items to evoke a sense of place or suggest product function. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



Ground Beef Patties

Raw Product

RAW BEEF PATTY

Place beef patty on surface or plate. Shoot at a 3/4th angle view. Clip out beef patty to a solid white background with minimal surface shadow.



Prepared Product

PREPARED BEEF PATTY

Place beef patty on surface or plate. Shoot on a 3/4th angle view. Clip out beef patty to a solid white background with minimal surface shadow.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal. May also include an additional step, such as garnishing, icing, seasoning or other enhancement. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



NOTE: Some products have an inner plastic bag that holds everything. No inner photography is required for bulk packs.

Innerpack

Fresh Beef Patties have inner packaging that comes in vacuum saddle packs. Place horizontally and shoot on a 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



Lettuce - Whole Head and Loose Leaf

Raw Product Image

WHOLE HEAD

Position the single whole head of lettuce on a white surface and capture it from a 3/4th angle view, as shown below. Clip out to a solid white background with minimal surface shadow.



LOOSE LEAF

Clump together a handful of leaves on a white surface or a plate, and capture it from a 3/4th angle view, as shown below. Clip out to a solid white background with minimal surface shadow.



Prepared Product

No cooked or prepared stage for this category is required.

NOT APPLICABLE

Content/Texture

All Fresh Lettuce products come in bulk packs. Shoot straight-down shots that show ample amount of product like the example below. Crop to square composition and try to show a minimum amount of cardboard. No clipping is required.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complimentary items (e.g., additional salad fixings) to present the impression of a complete meal. May be presented with different backgrounds and at variable angles that help capture the produce in its best presentation.



NOTE: Do not photograph packaging that has the old Cross Valley Farms logo (below).



Mozzarella Cheese

Raw Product

SMALL BALL CHEESE

Place small cheese balls in small, white ramekin or bowl. Adjust lighting so that there is enough contrast between white cheeses and the white vessel they sit in. Shoot on a 3/4th angle view. Clip out ramekin or small bowl to a solid white background with minimal surface shadow. This product needs to be shot in a white 2 oz. ramekin.



STRING CHEESE

Place string cheese on plate or ground and match above styling. Shoot on a 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



TIP: Adjust lighting for white cheeses so that there is enough contrast between the product and the solid white background.

BALL CHEESE & CHEESE LOAF

Place cheese ball or cheese loaf on plate or ground and shoot on a 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



SHREDDED & DICED CHEESE

Place heap of shredded or diced cheese on plate or ground. Shoot on a 3/4th angle view. Clip shredded or diced cheese out to a solid white background with minimal surface shadow.



Prepared Product



Place prepared product on white surface or plate and adjust lighting so that there is enough contrast between product and background. Shoot straight-down. Clip out to a solid white background with minimal surface shadow.

Innerpack

Cheese items that have inner packaging should be shot with the primary display panel (PDP) showing. Shoot on a 3/4th angle, top or straight view. Clip out to a solid white background with minimal surface shadow.



NOTE: Do not photograph inner packaging that has the old Roseli logo (below).



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal.



Napkins

Raw Product Image

BEVERAGE AND DINNER NAPKINS

Fan napkins like illustrated below. Shoot straight-down. Clip out to a solid white background with minimal surface shadow.



Prepared Product

DINNER NAPKINS

Wrap dinner napkin in utensils as illustrated below. Shoot straight-down. Clip out to a solid white background with minimal surface shadow.



NAPKIN DISPENSER

Place napkins in dispenser. Adjust angle of dispenser so that it looks like the example on the right. Shoot on a 3/4th angle view. Clip out to a solid white background with no shadow.



Innerpack

Place horizontally or vertically and shoot on a 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation. Designed for visual appeal to highlight the item's appearance. May include complementary items to evoke a sense of place or suggest product function. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



Olive Oil & Olive Oil Blends

Raw Product Image

OLIVE OIL

Fill ample amount of liquid oil in white ramekin. Shoot on a 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



Prepared Product

BAG-IN-BOX

Place on side so that spout shows. Shoot head-on. Clip out to a solid white background with no surface shadow.



SPRAY CAN

Remove lid. Shoot head-on with the primary display panel (PDP) showing. Clip out to a solid white background with minimal surface shadow.



Innerpack

Shoot outer box-in-bag items, tin cans, inner plastic bottles and spray cans. Shoot on a 3/4th angle view or head-on with the primary display panel (PDP) showing. Clip out to a solid white background with minimal surface shadow.



NOTE: Do not photograph inner packaging that has old Monarch, Harvest Value, Rykoff Sexton, Pacific Jade or Roseli logos.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal.



Pizza Boxes

Raw Product Image

Shot pizza boxes on a 3/4th angle view as shown below. Clip out to a solid white background with minimal surface shadow.



Prepared Product

Shot prepared pizza boxes halfway open on a 3/4th angle view as shown below. Clip out to a solid white background with minimal surface shadow.



Innerpack

No innerpack shot for this category is required.

Open Case

A shot of a open case for this category is not required.

Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal. May also include an additional step, such as garnishing, icing, seasoning or other enhancement. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



Salad Mixes

Raw Product Image

Arrange the fresh salad mix on a white surface, in a bowl, or on a plate, and capture it from a 3/4th angle view, as shown below. Clip out to a solid white background with minimal surface shadow.



Prepared Product

No cooked or prepared stage for this category is required.

NOT APPLICABLE

Innerpack

Innerpacks should be shot straight-down with the primary display panel (PDP) showing. Graphics printed on innerpack should be oriented towards the PDP, if available. Clip out to a solid white background with minimal surface shadow.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complimentary items (e.g., additional salad fixings) to present the impression of a complete meal. May be presented with different backgrounds and at variable angles that help capture the produce in its best presentation.



NOTE: Do not photograph packaging that has the old Cross Valley Farms logo (below).



Salad Mix - Kits (Produce & Non-Produce Ingredients)

Raw Product Image

Arrange all salad mix kit items on a white surface, and shoot straight-down, or 3/4th angle view as shown below. Clip out to a solid white background with minimal surface shadow.



Prepared Product

Combine all salad mix kit items into a bowl and capture it from a 3/4th angle view, as shown below. Clip out to a solid white background with minimal surface shadow.



Innerpack

Salad mix kits are packaged in sealed bags. Arrange all the components of the salad mix kit on a white surface and capture the shot shoot straight-down. Clip out to a solid white background with minimal surface shadow.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complimentary items (e.g., additional salad fixings) to present the impression of a complete meal. May be presented with different backgrounds and at variable angles that help capture the produce in its best presentation.



NOTE: Do not photograph packaging that has the old Cross Valley Farms logo (below).



Sauces

Raw Product Image

SAUCE

Place sauce in small white ramekin. Adjust lighting so that there is enough contrast between sauce and the white vessel. Shoot on a 3/4th angle view. Clip out ramekin to a solid white background with minimal surface shadow.



Prepared Product

No cooked or prepared stage for this category is required.

NOT APPLICABLE

Innerpack

Bulk sauce items that have inner packaging should be shot with the primary display panel (PDP) showing. Graphics printed on lids should be oriented towards the PDP. Shoot on a 3/4th angle view or from the top for pouches. Clip out to a solid white background with minimal surface shadow.



NOTE: Do not photograph inner packaging that has old Monarch, Harvest Value, Rykoff Sexton or Pacific Jade logos.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal. May also include an additional step, such as garnishing, icing, seasoning or other enhancement. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



Smallwares

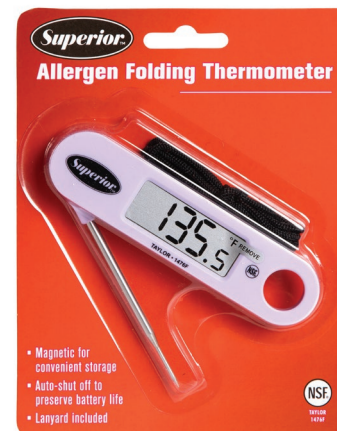
Raw Product Image

Most of the smallwares should be placed on white background, as shown below and shoot straight-down. Some of the serving utensils might require angle position, as shown below. Shoot on a 3/4th angle view. Adjust lighting so that there is enough contrast between product and the white background. Clip out to a solid white background with minimal surface shadow.



Innerpack

If available, innerpacks should be placed on white background, as shown below and shoot inner package on a 3/4th angle view or from above. Clip out product image to a solid white background with no surface shadow.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation. Designed for visual appeal to highlight the item's appearance. May include complementary items to evoke a sense of place or suggest product function. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



Open Case

No OPEN CASE product image for this category is required.

Prepared Product

No PREPARED product image for this category is required.

Sugar

Raw Product Image

Place raw sugar on a white surface or small ramekin. Shoot on a 3/4th angle view. Adjust the lighting to show texture of the product. Clip out to a solid white background with minimal surface shadow.



Innerpack

Innerpacks should be shot with the primary display panel (PDP) showing. Graphics printed on innerpack should be oriented towards the PDP. Shoot on a 3/4th angle view or straight-down. Clip out to a solid white background with minimal surface shadow.



Closed Case

A shot of the product in its case as it would appear to the operator upon delivery. The closed case should be shot with the primary display panel (PDP) showing on the left or right side at a 3/4 angle. The outer case should be in outstanding condition, with no signs of damage, excessive use of packaging tape, unwanted prints or labels.



Open Case

A shot of a case, with flaps open, showing how the product(s) would look when an operator receives and opens the case. The outer case should be in outstanding condition, with no signs of damage, excessive use of packaging tape, unwanted prints or labels. Shoot on a 3/4th angle view.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal. May also include an additional step, such as garnishing, icing, seasoning or other enhancement. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



Tabletop Equipment

Raw Product Image

Tabletop equipment should be placed on white background, as shown below and shot on a 3/4th angle view. Adjust lighting so that there is enough contrast between product and the white background. Clip out to a solid white background with minimal surface shadow.



Open Case

No OPEN CASE product image for this category is required.

Innerpack

No INNERPACK product image for this category is required.

Prepared Product

No PREPARED product image for this category is required.

Glamour Image

Carefully and artfully arranged for an attractive visual presentation. Designed for visual appeal to highlight the item's appearance. May include complementary items to evoke a sense of place or suggest product function. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



Tea

Raw Product Image

Place tea bags or pouches on a white surface. Shoot on a 3/4th angle view or straight-down. Adjust the lighting to show texture of the product. Clip out to a solid white background with minimal surface shadow.



Innerpack

Innerpacks should be shot with the primary display panel (PDP) showing. Graphics printed on innerpack should be oriented towards the PDP. Shoot on a 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



Prepared Product

Pour prepared tea in a mug or a cup like illustrated below. Shoot on a 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Closed Case

A shot of the product in its case as it would appear to the operator upon delivery. The closed case should be shot with the primary display panel (PDP) showing on the left or right side at a 3/4 angle. The outer case should be in outstanding condition, with no signs of damage, excessive use of packaging tape, unwanted prints or labels.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual tea. May include complementary items (e.g., a slice of lemon, herbs, honey or a cookie) to present the impression of a complete meal. May be presented with different backgrounds and at variable angles that help capture the product in its best presentation.



Tortilla

Raw Product Image

RAW TORTILLA

Place raw tortilla or tortilla chips on white surface like illustrated below. Shoot straight-down. Clip out product image to a solid white background with minimal surface shadow.



Prepared Product

PREPARED TORTILLA

Place prepared tortilla on white surface or plate. Shoot on a 3/4th angle view. Clip out product image to a solid white background with minimal surface shadow.



Innerpack

Shoot inner package items from above or 3/4th angle view. Clip out product image to a solid white background with minimal surface shadow.



Content/Texture

Bulk packs should be straight down shots that show ample amount of product like the example below. Try to show a minimum amount of cardboard. Crop to square composition. No clipping is required.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal.



Turkey Roast & Patties

Raw Product Image

TURKEY PATTY

Place turkey patty on surface or plate. Shoot on a 3/4th angle view. Clip out turkey patty to a solid white background with minimal surface shadow.



TURKEY ROAST

For products wrapped in foil or a net, shoot the product without any branding if it can be removed. Shoot straight-down. Clip out to a solid white background with minimal surface shadow.



Prepared Product

TURKEY PATTY

Place cooked turkey patty on surface or plate. Shoot on a 3/4th angle view. Clip out beef patty to a solid white background with minimal surface shadow.



TURKEY ROAST

Place cooked turkey roast on surface or plate. Shoot on a 3/4th angle view. Clip out turkey roast to a solid white background with minimal surface shadow.



Innerpack

Fresh turkey patties have inner packaging that come in vacuum saddle packs. Place horizontally and shoot on a 3/4th angle view. Clip out to a solid white background with minimal surface shadow.



Turkey roast has inner packaging that is wrapped in foil, bag or a net. Shoot straight-down for all turkey roast products. Clip out to a solid white background with no surface shadow.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal.



Turkey Breast

Raw Product Image

RAW TURKEY BREAST

Place sliced turkey breast on white surface or plate. Shoot on a 3/4th angle view. Clip out product image to a solid white background with minimal surface shadow.



Prepared Product

PREPARED TURKEY BREAST

Place sliced turkey breast on white surface or plate. Shoot on a 3/4th angle view. Clip out product image to a solid white background with minimal surface shadow.



Innerpack

Inner packaging should be shot with the primary display panel (PDP) showing. Shoot on a 3/4th angle view or from the top for bags or pouches. Clip out to a solid white background with minimal surface shadow.



Open Case

A shot of a case, flaps open, that shows how the product(s) would look when an operator receives the product and opens the case. Shoot on a 3/4th angle view.



Glamour Image

Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal.



PRODUCT MARKETING COPY STYLE GUIDE FOR EXTERNAL WRITERS

WORD COUNTS BY SECTION (with spaces)

- **Marketing Name:** up to 260 characters
- **Marketing description:** Up to 1000 characters (around 75 words)
- **Marketing Description – Short:** up to 275 characters
- **SEO Description:** up to 155 characters
- **Product Attributes:** up to 10 sentences/bullets (up to 1000 characters a sentence)
- **Benefits:** up to 10 sentences/bullets (up to 100 characters a sentence)



MARKETING NAME

- Restructure PIM name into a readable marketing name to describe what the item is. This field is not meant to replace the product title you find on our online platforms. The specific words that we use and the order of those words are often dictated by regulations, so please use the specifics that are provided.
- Product name (<105 characters w/spaces).
- **Include references to:**
 - All Natural, RWA (Raised Without Antibiotics) or any sustainability claim or third-party reference (MSC, etc.) - **DO NOT ALTER PHRASING FROM WHAT IS PROVIDED AND ALWAYS INCLUDE DESIGNATED FOOTNOTES/DISCLAIMERS.**
 - Type of meat (beef, pork, etc.)
 - Smoked or uncured
- **Remove references to:**
 - Leading category, for example: "Bar Mix" or "Spice"
 - Sizing
 - Counts
 - Delivery format – frozen, refrigerated, fresh, etc.
 - Packaging
 - Cooking details – par-fried, etc.
 - Any redundant info

EXAMPLE:

PIM technical description	Marketing Name
BAR MIX, BLOODY MARY PLASTIC JUG REF COCKTAIL	Bloody Mary Mix
CHEESE, BLUE CRUMBLE DOMESTIC BAG REF	Crumbled Blue Cheese
OMELETTE, CHEESE CHEDDAR 6X3" FOLDED BULK FROZEN COOKED EGG	Cheddar Cheese Omelette
SPICE, PAPRIKA SPANISH GROUND PLASTIC SHAKER SHELF STABLE SEASONING	Spanish Paprika
PASTA, SPAGHETTI 10" SHELF STABLE	Spaghetti



MARKETING DESCRIPTION

- Create a sell-story based on information provided about the product to convince the reader why this product makes sense on their menu.
 - Example: *"Today's diners are searching for innovative flavors. Our Addis-style spice blend delivers. As a traditional Ethiopian-style blend, it's highly aromatic and versatile enough to use on meat, poultry, fish and vegetables."*
- **NOTE: USE ONLY INFORMATION PROVIDED. DO NOT MANUFACTURE ANY DETAILS.**
- **NOTE: DO NOT CHANGE OR EMBELLISH PRODUCT FACTS OR CLAIMS.**

For claims:

There are specific rules for various types of product claims. Please work with your company's legal/regulatory team to ensure that the product claims that you provide to US Foods® are accurate and complete, are fully substantiated in writing, and comply with all FTC and other applicable laws/regulations/requirements.

The following list provides US Foods requirements for certain claims. This list is not exhaustive, and you may submit additional claims for consideration, provided that the claims meet the foregoing requirements.

- If the product has added natural colors, the claim must be phrased as *"no added colors from artificial sources."*
- Do not use *"no artificial ingredients"* as a stand-alone claim.
- Various nutrient claims have specific federal requirements, including low fat, low calorie, low sodium, no calories, fat free, cholesterol free, sodium free. Be sure that any claims submitted meet these federal standards. Do not use words like *"just"* or *"only"* to qualify nutrients of concern like calories, fat, etc. (e.g., *"only 90 calories"*; *"just 5 grams of fat"*) – that can turn the statement into a "low" claim (e.g., low calories, low fat, etc.) but the product may not qualify under the applicable regulations.
- The only trans fat claim that US Foods will use is *"0g Trans Fat Per Serving"* or *"0g Trans Fat Per Labelled Serving,"* provided that is accurate for the product.
- *"Reduced"* claims (Reduced Fat, Lower/Less Calories, etc.) must have a corresponding disclaimer which includes the % reduced and the reference food. For example, *"25% less fat than our regular cream cheese."*
- *"Light"* or *"Lite"* claims must cover both calories and fat, and must include corresponding disclaimer which includes the % reduced and the reference food. For example, *"1/3 fewer calories and 50% less fat than our regular cheesecake."*
- Disclaimer statements may be needed for any fat, saturated fat, trans fat, cholesterol, sodium, or fiber claims when limits are exceeded for fat, saturated fat, cholesterol, or sodium (e.g., *"See nutrition information panel for ____ content"*).



Product Marketing Copy Style Guide For External Writers



- Many products have a specific Standard of Identity set by federal or state regulations (e.g., chocolate, cheeses, etc.). Product names and claims must comply with all applicable Standards of Identity. Follow USDA and FDA definitions and standards where they exist.
- Certain products are subject to additional state/local regulations, such as maple, Vidalia onions, etc. so please confirm that all such references meet those additional requirements before submitting the product claims to US Foods®.
- The following claims can only be used if they appear on the USDA-approved label for the product: *"free range"; "grass fed"; "raised without growth promotants"; "no animal by-products"; "raised using vegetarian feeds"; "grain fed";* and *"vegetable grain fed."* Any product claims that are printed on USDA-approved product labels must be repeated verbatim in marketing materials – do not vary the language. Supplier must provide additional written substantiation to support the claims.
- US Foods does not use the claim *"pasture raised."*
- The claim *"humanely raised"* requires a third party audit and certification to support this claim. The claim must include a specific definition or explanation of the claim. This claim can only be used if it appears on the USDA approved label for the product.
- FDA has not defined *"vegetarian"* or *"vegan."* Since there are different *"types"* of vegetarians and vegans, it is best to use a clarifying statement to explain how the term is being used/what it means, so that the statement is truthful and not misleading for the reasonable consumer. The product should not have any ingredients that are from animal origin, including milk, eggs, honey, and gelatin.
- *"Gluten Free"* must meet federal standards and US Foods testing requirements. The claim should not be used for products that never contained gluten (inherently/naturally gluten free).
- US Foods requires the Whole Grain Council Stamp and Whole Grain Council Certificate of approval in order to use the *"made with whole grain"* claim.
- US Foods will only make a non-bio-engineered claim if the claim is verified for the product by a valid third party. The claim should be limited to products that have an ingredient that has a GMO version available in the marketplace.
- Care should be used when using terms that suggest *"small batch"* or *"handmade"* (e.g., artisan, hand crafted, homemade) to ensure that the description is accurate for the process and ingredients used to make the product.
- Avoid comparative/superlative claims that can require detailed substantiation, including technical data and consumer survey results. Instead of *"better ingredients"* or *"best value,"* consider *"great ingredients"* or *"great value."* Instead of *"highest quality"* consider *"high quality."*
- Claims like *"wholesome"* and *"better for you"* should be reserved for products that have a better nutritional profile and better ingredients.

Product Marketing Copy Style Guide For External Writers



- There are detailed rules regarding claims like *"made in the USA"* or other location claims. Please work with your regulatory/legal team to ensure that you have appropriate substantiation for the specific claim.
- For sustainability claims, follow the FTC Green Guides as applicable.
- *"Compostable"* should only be used for products that compost in commercial composting, and third-party certification for compostable is required.
- *"Post-Consumer"* refers to items made from materials diverted or recovered from waste destined for disposal. They are considered "post-consumer" and must meet third-party UL certification standards.
- *"Biobased"* should only be used for products that are USDA BioPreferred.
- Add asterisk to all references to *All Natural** with the following disclaimer as a footnote:
**Minimally processed, no artificial ingredients.*
 - This claim can only be used for pre-approved USDA-inspected meat products. Do not use "natural" in other contexts.
- The claim: *Raised Without Antibiotics* should be stated only this way and can only be used for pre-approved products. Do not alter to "no antibiotics" or "antibiotic-free" or anything similar. The supplier must provide documentation demonstrating that animals have not received antibiotics at any point in their lives for any purpose, including treatment of illness, and that there are procedures for handling and separation of sick animals and those that have antibiotics administered. The claim must also appear on the USDA-approved label.
- The claims *Raised Without Added Hormones* and *No Hormones Added* should be stated only this way and can only be used for pre-approved products. Do not alter to "no hormones" or "hormone-free" or anything similar. The claim must also appear on the USDA approved label for the product. For beef, (1) supplier must provide supporting documentation for beef claim; (2) third-party verification is required for the claim; (3) the claim must also appear on the USDA approved label for the product; and (4) no disclaimer is required for beef.
 - Include the required disclaimer for poultry and pork as provided by US Foods® ("Federal regulations prohibit the use of hormones in [species]").
- *"Fresh," "healthy" and "organic"* are regulated terms and should only be used when the product meets the applicable regulatory definition.
- The claim *"Cage Free"* requires the following disclaimer: *"Hens are free-roaming inside a barn."* US Foods requires a third-party audit/certification to make this claim. Do not make the "cage free" claim for broiler chickens (meat).
- The claim *"milk from cows not treated with the growth hormone rBST"* cannot be altered (e.g., do not say "milk from cows not treated with growth hormones", "no growth hormones" or "milk not treated with the growth hormone rBST") and must include the following disclaimer: *"No significant difference has been shown between milk derived from rBST treated and non-rBST treated cows."*

Product Marketing Copy Style Guide For External Writers

- “Good source” and “excellent source” claims are regulated and must comply with applicable regulations.
- Use wording provided for claims. Do not add words that suggest misleading generic nutrition-based benefits (like “healthy”), unless this information is provided and verified.
 - **Examples:** “This product is healthy for your diners” (this suggests a benefit that is not verified.) Instead, stick to facts: “This product is an excellent source of vitamin A”, if that detail is provided.
- Likewise, do not claim any sourcing details unless verified. Example: “This product is from Italy”. (Only state if you received this exact info.) Otherwise, we might say: “This product is Italian-inspired.”

EXAMPLES: All detail (highlighted) in examples below was provided/verified.

Stock Yards® All Natural Grass Fed Sliders

Raised according to old-world traditions and without antibiotics or added hormones – the domestically sourced beef in these sliders delivers flavor and quality in every bite. Tuck them inside our Hilltop Hearth® Hawaiian Slider Bun, add your own mash-up of toppings, and your sliders are sure to be a standout on your menu.

Cross Valley Farms® Baby Beefsteak Tomatoes

Naturally bred and Non-GMO Project Verified, these richly red tomatoes are raised without pesticides and then hand-picked. They’re consistently sized to make them perfect for sliders, sandwiches, caprese salads and a wealth of other fresh, tempting dishes.

Harbor Banks® Barramundi

Our Harbor Banks Barramundi is ocean-farmed, using patented technology and a process which minimizes environmental impact and allows for a consistent, clean flavor. The moderate oil levels in this chemical-free whitefish prevent it from drying out during cooking. We’ve also pre-scored it, to allow skin to crisp up perfectly and prevent curling.

Chef’s Line® Pumpkin Spice Latte Ice Cream

Our refreshing, richly flavored pumpkin spice ice cream is available only throughout the fall season. With a distinctive, autumnal flavor – real pumpkin meets classic fall spices, swirled with salted vanilla whipped cream, flavored ice cream and thin ribbons of coffee caramel. And true to the Chef’s Line name, we’ve maintained 15% butterfat with 60% overrun for a denser, creamier texture.



Product Marketing Copy Style Guide For External Writers

MARKETING DESCRIPTION – SHORT

Use the important details to create a shorter version of the description. Info like application examples and sizes can be sacrificed.

SEO DESCRIPTION

A SEO description is a tag in HTML that contains a snippet of copy – usually up to 155 characters (spaces included) – which summarizes a page's content. Search engines show the SEO description in search results to provide information about the page and to help influence users to click through. SEO descriptions should be optimized to contain **SEO** key phrases or keywords for which the user may searching. A SEO description also needs to be written in an active voice, usually with an included call to action, such as "learn more," or "click here to..." etc. SEO descriptions should be unique to be more effective in search results and increase click-through rates for the desired pages.

EXAMPLES:

Marketing Description	Marketing Description - Short	SEO Description
Chef's Line® Pumpkin Spice Latte Ice Cream Our refreshing, richly flavored pumpkin spice ice cream is available only throughout the fall season. With a distinctive, autumnal flavor – real pumpkin meets classic fall spices, swirled with salted vanilla whipped cream, flavored ice cream and thin ribbons of coffee caramel. And true to the Chef's Line name, we've maintained 15% butterfat with 60% overrun for a denser, creamier texture.	Chef's Line® Pumpkin Spice Latte Ice Cream Real pumpkin meets classic fall spices, swirled with salted vanilla whipped cream, flavored ice cream and thin ribbons of coffee caramel. We've maintained 15% butterfat with 60% overrun for a denser, creamier texture.	Chef's Line® Pumpkin Spice Latte Ice Cream Chef's Line pumpkin spice latte ice cream blends real pumpkin and classic fall spices with ice cream and coffee caramel ribbons. Serve this seasonal treat now.
Harbor Banks® Barramundi Our Harbor Banks Barramundi is ocean-farmed, using patented technology and a process which minimizes environmental impact and allows for a consistent, clean flavor. The moderate oil levels in this chemical-free whitefish prevent it from drying out during cooking. We've also pre-scored it, to allow skin to crisp up perfectly and prevent curling.	Harbor Banks® Barramundi Our Harbor Banks Barramundi is ocean-farmed, using patented technology and a process which minimizes environmental impact and allows for a consistent, clean flavor.	Harbor Banks® Barramundi Harbor Banks Barramundi is ocean-farmed, using a process which minimizes environmental impact. Its clean flavor will surely please your seafood-loving diners.
Cross Valley Farms® Baby Beefsteak Tomatoes Naturally bred and Non-GMO Project Verified, these richly red tomatoes are raised without pesticides and then hand-picked. They're consistently sized to make them perfect for sliders, sandwiches, caprese salads and a wealth of other fresh, tempting dishes.	Cross Valley Farms® Baby Beefsteak Tomatoes Naturally bred and Non-GMO Project Verified, these richly red tomatoes are raised without pesticides and then hand-picked.	Cross Valley Farms® Baby Beefsteak Tomatoes Cross Valley Farms Baby Beefsteak Tomatoes are naturally bred and Non-GMO Project Verified. Perfect for sandwiches, caprese salads and other fresh dishes.

Highlighted keywords: Search Engine Optimization (SEO) keywords and key phrases are highlighted in red.



PRODUCT ATTRIBUTES: The What? What is this item I am looking at?

Any submitted data points must at minimum describe what the item is, at its core, in a factual manner, devoid of any extraneous marketing fluff. This field is intended to enumerate all relevant data that would help our customers make a confident buying decision. Please populate the Import Template, separating features with vertical bars, not bullets.

Below are some data points to consider including:

- **Size & Package Type:** 1 L Bottle
- **Grade:** Grade 1, Grade 2
- **Yield:** up to 85% yield
- **Form:** Ground, liquid, Paste, etc.
- **Handling Instructions & Storage:** Dry Storage, Keep frozen, Store at XXX temperature.

Other attributes to consider are: **Color, Material, Includes, Compatible with, etc.**

[you will see these as bullets in Scoop sell sheets] Example:

| Raw | Tail-off | Quick-frozen | Up to 20 shrimps per pound | Quick-frozen | Up to 85% Yield
| USDC Grade A | Store Frozen at 0 F | Four 2.5 pound bags per case

- Some redundancy with description is OK – these are the “quick-view” facts while the description is the overall product story
- No periods on bullets



BENEFITS: As a customer, why should I buy this item? What are the rewards and advantages of picking this item in particular?

- This attribute is intended for the vendor to list some of the item's core benefits
- All benefits must be backed by factual points. Please refrain from including Marketing fluff or unfounded claims
- Lead with the operator benefit to differentiate from an attribute
 - Example: "Time-Saving: simply open, toss and serve" or "Offers colorful plate appeal"
- Please populate the Import Template, separating features with vertical bars, not bullets
- These benefits must be derived from product attributes
 - Tail-off = Time-saving: Reduces time and labor of removing the tails
 - 95% yield = Cost-saving: The high yield will ensure that you get most of our product and reduces waste.

EXAMPLE:

Glenview Farms® Premium Cage Free Pasteurized Liquid Whole Eggs Benefits:

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

| Cost-saving and perfect for kitchens that prepare bulk menu items | Versatile: perfect for a variety of dishes | Time-saving: Reduces time and labor of removing the tails



OVERALL VOICE AND TONE:

- **Goal:** highlight features and benefits of product, as relates to operator convenience or menu distinction.
- **Tone:** informational, confident but not pushy. Simple, concise, upbeat.
- Be accurate to attributes/benefits provided. Do not add additional product qualities, unless verified.
- Keep sentences fairly direct with logical, natural flow.
- **For External Writers** – please lean away from overly clever copy: use of overt puns, humor, irreverence or colloquialism. We do use these devices at times, but typically only among our in-house writers, who are very familiar with our brand tone/style.

INSTRUCTIONS FOR SCOOP PRODUCTS

- Please pick up copy exactly from toolkit and/or sell sheets (**do not alter**) for ALL Scoop copy including product names, 10-Second Sell, product description, benefits and attributes, show it, prep instructions, APNs, and sizes.
- **Exception:** for *short marketing descriptions*, please cut copy based on Marketing Description instructions above.

UNITS/FORMAT ABBREVIATIONS PER BRAND GUIDELINES:

- | | |
|--|---------------------------------|
| • lb. (pounds)-use even if greater 1, say 5 pounds, it stays lb., not lbs. | • ea. (each) |
| • kg (kilograms) | • 6/#10 cn (can) |
| • L (liter) | • mL (milliliters) |
| • lba. (pounds average) | • cs (case) |
| • oz. (ounces) | • g (grams) |
| • gal. (gallons) | • pack or pack size (spell out) |
| • doz. (dozens) | • rl. (roll) |
| | • pair (spell out) |



EXCLUSIVE BRAND NAMES/REGISTRATION MARKS:

- Chef's Line®
- Rykoff Sexton®
- Metro Deli®
- Stock Yards®
- Cattleman's Selection®
- Cross Valley Farms®
- Devonshire®
- del Pasado®
- Glenview Farms®
- Harbor Banks®
- Hilltop Hearth®
- Molly's Kitchen®
- Monarch®
- Monogram®
- Monogram® Clean Force®
- Optimax®
- Pacific Jade®
- Patuxent Farms®
- Rituals®
- Roseli®
- Superior®
- Thirster®
- Harvest Value®
- Valu+Plus®
- Everyday Catch™

ACCEPTABLE SPECIAL CHARACTERS:

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