

# Sysco Image Guidelines

Standards for product images on Sysco Market

Version 1.0, July 2010

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# INTRODUCTION

This image style guide is provided for the benefit of Sysco suppliers and their agencies, to help them obtain and deliver images of their products that are consistent with the design and function of the product pages that will be available on Sysco Market.

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## Going Online

As you may be aware, Sysco is currently in the process of making our complete product catalog available through an online order entry portal: Sysco Market. Over the next several months, we'll be creating thousands of online product pages to provide Sysco customers with the information they need to make informed decisions and accurate orders. Sysco sales associates will also benefit from easy access to a greater quantity and higher quality of information. Each product page will require at least one image of the product—preferably two or more—that conforms to the standards presented in this guide. All product images on Sysco Market must present a uniform style and appearance to the end user, the Sysco customer.

## Expectations

Although some existing product images may already align with these standards, many products will undoubtedly require new photography. We rely on our suppliers to provide suitable images that accurately represent their products within these guidelines. No one knows your products better than you—we encourage you to use your best judgment and experience to provide images that are consistent with the overall direction outlined here.

## Changes

These image standards will continue to evolve as the resources available through Sysco Market are developed and expanded. Please check with the Sysco Product Marketing team to ensure that you have the latest version.

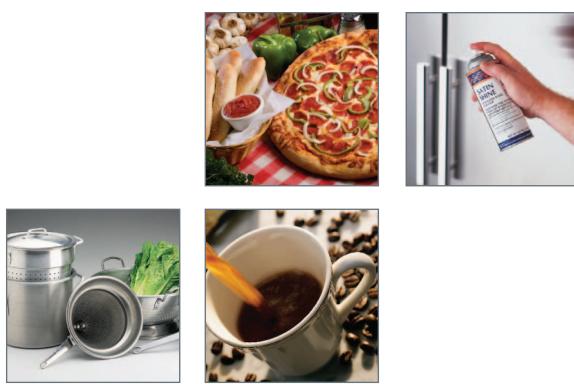
## Primary Images

Images provided according to these guidelines will be viewed by Sysco sales associates and customers when ordering products from Sysco. Feedback from these customers has been overwhelmingly clear: They want to see exactly what they're ordering, without embellishment. The single dominant image for each Sysco product page should therefore be the product as it first arrives, however unfinished or unappealing. That's the image that will set the customer's expectations, and ultimately affect customer satisfaction.



## Supporting Images

Alternative, supporting images can and should be provided to show food items cooked, plated and styled, or supplies and equipment held, worn or in use. These additional images—up to five for each product—can help Sysco customers understand the product's potential, and further influence their purchasing decisions. With appropriate permission, they may even be downloaded by Sysco customers for use in their menus and marketing, providing added value.



## Acceptable Images

When assembling the online product catalog over the next few months, Sysco may agree to accept images that are not perfectly compliant with these guidelines, but the example images used here will establish the ideal—all future additions to the Sysco catalog must conform to all requirements.

## Accuracy and Accountability

As the supplier, it's ultimately your responsibility to ensure that the images you provide represent your products truly and faithfully. If a customer believes that a product image is false or fraudulent, you will be expected to absorb any resulting costs.

# GENERAL GUIDELINES

This section presents general guidelines that apply to products in most or all categories. Specific guidelines and recommendations for individual product categories can be found in the Product Category section (pages 11–25).

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## Legal Release

Supplier logos and product images cannot be used on Sysco Market or other marketing materials without official legal permission to do so. A legal release form is included at the end of these guidelines, beginning on page 36. Please ensure that a signed copy of this agreement is provided in an e-mail to [syscoimages@corp.sysco.com](mailto:syscoimages@corp.sysco.com) or your product marketing contact, prior to uploading your images.

## Primary Image

The *primary image* is the first, most important product image that appears on each product page. This image sets the customer's expectations and ultimately influences customer satisfaction.

### Out of the Box

The most important visual for the customer is the product as it first arrives, "out of the box," not how it appears after it's been processed or prepared. Naturally, this can be interpreted in a variety of ways for different items in different categories, but the general principle is clear: The customer wants to see what they will get. Some additional guidelines follow:

- **Raw or Uncooked:** 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.
- **Breaded, Battered or Coated:** Many product categories include items that are provided already breaded, battered or coated—these can be especially bland and unappealing in their uncooked state, to the point of actually concealing relevant characteristics. These items may be shown cooked to provide a more complete understanding of the product.
- **Single Item vs. Small Group:** Most primary product images should feature a single item, but there are certain types of products (e.g., french fries, grain, nuts, pasta, etc.) that are better represented in groups of 3–5 like items, or a small serving size.

## Primary Image (continued)

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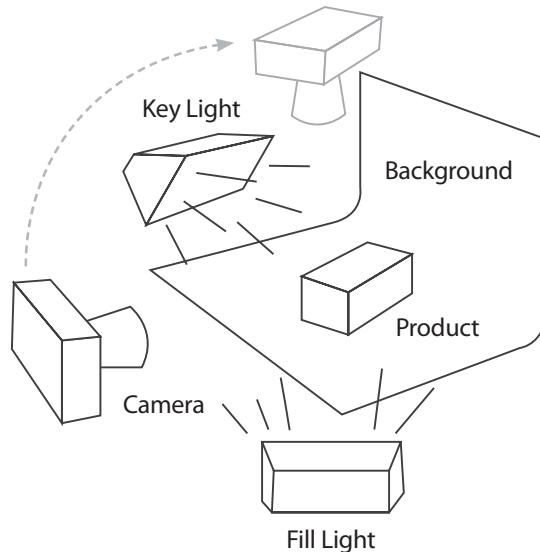
### Photography Guidelines

Primary product images should conform to the following general guidelines. For technical requirements related to the image format, resolution, file name, etc., see page 26.

- **Composition:** Show a single item (or a small serving size for items that typically appear in groups), as it first appears “out of the box.” The complete product should be visible inside the frame, without being clipped or cropped, and without any unnecessary negative space.
- **Brands:** Product images should not be branded, except for company logos and branding already in place on product packaging. No additional brands, logos or watermarks may be added to the image.
- **Orientation:** The image frame should be oriented horizontally (landscape), not vertically (portrait), even if the product is more vertical than horizontal in shape. (The image may be cropped before it is placed onto a product page.)
- **Lighting:** Full, well-balanced lighting ensures that the product and surrounding background are evenly lit, with very slight or no shadows.
- **Shadows:** Subtle, natural shadows are acceptable. Do not alter the image to create artificial shadows or remove existing ones.
- **Angle of View:** Images should be taken at a downward angle to show all three dimensions—depth, width and height. Avoid using a straight-ahead or straight-down image (although straight-down views are acceptable for soups, sauces and other liquids shown in bowls).
- **Focus / Depth of Field:** The product should be clearly visible with an overall balanced focus.
- **Background:** The image background should be solid white and evenly lit. For certain food items, a solid white plate or bowl may also be used. If necessary, background lighting can be reduced to provide contrast with the product.

### Setup

For ideal results, photos should be taken against an even, white background with the product, lights and camera placed appropriately. Experienced photographers will know how to proceed. The following illustration is provided for the benefit of suppliers without the resources for professional photography.



## Primary Image (continued)

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### Proper Usage

These examples show primary product images that meet the general requirements for Sysco Market.



Color



Group



Product angle



Full frame



Balanced lighting



Product representation

### Improper Usage

These examples are not acceptable as primary images, for the reasons indicated.



Cropped image



Superimposed products



Multiple items



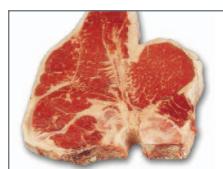
Watermark



Poor product legibility



Product staging



Artificial drop-shadow



Improper aspect ratio



Too wide / too much negative space



Improper background

## Supporting Images

In addition to the primary product image, suppliers may provide up to five additional *supporting images* to better illustrate the qualities, advantages and potential applications of their products. Small thumbnail icons on the product page will allow customers to click through these additional images quickly and easily. Wherever possible, supporting images should be arranged into a narrative sequence beginning with the box and ending on the plate as it's served to the end customer. In general, supporting images should comply with the same photography guidelines provided for primary images (page 6).

## Image Types

Primary as well as supporting image types may be identified clearly using the terms defined below. Separate sets of terms and definitions are provided for food items and non-food items.

### Food Items

The following types of images would be appropriate for most food items. Not every image type will be relevant for every product.

**Packaged:** A product as it is shipped to the customer. Most products have an exterior package (the outer corrugate container) and an interior one (e.g., a box, bag, jug or carton). Packaging can be particularly important when it provides an added benefit for the customer, such as a particular safety or convenience feature.



**Raw:** A product that has not been cooked or processed (i.e., pickled, pasteurized or preserved). The term usually refers to animal or agricultural products: meat, poultry, seafood, fruit and vegetables. Milk may be referred to as raw if it has not been pasteurized.



**Uncooked:** A manufactured product that needs to be cooked or further prepared before it's considered edible. Similar in meaning to raw, although usually applied to different products.



**Prepared:** 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 an additional step, such as garnishing, icing, seasoning or other enhancement.



**Plated:** Prepared food arranged simply on a serving plate, dish or bowl for better visibility.



**Styled:** 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.



## Image Types (continued)

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### Non-Food Items

The following types of images would be appropriate for most non-food items. Not every image type will be relevant for every product.

**Packaged:** A product as it is shipped to the customer. Most products have an exterior package (the outer corrugate container) and an interior one (e.g., a box, bag, jug or carton). Packaging can be particularly important when it provides an added benefit for the customer, such as a particular safety or convenience feature.



**Staged:** A product arranged for display in such a way as to provide clear visibility. The product may be propped up if necessary for optimum viewing, but it should not be held or used in any way by a person.



**Held:** A product 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 product, such as a protective item or article of clothing, 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 product as it's meant to be used in its appropriate environment. Small utensils may be held in a hand or hands and used for their intended purpose.



**Family:** A number of related products (e.g., matched sets, place settings) arranged together in a single picture. Apart from the aesthetic value, this may help customers recognize complementary products and drive additional sales.



## Supplier Logo

Apart from product images, Sysco requires an up-to-date version of the supplier's logo, to be used in connection with training materials and other corporate communications. The supplier logo will not appear on the product page, but may be shown in other areas of Sysco Market. See page 26 for logo technical specifications.



Tyson Foods, Inc.

# PRODUCT CATEGORIES

Sysco products are organized into product categories. The following pages provide additional guidelines and image examples relevant to each category, expanding on the general guidelines presented earlier (pages 5–10).

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Specific instructions for every type of product offered through Sysco Market would be unnecessarily complex, and beyond the scope of these standards. The advice and examples provided in the following pages should help you determine the best way to represent your products within the overall direction of Sysco Market, according to your experience and expertise.

- Meats (Beef and Pork)
- Poultry
- Seafood
- Produce
- Dairy
- Beverage
- Dry Grocery
- Dry and Canned Fruits and Vegetables
- Frozen and Refrigerated Grocery
- Frozen Fruits and Vegetables
- Shortenings, Oils, Seasonings and Ingredients
- Supplies and Equipment
- Disposables
- Janitorial and Chemical

If you have any questions, please contact the Sysco Product Marketing team or the Business Center for your product category.

## Meats (Beef and Pork)

### Primary Images

For most meat, the ideal primary image would be a single item, thawed to show color and marbling. Ensure that the color and texture appear both natural and fresh. Too much light may cause the product to look too red, or even washed out. Not enough light may cause the product to appear dark or aged.

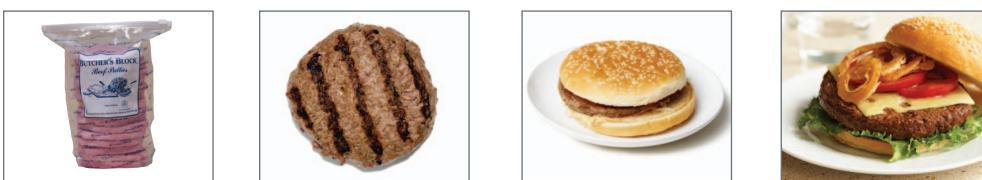
### Primary Image Examples



### Subcategories

- Ground (Bulk, Patties):** It's usually important to show the color, size and shape of raw patties in the primary image. Grind size can be relevant when ordering in bulk. Interior and exterior packaging may also be relevant, and should be covered by a supporting image.
- Deli and Further Processed:** For deli meat (e.g., roast beef, ham, pastrami), the size and shape of the loaf are important. Be sure to show the cross-section in a face or slice. Again, packaging should be shown in a supporting image if it's relevant.
- Primals/Subprimals/Commodity:** Large pieces of beef and pork should be shown as it will be delivered, whole or cut into portions. Color is important, as are fat and trim.
- Cut/Portion Steaks:** Show pre-cut and portion-size steaks according to cut (e.g., ribeye, strip, filet, chop). Be sure to show color and marbling, as well as the width and thickness of the cut.

### Supporting Image Examples



Packaged

Prepared

Plated

Styled

## Poultry

### Primary Images

For most products in this category, the ideal image would be a single item, thawed to show its natural color. Even thawed, poultry products may still appear white, or nearly white. Use special care in arranging and lighting the product to show it clearly against a white background.

### Primary Image Examples



### Subcategories

- **Commodity:** Show the product as it will be delivered, whole or cut into portions. Packaging can be shown in a supporting image, especially for items that are individually quick frozen (IQF).
- **Further Processed:** Breaded, battered and/or seasoned items may be cooked to provide a more accurate understanding of the product. Small groups of 3–5 like items (based on a typical portion size) may be used for products that generally do not occur singly.
- **Deli:** It's important to show the size and shape of the loaf in the primary image. Supporting images should include a face or slice to show the cross-section.
- **Specialty:** Apart from chicken and turkey, this category includes specialty items such as poultry sausages and game birds like duck, quail, etc. No matter how exotic, these products are subject to the same guidelines as traditional items in this category.

### Supporting Image Examples



Packaged

Prepared

Plated

Styled

## Seafood

### Primary Images

Seafood is generally considered a center-of-plate item. The primary image should display a single item in its raw, unprepared, thawed state—prepared and styled photos should be reserved for supporting images. With some exceptions (e.g., salmon), seafood is usually pale white, sometimes with a yellowish or brownish hue. Careful lighting may be required to show the product accurately against a white background.

### Primary Image Examples



### Subcategories

- **Finfish:** Most seafood is sold pre-portioned. Some fish (e.g., salmon) are sold in larger portions or as whole fish, but the industry has moved toward sizing and cutting for labor and convenience. Do not show a whole fish if the product will be delivered pre-portioned, and vice versa. Show the exact portion size that the operator will receive.
- **Shellfish:** Shrimp are provided in a wide variety of pack styles and sizes, making them the largest seafood subcategory—the primary image should make clear exactly which variety is being ordered. Other shellfish should be shown as they would arrive to the operator, prior to any additional preparation. Please consider a supporting image featuring shellfish packaging if it is an important operator advantage.

### Supporting Image Examples



Packaged

Prepared

Plated

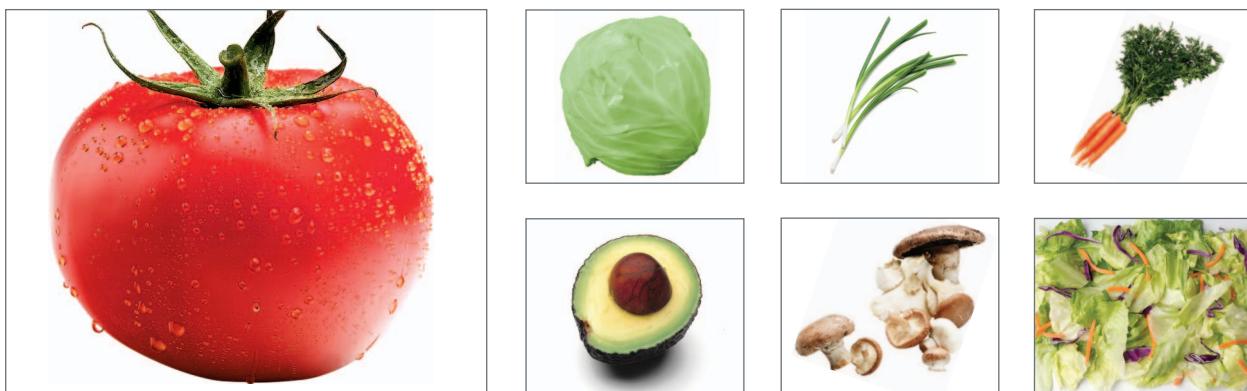
Styled

## Produce

### Primary Images

Products in this category should generally be shown in their fresh state, naturally picked. The example used in the primary image should fairly represent the produce that will be delivered to the customer in shape, size and color. An idealized, unblemished image may unreasonably inflate customer expectations, leading to disappointment and dissatisfaction.

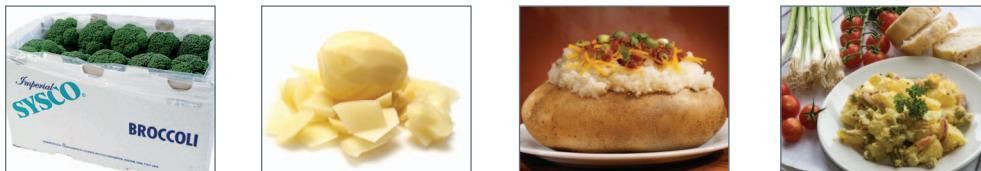
### Primary Image Examples



### Subcategories

- Commodity:** The primary image should show a single, whole item or a small group of like items (depending on portion size).
- Pre-Cut / Value-Added:** Pre-cut produce should be removed from its package and arranged for inspection.
- Wet Salads:** Deli salads and other prepared wet salad mixes can be shown in a plain white serving bowl.

### Supporting Image Examples



Packaged

Prepared

Plated

Styled

## Dairy

### Primary Images

Apart from cheese, most dairy items can be shown in their smallest unit of packaging, such as a single wrapped stick of butter, carton of milk, etc.

### Primary Image Examples



### Subcategories

- Cheese (Natural, Processed, Specialty):** The primary image should show the color of the cheese to best effect. For cheeses sold in loaves or wheels, one supporting image should show the cheese sliced or faced—especially if there are spices, seasonings or veins to reveal. For pre-sliced or -shredded cheese, sizing can be important.
- Butter:** Most butter is mild yellow in color; it's more important to show pack size and packaging in the primary image. Styled shots and serving suggestions are supporting images.
- Eggs:** Primary image should indicate how eggs are provided—sold in the shell or further processed, such as premixed liquid eggs in bags or cartons. Hard-boiled eggs may also be peeled and sliced or diced.
- Fluid Milk:** The most important feature for fluid milk is pack size and container, ranging from half-pints to bulk 5-gallon dispensers.
- Cultured:** Cottage cheese, sour cream, heavy whipping cream, half & half—all are predominantly white in color. Primary image should feature packaging; supporting images can be plated.
- Ice Cream:** Show packaging, but remove the lid to reveal the color and texture of the product.

### Supporting Image Examples



Packaged

Family

Plated

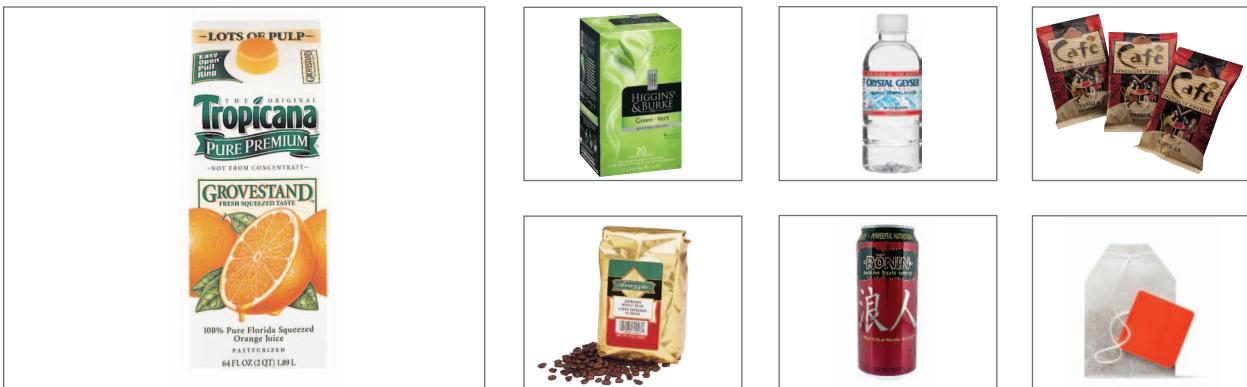
Styled

## Beverage

### Primary Images

The primary image for this category is the product in its most manageable form: individual bottles when appropriate, otherwise in jugs or cartons for drink mixes and concentrates, small packages for dry mixes, etc. Served in a cup is not appropriate except as a supporting image.

### Primary Image Examples



### Subcategories

- Coffee (Ground, Whole Bean, Concentrated):** For coffee beans and grounds, show a small quantity spilled on the white surface in front of the container as the primary image.
- Tea (Bulk, Bags, Premix Concentrates):** The ideal image for this subcategory would be a single, unwrapped tea bag, with individually wrapped bags and boxes included as supporting images. For dried tea leaves shipped in bulk, show a small quantity spilled on the white surface in front of the container.
- Juice (Dispensed, Mixes, Portion Cups, Bottles):** The primary image should be the smallest individually packaged item.
- Miscellaneous (Bottled Water, Juice, Cappuccino Mixes):** The primary image should be the smallest individually packaged item.

### Supporting Image Examples



Packaged

Family

Plated

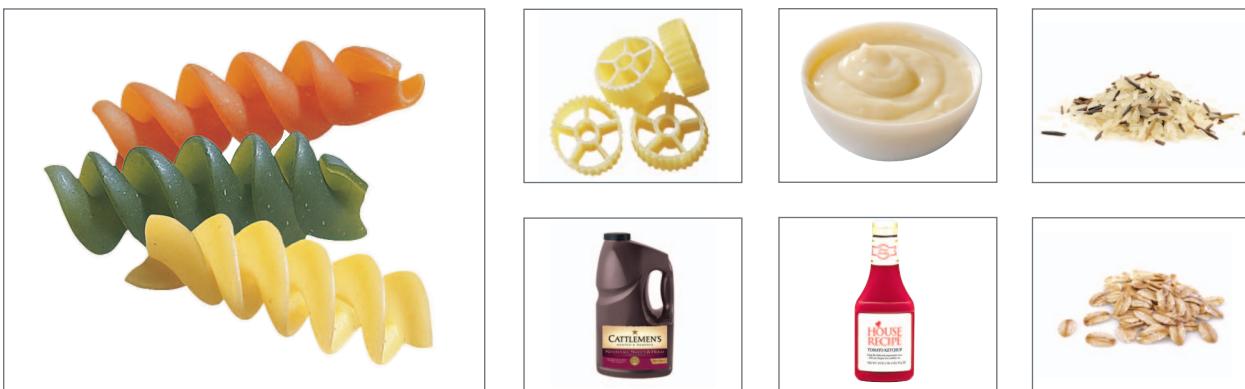
Styled

## Dry Grocery

### Primary Images

Products in this category are frequently shipped in bulk containers. The ideal “out of the box” view of the product is a small quantity displayed on a white background. Packaging may also be shown behind the sample when the package size is suitably small, but the center of attention should be on the contents.

### Primary Image Examples



### Subcategories

- Cereals and Grain:** Show a small sample spilled loosely on a white surface in front of the container. Individual grains should be clearly visible when the image is viewed at full resolution.
- Dry Pasta:** For most uniform varieties of pasta, show a small group of 3–5 good, unbroken pieces, separated so the shape and color are clearly visible. For mixed varieties, ensure that each color and shape is fairly represented in the sample. Long, narrow pasta (e.g., capellini, linguine, spaghetti or vermicelli) can be shown in a thicker sheaf.
- Sauces:** For the primary image, sauces should be shown poured into a plain white serving bowl. As a supporting image, show the sauce in use as part of a finished dish.
- Miscellaneous Canned (Entrees, Puddings, etc.):** Show the contents poured into a plain white serving dish or bowl. Supporting images should include a clear view of the packaging.

### Supporting Image Examples



Packaged

Family

Plated

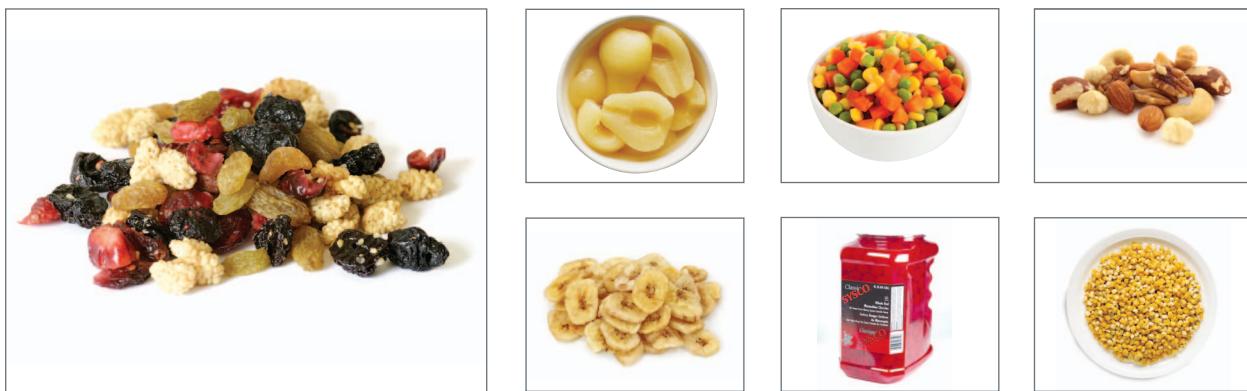
Styled

## Dry and Canned Fruits and Vegetables

### Primary Images

For wet, canned goods, the contents should be poured into a plain white serving bowl. The preferred angle of view should be just enough to show the depth and dimension of the bowl while still concentrating attention on its contents. For dried products, a single item or small sample should be shown spilled onto a white surface.

### Primary Image Examples



### Subcategories

- Canned Fruits and Vegetables:** Use a plain white serving dish or bowl as required to provide a clear view of the product for the primary image. Supporting images should include the can or other packaging.
- Dried Fruit (Raisins, Cranberries, etc.):** Show a small quantity spilled onto the white surface in front of the package.
- Nuts and Seeds:** For uniform products, show a small group of 3–5 whole, unbroken pieces. For mixed varieties, ensure that each type is fairly represented in the sample.

### Supporting Image Examples



Packaged

Prepared

Plated

Styled

## Frozen and Refrigerated Grocery

### Primary Images

This is a broad category, and many of the products are shipped in a “close to prepared” state. The ideal image for products in this category would be an individual item or small serving size, removed from its packaging, defrosted, and presented in its natural state.

### Primary Image Examples



### Subcategories

- Baked Goods
- Desserts
- Prepared Convenience Foods (Soups, Sauces, Gravies)
- Frozen Pasta
- Breakfast Foods
- Tortillas
- Appetizers

### Supporting Image Examples



Packaged

Prepared

Plated

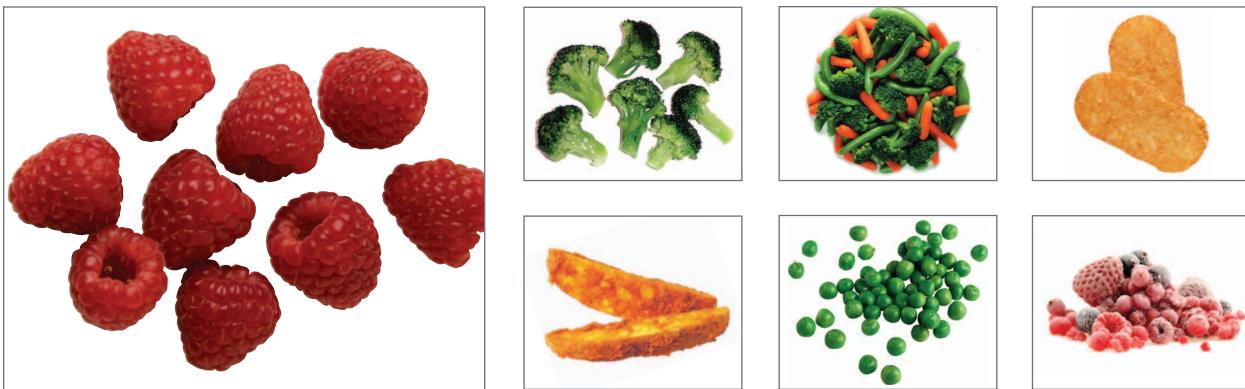
Styled

## Frozen Fruits and Vegetables

### Primary Images

Unlike other product categories, frozen items should not necessarily be thawed or defrosted in the primary image. When appropriate, these products can be shown frozen to differentiate them from fresh produce. Color and size can be critical.

### Primary Image Examples



### Subcategories

- Fruits:** Individually quick-frozen (IQF) products can be displayed separately or in small groups of like items, depending on typical serving size.
- Vegetables:** Most products should be shown out of their packaging. If necessary, frozen vegetables may be shown in a plain white bowl—use an angle that shows the depth and dimension of the bowl, but keeps most of the attention on its contents.
- Potatoes:** Some varieties of pre-cut seasoned or coated potatoes may not be clearly visible unless thawed or even cooked. Use your judgment to provide potential buyers with the best understanding of the product.

### Supporting Image Examples



Packaged

Prepared

Plated

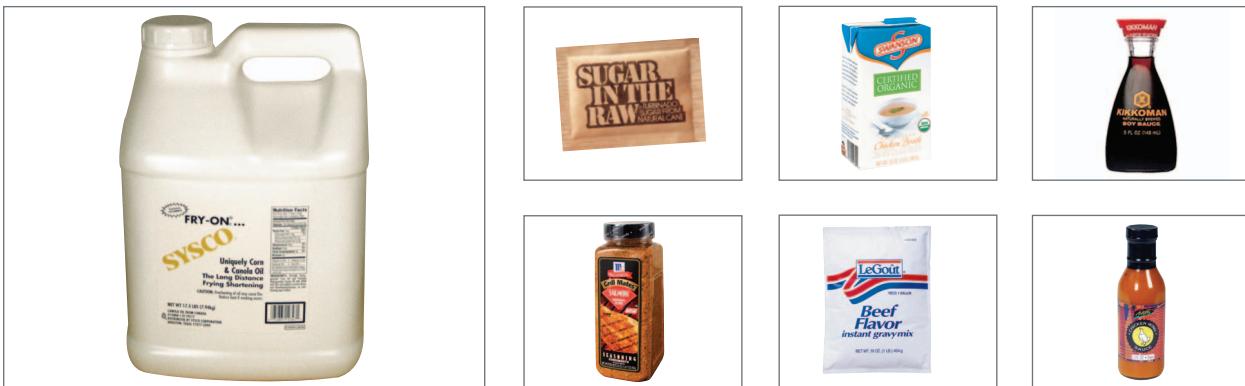
Styled

## Shortenings, Oils, Seasonings and Ingredients

### Primary Images

Most products in this category may be shown packaged in the primary image. For dry ingredients, a small sample should be spilled onto the surface in the foreground whenever practical.

### Primary Image Examples



### Subcategories

- Oils and Fats:** A bottle, tub or other package may be used as the primary image in this subcategory. The image should be taken at a slight downward angle to show the dimensions of the container (height, width and depth).
- Seasonings:** Show a small quantity of the seasoning spilled on the white surface in front of the container. The sample should be clearly visible when the image is viewed at full resolution.
- Dry Ingredients:** Show a small quantity of the dried ingredients spilled on the white surface in front of the container. For bulk containers that are too large to fit inside the frame alongside a reasonable sample of the contents, show the container separately as a supporting image.

### Supporting Image Examples



Packaged

Family

Plated

Styled

## Supplies and Equipment

### Primary Images

This is a very large category, with a broad range of products. Make sure that each product is completely visible and clearly identifiable in the primary image.

### Primary Image Examples



### Subcategories

- Smallwares and Small Equipment:** The primary image should generally show a single item. Supporting images can be used to show smallwares in use, as well as families of complementary products such as matching sets and full table settings.
- Clothing and Protective:** Items designed to be worn should be laid out clearly for the primary image. Supporting images can be used to show the item worn and/or in use. Certain products may not be clearly recognizable unless they are worn—for these, the primary image should be framed to show only the relevant product, not the person modeling it.
- Heavy Equipment:** Large items (e.g., refrigerators and ovens) involve additional challenges for photography. Take care to keep the product completely in frame and in focus. Provide supporting images to show alternate angles, open doors and interior views.

### Supporting Image Examples



Packaged

Family

Worn

Used

## Disposables

### Primary Images

Whenever practical, small disposable items should be shown as single items “out of the box.” Some products in this category (e.g., bags, films and foils) are essentially shapeless, however, and difficult to picture except when they’re packaged or in use. The primary image for these products should be a sample partially unrolled or withdrawn from its container, while supporting images can show the product in use and/or in combination with other products.

### Primary Image Examples



### Subcategories

- Paper and Foams:** Primary images should feature a single item ready to be used. Paper and foam to-go boxes should be assembled and positioned at an angle to show all three dimensions (height, width and depth).
- Plastic:** Remove a single item from the package for the primary image (e.g., a plastic fork). When different items are packed together, one sample of each type should be shown side by side in the primary image (e.g., a plastic knife, fork and spoon). Packaging should be shown as a supporting image.
- Food Storage and Safety:** Plastic films, plastic bags, foil and similar products should be shown with one example partially withdrawn from its container.

### Supporting Image Examples



Packaged

Family

Family

Held

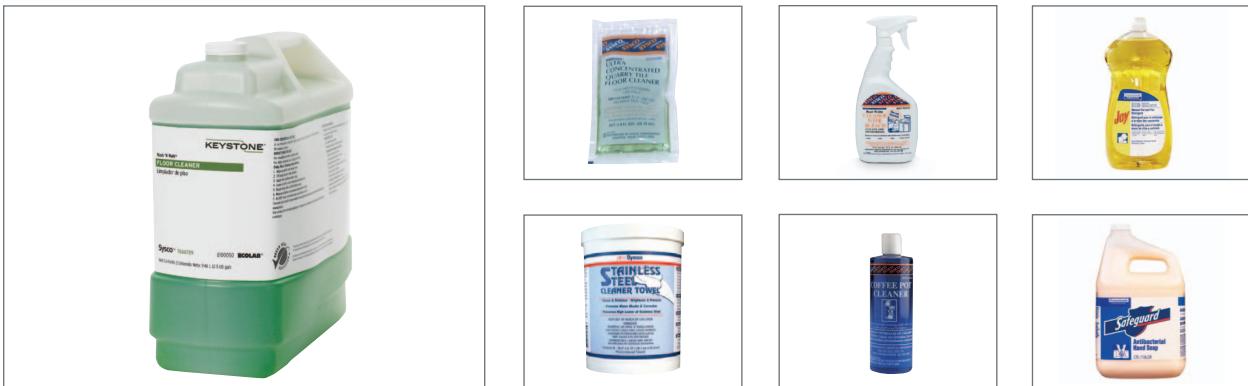
Used

## Janitorial and Chemical

### Primary Images

Products in this category generally fall under the description of “cleaning supplies,” especially chemicals, most of which are best shown in their containers.

### Primary Image Examples



### Subcategories

- Dispensed:** These products are usually concentrated solids, such as detergents used in laundry or warewashing machines. The ideal primary image would be a single packet.
- Ancillary:** Cleaning supplies and other chemicals should be shown in their containers—bottles, cans, pumps, etc. Show the container at a slight angle to convey dimensions (height, width and depth).

### Supporting Image Examples



Packaged

Staged

Held

Used

# TECHNICAL REQUIREMENTS

## Image and Logo Specifications

Sysco Market is configured to use digital images of certain file sizes and formats. All images should be provided at high resolution and uncompressed. Please ensure that the product images you provide all conform to these specifications.

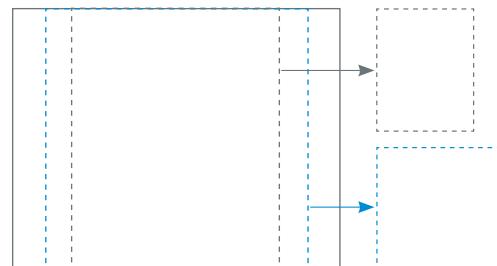
- **File Type:** Digital images may be saved in a number of different file formats, only some of which are compatible with Sysco Market. See the following chart for acceptable image formats.

File Extension	.ai	.pdf	.tif	.eps	.psd	.jpg	.png	.gif	.qxd	.indd	.doc
Product Images	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No
Company Logos	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No

- **File Name:** All image file names include five pieces of information in the following configuration:  
**SUPC\_suppliername\_date\_#.ext**
  - (A) the seven-digit SUPC code
  - (B) the name of the supplier
  - (C) the month and year when the photo was taken (e.g., 0610)
  - (D) the relative position of the image on the page (1 for the primary image, 2 to 6 for supporting images in the order they should appear on the product page)
  - (E) the file format extension

For example: 1234567\_Heinz\_0610\_1.eps

- **Image Size:** The minimum acceptable image size is 1200 x 1500 pixels (4" x 5", 300 dpi, CMYK); the preferred size is 2400 x 3000 pixels or larger (8" x 10", 300 dpi, CMYK). High-resolution images are required for zoom and print capability. There is no maximum resolution.
- **Aspect Ratio:** Original product images should be provided in a 4:5 aspect ratio, meaning that they should be oriented horizontally, slightly wider than they are high. Before they are placed on Sysco Market, images will be cropped to fit a vertical, square or horizontal field as appropriate.



Sysco may crop your product image to fit a horizontal, square or vertical space on Sysco Market.

## Metadata and Keywords

Sysco customers and sales associates are expected to use Sysco Market for general product searches as well as targeted searches. By themselves, product names and images may not be sufficient to help Sysco Market users reach your product page. To help make your products more visible to these searches, we need to include “metadata” that identifies your product more completely. For example, someone searching for “stainless steel cleaner” won’t find “Satin Shine” unless the product metadata includes those search terms.

When you submit your product images, you should also provide complete, relevant descriptions and metadata—including common search terms, descriptive keywords and product categories—to be used in connection with each product.

### Good Metadata Example

File Name	Category/Sysco Department	Description	Metadata/Keywords
1234567_EcoLab_0610_1.eps	Janitorial/Chemical	6/12 ct Aerosol Stainless Steel Foam Cleaner	Chemical, Sysco Brand, EcoLab, Satin Shine, Cleaner, Polish, Janitorial

### Bad Metadata Example

File Name	Category/Sysco Department	Description	Metadata/Keywords
1234567_EcoLab_0610_1.eps	Cleaners	Satin Shine	Ecolab

## Submitting Images to Sysco

Online content for Sysco Market is currently maintained in the Sysco Design Center, managed for Sysco by Logix3. For step-by-step upload instructions, the supplier upload form and the legal release form, go to [www.sysco.com/supplier/marketing/ImageGuidelines.html](http://www.sysco.com/supplier/marketing/ImageGuidelines.html).

There are currently four options for submitting your logo, product images and signed legal release form, summarized below.

### Option 1: Sysco Design Center

Upload your images directly using the Sysco Design Center. Go online to <http://syscodesigncenter.logix3.com> and sign into your account using your company’s authorization code. If you don’t have a user account, choose the “New Account” option. After you’ve logged in, click the “Upload Sysco Market Image” icon and follow the instructions on screen.

### Option 2: File Transfer Protocol (FTP)

Contact the Sysco Design Center help desk ([sysco@logix3.com](mailto:sysco@logix3.com) or 877-430-5793) to establish an FTP account. A Logix3 representative will provide a login, password and instructions.

**Option 3: Conventional Mail**

DVDs, CDs and USB flash drives can be mailed in a padded or bubble-lined envelope to the following address. All materials submitted using this option become the property of Sysco, and will not be returned.

Logix3  
Sysco Image Submission  
11512 Lake Mead Avenue, Building 100  
Jacksonville, FL 32256

**Option 4: E-Mail**

You can also send files directly to the Sysco Product Marketing group ([syscoimages@corp.sysco.com](mailto:syscoimages@corp.sysco.com)). When using this method, images must be attached one at a time, and uncompressed. Do not attach zipped (.zip) or Roshal Archive (.rar) files. The maximum file size that can be attached to an e-mail is 7 MB.

Please remember to include your legal release form and product metadata.

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## Sysco Review and Approval Process

The Sysco Product Marketing team will review your images promptly and respond within a reasonable interval, either to notify you that your images were accepted, or to request changes to the images you provided.

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## Contact Information

If you have any questions, please contact Sysco Product Marketing at the address below.

Product Marketing  
Sysco Corporation  
1390 Enclave Parkway  
Houston, TX 77077  
[syscoimages@corp.sysco.com](mailto:syscoimages@corp.sysco.com)

# FREQUENTLY ASKED QUESTIONS (FAQ)

- Q. Do I have to provide separate images for virtually identical products (e.g., apples of varying sizes and grades)?**
- A.** No, the same image can be used for multiple products when there is little or no visible difference between them.
- Q. Wouldn't a finished or styled image make my product more appealing?**
- A.** More appetizing, perhaps, but that's beside the point. For the most part, the Sysco customers who order your product through Sysco Market are used to seeing food in its unprepared state, and they want to see what they will get. The primary image will help define their expectations and ultimately affect their satisfaction with your product.
- Q. Can I add include text on my product images, such as a logo, watermark, label, caption or photography credit?**
- A.** No, please do not introduce any additional elements to your product images, or alter them in any way.
- Q. Do I have to submit metadata with every product?**
- A.** Yes, the metadata is entered separately for each product. Some or all of your metadata may be duplicated for similar products, however.
- Q. My images were rejected. What do I do now?**
- A.** Review the information in this style guide and determine whether your images failed to meet any of the requirements. In particular, did you use an appropriate file format? Did you name the image files correctly? Did you remember to include the legal release form and relevant metadata for your product? If you are unable to provide correct images, or unable to determine why your images were rejected, please contact the Sysco Product Marketing team for additional advice or instructions.
- Q. I need to reshoot my products, but do not have a photographer. What should I do?**
- A.** There are many independent photographers, studios and agencies available who specialize in product photography. Your Sysco sales associate may be able to recommend a suitable photographer in your area. Alternatively, we may be able to arrange product photography on your behalf. Please contact the Sysco Product Marketing team for additional instructions.
- Q. I submitted images to Logix3. When will they appear on Sysco Market?**
- A.** Obviously, there's an enormous quantity of information to be entered, updated and organized in connection with the launch of Sysco Market. If your product images and information are not available on Sysco Market within 30 days, please contact the Sysco Product Marketing team.
- Q. Do I need to complete and submit the Supplier Image Upload Form if I uploaded my images through the Sysco Design Center?**
- A.** No, the Sysco Design Center should have obtained the necessary information from you when you uploaded your images.

For all other questions, please e-mail the Sysco Product Marketing team ([syiscoimages@corp.sysco.com](mailto:syiscoimages@corp.sysco.com)).

# IMAGE CHECKLIST

When you've answered "Yes" to all of the following questions, you're ready to submit your product image to Sysco.

Yes   No	1. Have you signed and submitted a legal release form?	p.5, 36
Yes   No	2. Have you read the general guidelines for product images?	p.5–10
Yes   No	3. Do you know which category your product belongs to?	p.11
Yes   No	4. Do you have a primary image for your product that conforms to the general and category guidelines?	p.5–11
Yes   No	5. Do you have from one to five supporting images that accurately represent your product?	p.4, 8
Yes   No	6. Have your images been saved in one of the supported file formats (AI, EPS, JPG, PDF, PSD, TIF)?	p.26
Yes   No	7. Do your image file names include all of the necessary elements in the correct order (SUPC_suppliername_date_#.ext)?	p.26
Yes   No	8. Are your images high resolution and the proper aspect ratio (1200 x 1500 or better)?	p.26
Yes   No	9. Are you including an updated version of your logo?	p.10, 26

Instructions for sending your product images to Sysco can be found on page 27.

# GLOSSARY OF TERMS

Some of the language used in this style guide may seem unfamiliar, while other terms may have a variety of meanings in other contexts. This brief glossary of terms is provided to clarify any confusion that may occur.

- **AI:** Adobe Illustrator Artwork, an image file format for single-page, vector-based artwork. (page 26)
- **Depth of Field:** The area of sharp focus in a photo. (page 6)
- **EPS:** Encapsulated PostScript, an image file format based on vector art. (page 26)
- **Family:** A number of complementary products from a single product line, such as a complete place setting or set of glassware. (page 9)
- **Food Items:** Products intended for an end customer to eat or drink.
- **Frame:** The border of an image or photo. Contents of the image are visible inside the frame.
- **GIF:** Graphics Interchange Format, an image file format used for simple images involving up to 256 colors. Not an acceptable format for product images on Sysco Market. (page 26)
- **Group:** A number of identical or nearly identical products shown together, generally based on a serving size.
- **Held:** An image term used to describe a product held in one or both hands. (page 9)
- **INDD:** InDesign Document, a file format used for professional page layout and publishing, specifically using Adobe Systems InDesign software. This is not an acceptable format for product images on Sysco Market. (page 26)
- **IQF:** Individually Quick Frozen.
- **JPEG or JPG:** Joint Photographic Experts Group, a common image file format that uses compression to balance file size and picture quality. (page 26)
- **Landscape:** An image oriented horizontally (wider than it is tall).
- **Metadata:** Relevant descriptions, keywords and search terms attached to an image or file to make it more accessible by searches. (page 27)
- **Non-Food Items:** Supplies, equipment, disposables and other products that should not be ingested.
- **Packaged:** An image term used to describe a product still in its original, unopened container. (pages 8–9)
- **PDF:** Portable Document Format, a file format created by Adobe Systems for document exchange, suitable for text as well as images. (page 26)
- **Plated:** An image term that describes a product placed simply on a plate, dish or bowl for better visibility. (page 8)

## Glossary of Terms (continued)

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- **PNG:** Portable Network Graphics, an image file format meant to replace GIF. Not an acceptable format for product images on Sysco Market. (page 26)
- **Portrait:** An image oriented vertically (taller than it is wide).
- **Prepared:** An image term used for products that have been cooked and are now generally considered edible. (page 8)
- **Primary Image:** The single dominant image on a Sysco product page, the primary image shapes customer expectation and influences customer satisfaction. All primary images visible on Sysco Market should be consistent in style and composition. (pages 4–7)
- **PSD:** Photoshop Data, an image file format designed for use with Adobe Systems Photoshop. (page 26)
- **QXD:** QuarkXPress Document, a file format developed for desktop publishing, specifically using QuarkXPress software. This is not an acceptable format for product images on Sysco Market. (page 26)
- **RAR:** Roshal Archive, a system of compressing digital information for more efficient storage or transmission. Images that have been compressed are not suitable for use on Sysco Market. (page 27)
- **Raw:** An image term used to describe meat and agricultural products in their uncooked state. (page 8)
- **Staged:** An image term used to describe a product that has been carefully arranged for viewing, possibly propped. (page 9)
- **Styled:** An image term for products that have been professionally arranged and photographed to show the best possible effect. (page 8)
- **Supporting Image:** Additional images provided to better illustrate the advantages and virtues of a product, beyond what can be accomplished with a single primary image. (pages 4 and 8)
- **Thumbnail Image:** A small, scaled-down version of an image, practically an icon, used to assist navigation between supporting images on the product page.
- **TIFF or TIF:** Tagged Image File Format, an uncompressed image file format that provides high image quality. (page 26)
- **Uncooked:** An image term used to describe a product in its raw, unfinished state. (page 8)
- **Used:** An image term that describes a product as applied to its purpose. (page 9)
- **Worn:** An image term describing products, especially protective items and articles of clothing, shown in use. (page 9)
- **ZIP:** A method of combining and compressing (or “zipping”) digital information to reduce its overall size. Images that have been compressed are not suitable for use on Sysco Market. (page 27)

# CATEGORY INDEX

This index is provided to help suppliers match their products to the relevant guidelines provided for each product category. Although comprehensive, this index does not contain every product Sysco distributes. If you do not see your specific product listed and still have questions about how to categorize it, please e-mail the Sysco Product Marketing group ([syscoimages@corp.sysco.com](mailto:syscoimages@corp.sysco.com)) or call your specific Product Marketing contact.

## BEEF AND PORK (MEATS)

Bacon Bits  
Bacon, Precooked  
Bacon, Raw  
Beef, Boxed  
Beef, Commodity Boxed  
Beef, Deli Sliced  
Beef, Deli Whole  
Beef, Ground  
Beef, Organ Meats  
Beef, Patties  
Beef, Processed  
Beef, Thin Meats  
Breaded Meats  
Cocktail, Smokies  
Corndogs  
Fabricated Beef  
Franks  
Game Meat  
Ham  
Lamb  
Meatballs  
Misc. Meat/Bones  
Philly Steaks  
Pizza Toppings  
Pork Chops  
Pork Roasts  
Pork, Commodity  
Pork, Packer Label  
Pork, Small Box  
Sausage, Breakfast (Precooked)  
Sausage, Breakfast (Raw)  
Sausage, Ethnic  
Sausage, Smoked  
Steaks, Portion Controlled  
Taco Meat  
Veal

## BEVERAGES

Beverages

Cappuccino, Powdered

Coffee  
Dispenser, Juice  
Drink Mixes  
Espresso  
Frozen Portion Juice Cups  
Hot Chocolate  
Juice Dispensing Equipment  
Juices  
Ready-to-Drink Juice  
Tea  
Water

## DAIRY

Butter, Clarified  
Butter, Packer Label  
Butter, Portion Controlled  
Cheese, Domestic/Imported  
Cream Cheese  
Eggs, Processed  
Eggs, Shell  
Frozen Ice Cream Bars  
Gelato/Italian Ice  
Ice Cream  
Milk, Fresh/ESL/Shelf Stable  
Milk, Portion Controlled  
Misc. Creams  
Soy Cheese  
Soy Milk/Rice Milk/Oat Milk  
Tofu  
Whipped Toppings  
Yogurt

## DISPOSABLES

Aprons  
Bags  
Bakery Sheets  
Bibs  
Bowls, Disposable  
Boxes, Pizza  
Cartons/Barns  
Chef Wear  
Containers, Disposable Deli  
Containers, Foam Hinged  
Containers, Foil  
Containers, Plastic Hinged  
Cups, Foam  
Cups, Paper  
Cups, Plastic  
Cups, Portion  
Cutlery, Polystyrene & Styrene  
Diet Kits  
Dinnerware, Foam  
Dinnerware, Impact  
Dinnerware, Paper  
Dinnerware, Plastic  
Dispensers  
Doilies  
Feminine Hygiene  
Foam Cups  
Foam Dinnerware  
Gloves  
Guest Checks  
Healthcare: Insulated Utensils  
Incontinent Products  
Labels  
Lids, Foil  
Light Bulbs  
Liners, Pan  
Microwaveables  
Napkins  
Pan Liners  
Pans, Foil  
Paper Cups  
Paper Dinnerware  
Placemats  
Plastic Cups  
Plastic Dinnerware  
Plastic Hinged Containers  
Portion Cups

## Category Index (continued)

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PVC Film  
Register Rolls  
Soufflé Cups  
Steak Markers  
Stirrers  
Straws  
Table Covers  
Tissue  
Toilet Seat Covers  
Toothpicks  
Towels  
Trash Can Liners  
Trays, Disposable  
Trays, Foil  
Wipers  
Wrap, Deli

### DRY AND CANNED FRUITS AND VEGETABLES

Can Dry Beans  
Can Fruit  
Can Imports: Pineapple, Artichokes, Mushrooms, Olives, Olive Oils  
Can Peppers  
Can Potatoes  
Can Sweet Potatoes  
Can Tomatoes  
Can Vegetables  
Dried Fruit  
Packaged Dry Beans  
Sun-Dried Tomatoes

### DRY GROCERY

Bakery Mixes  
Bases, Soup  
Batters  
Breading  
Candy  
Cereal, Cold  
Cereal, Hot  
Condiments, Portion Controlled  
Cookies  
Corn Starch  
Crackers  
Dessert Mixes

Dressings  
Dressings, Portion Controlled  
Garlic  
Gelatin  
Horseradish  
Ketchup  
Mustard  
Pickles  
Popcorn  
Rice  
Sauces  
Soup Bases  
Sugar  
Sugar Substitute  
Yeast

### FROZEN AND REFRIGERATED GROCERY

Appetizers  
Asian Foods  
Bagels, Frozen  
Barbeque  
Biscuits, Frozen  
Breads, Frozen  
Chips, Mexican  
Cookies (Prebaked, Dough)  
Croissants, Frozen  
Danish, Frozen  
Desserts, Frozen  
Donuts, Frozen  
Eggplant, Cooked  
English Muffins, Frozen  
Entrées, Convenience  
Ethnic, Asian  
Hors d'Oeuvres  
Hushpuppies  
Muffin Batters  
Muffins, Frozen  
Pancakes, Waffles,  
French Toast (Frozen)  
Pasta, Asian Food (Convenience)  
Pasta, Cooked  
Pastry Dough, Frozen  
Patties, Veggie  
Pies / Pie Shells and Cobblers  
Pizza Crust

Pizza Dough Balls, Frozen  
Pizza, Frozen  
Pretzels  
Sandwiches  
Sauces, Pesto  
Scones, Frozen  
Soups, Seafood  
Veggie Patties

### FROZEN FRUITS AND VEGETABLES

Dehydrated Potatoes  
Frozen French Fries  
Frozen Fruit  
Frozen Herbs  
Frozen Potatoes  
Frozen Sweet Potatoes  
Frozen Vegetables, Direct: Corn, Peas, Mixed Veg., Beans, Carrots, Southern Vegetables  
Frozen Vegetables, Warehouse: Broccoli, Cauliflower, Squash, Veg. Blends, Spinach, Greens, Imported Veg.  
Nuts

### JANITORIAL AND CHEMICAL

Air Care System  
Ammonia  
Bleach  
Carpet Cleaner  
Charcoal  
Cleanser  
Degreaser  
Disinfectant  
Fabric Softener  
Glass Cleaner  
Hand Cleaner  
Ice Melt  
Insecticide  
Laundry Detergent  
Presoak  
Sanitizers  
Stain Remover  
Water Softener Salt

## Category Index (continued)

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### POULTRY

Chicken, Breaded/Further  
Processed  
Chicken, Commodity Frozen  
Chicken, CVP  
Duck  
Quail  
Turkey  
Turkey, Frozen Whole Body  
Pricing (RDC)  
Pricing (Non-Sourcing)

### Perch, Lake

Pike  
Pollock  
Salmon  
Salmon, Fresh  
Salmon, Smoked  
Scallops  
Seafood, Commodity Finfish  
Seafood, Commodity Fresh  
Seafood, Commodity Shellfish  
Seafood, Stuffed Specialties  
Shrimp, Cooked  
Shrimp, Processed  
Shrimp, Raw  
Snapper  
Sole  
Squid  
Surimi  
Swordfish  
Tilapia  
Trout  
Tuna  
Tuna, Canned  
Wahoo  
Walleye  
Whiting

### Furniture

Glassware  
Grease Filters  
Janitorial  
Knives  
Linens  
Manual Prep  
Microwaves  
Ovenware  
Plastics  
Shelving  
Stainless  
Supplies & Equipment,  
Back of the House  
Supplies & Equipment, Bar  
Supplies & Equipment,  
Front of the House

### SEAFOOD

Anchovies, Canned  
Calamari/Squid  
Catfish  
Caviar/Fish Roe  
Clams  
Clams, Canned  
Clams, Fresh  
Cod  
Crab, Blue  
Crab, King  
Crab, Snow  
Crab, Soft-Shell  
Crabmeat, Fresh  
Crawfish  
Escargot  
Fish Steaks  
Fish, Fresh  
Flounder  
Frog Legs  
Grouper  
Haddock  
Halibut  
Herring, Pickled  
Hoki  
Lobster, Cold Water  
Lobster, Live  
Lobster, Maine  
Lobster, Warm Water  
Mahi  
Mussels  
Octopus  
Oysters, Fresh Frozen  
Pangasius

### SHORTENINGS AND OILS

Butter Alternative  
Margarine  
Mayonnaise  
Oils  
Shortenings

### SUPPLIES AND EQUIPMENT

Apparel/Textiles  
China  
Cookware  
Cutlery  
Equipment, Coffee  
Equipment, Cooking  
Equipment, Dishwashers  
Equipment, Prep  
Equipment, Refrigeration  
Equipment, Transportation  
Flatware

# LEGAL RELEASE FORM

The following Image and Digital Media License Agreement is Sysco's standard legal release form, granting permission to use the product images you provide on Sysco Market as well as in other environments. For an editable version of this agreement, please contact the Sysco Product Marketing team at [syscoimages@corp.sysco.com](mailto:syscoimages@corp.sysco.com).

## IMAGE AND DIGITAL MEDIA LICENSE AGREEMENT

This Image and Digital Media License Agreement ("Agreement") is entered into as of \_\_\_\_\_, 20\_\_\_\_\_, (the "Effective Date") by and between Sysco Corporation, a Delaware corporation with its principal place of business at 1390 Enclave Parkway, Houston, TX 77077 ("Sysco") and \_\_\_\_\_, a \_\_\_\_\_ corporation with its principal place of business at \_\_\_\_\_ ("Supplier").

### RECITALS

**WHEREAS**, Supplier is the legal owner (or licensee with a right to sublicense) of (i) certain photographs, other images, videos, or other digital media of any kind or nature, as such materials are either attached hereto as Exhibit A or described in more detail on Exhibit A if an Exhibit A is attached or (ii) all photographs, other images, videos, or other digital media of any kind or nature provided by Supplier to Sysco from time to time unless such materials are specifically described or identified in another Image and Digital Media License Agreement executed by the parties (collectively, the materials provided under (i) or (ii) above shall collectively be referred to as the "Works"); and

**WHEREAS**, Sysco desires to use the Works in connection with the sale, distribution, advertising, or promotion of products sold by Sysco.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties hereto hereby agree as follows:

### TERMS OF AGREEMENT

#### 1. License Grant

A. Supplier hereby grants to Sysco a worldwide, perpetual, irrevocable license to: (i) use, reproduce, display, and create derivative works based on the Works in any manner and in any media currently existing and any and all media yet to be created; (ii) digitally manipulate, crop, resize, or otherwise transform the Works and use, reproduce, and display the resulting materials in any manner and in any media currently existing and any and all media yet to be created; and (iii) sub-license others to do the same.

B. In addition to the rights granted in Section 1(A) above, if either or both of the boxes below are initialed by both parties, the additional terms below shall apply:

i. *Exclusivity*. The parties agree that the license granted in Section 1(A) shall be exclusive to Sysco, and Supplier agrees not to grant any other party any rights that are the same or similar to those granted to Sysco herein.

ii. *Use by Supplier*. Supplier agrees that it will not make any public use, reproduction, and/or display of the Work or any derivative works based on the Works without Sysco's prior written consent.

# LEGAL RELEASE FORM

## 2. Ownership

- A. Supplier hereby acknowledges that nothing in this Agreement is meant or shall be deemed to give Supplier any rights in any trademarks, trade names, services marks, or copyrights, including but not limited to all graphics and designs, owned by Sysco or its licensors ("Sysco Proprietary Property") even if such Sysco Proprietary Property is incorporated into the Works. All Sysco Proprietary Property is proprietary to Sysco and its licensors and shall remain the sole and exclusive property of Sysco and/or its licensors.
- B. Sysco hereby acknowledges that nothing in this Agreement is meant or shall be deemed to give Sysco any rights in any trademarks, trade names, or services marks owned by Supplier or its licensors ("Supplier Trademarks") even if such Supplier Trademarks are incorporated into the Works. All Supplier Trademarks are proprietary to Supplier and its licensors and shall remain the sole and exclusive property of Supplier and/or its licensors.

## 3. Representation and Warranty

Supplier represents and warrants that the Works do not infringe, misappropriate, or violate the copyright, trademark, patent, trade secret, or other proprietary right (collectively, "Intellectual Property Rights") of any third party.

## 4. Infringement Indemnity

Supplier shall defend, indemnify, and hold harmless Sysco and its operating divisions, affiliates, and subsidiaries, including the officers, employees, and agents of each (collectively, the "Sysco Entities"), from and against any and all suits, proceedings, claims, losses, and damages (including reasonable attorneys' fees) related to any claim by a third party alleging that the Sysco Entities' use of the Works or any portion thereof constitutes an infringement of any Intellectual Property Right of any kind of such third party.

## 5. Limitation of Liability

UNDER NO CIRCUMSTANCES WILL THE SYSCO ENTITIES BE LIABLE FOR ANY DAMAGE CAUSED BY THE USE OR MISUSE BY ANY PARTY OF THE WORKS, OR ANY PORTION THEREOF. UNDER NO CIRCUMSTANCES, INCLUDING BUT NOT LIMITED TO NEGLIGENCE, SHALL THE SYSCO ENTITIES BE LIABLE FOR ANY SPECIAL OR CONSEQUENTIAL DAMAGES THAT RESULT FROM THE USE OF THE WORKS OR ANY PORTION THEREOF, EVEN IF SYSCO OR ITS AUTHORIZED REPRESENTATIVE HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. IN NO EVENT SHALL SYSCO'S TOTAL LIABILITY TO SUPPLIER FOR ALL DAMAGES, LOSSES, AND CAUSES OF ACTION (WHETHER IN CONTRACT, TORT, OR OTHERWISE) ARISING UNDER OR RELATED TO THIS AGREEMENT EXCEED ONE HUNDRED DOLLARS (\$100). Applicable law may not allow the limitation or exclusion of liability or incidental or consequential damages, so the above limitation or exclusion may not apply to Supplier.

## 6. Miscellaneous

- A. *Choice of Law.* This Agreement shall be governed by the laws of the State of Texas (regardless of the laws that might otherwise govern under applicable Texas principles of conflicts of law) as to all matters, including but not limited to matters of validity, construction, effect, performance, and remedy. Houston, Harris County, Texas shall be the proper place of venue for all suits to enforce this Agreement, and any legal proceedings to enforce the provisions hereof shall be brought in the District Courts of Houston, Harris County, Texas, or in the United States District Court for the Southern District of Texas.

# LEGAL RELEASE FORM

B. *Notice.* Any notice necessary under this Agreement shall be in writing and shall be considered delivered three days after mailing if sent certified mail, return receipt requested, or when received if sent by telecopy, prepaid courier, express mail, or personal delivery, to the addresses provided at the beginning of this Agreement.

C. *Severability.* The invalidity or unenforceability of any provision of this Agreement shall not affect the validity or enforceability of the remaining provisions, and this Agreement shall be construed as if such invalid or unenforceable provisions were omitted, unless the omission of such provision would deprive one of the parties of a material benefit of its bargain hereunder.

D. *Binding Effect.* This Agreement shall be binding on and inure to the benefit of the parties and their respective successors and permitted assigns.

E. *Entire Agreement.* This Agreement constitutes the entire Agreement and understanding of the parties hereto in respect of the subject matter contained herein and supersedes all prior agreements, consents, and understandings relating to such subject matter. The parties agree that there is no oral or other Agreement between the parties which has not been incorporated into this Agreement. This Agreement may be modified or amended only by a duly authorized written instrument executed by the parties hereto.

**IN WITNESS WHEREOF**, the parties hereto acknowledge that they have read, understood, and executed this Agreement, by their respective duly authorized representatives, on the dates indicated below to be effective as of the date first indicated above.

Sysco Corporation

By:

Printed Name:

Title:

Date:

Supplier: \_\_\_\_\_

By:

Printed Name:

Title:

Date: