FOOD & BEVERAGE

Walmart Content Standards

Walmart.com

Table of Contents

The following Product Type Groups have their own Individual Style Guides. Please download and reference the appropriate style guide for your products.

- Bakery
- Breakfast Cereals, Bars & Toaster Pastires
- Coffee & Tea
- Sausage, Hot Dogs, Lunch Deli Meats & Bacon
- Dairy & Eggs
- Adult Beverages

Walmart ✹ **com**

Importance of Content

Why are content standards important?

- Complete and consistent high-quality content *drives sales*
- Accurate, robust content *increases customer satisfaction* and decreases bad reviews and returns
- Adherence to standards provides customers with an elevated, seamless shopping experience, increasing the likelihood for *repeat purchases*
- Product content is extremely important in helping our customers make confident, *informed purchase decisions*
- Good content *drives the discoverability* (SEO) and *buyability* (user experience) of products.
- Your product detail page, or PDP, is the equivalent of your product packaging and the most *important part of the conversion funnel*

Please download the appropriate spec for your items.

Questions about this guide?
Email: contentACQ@walmart.com

For more details on item setup, please review the articles online at Walmart Supplier Help

For Marketplace Sellers, please review this article

What is 'good' content?
Content that takes **care** of our customers

care
complete
accurate
relevant
engaging

Image Guidelines

High quality imagery increases conversion and decreases the likelihood of negative reviews or returns.

Optimal image count improves SEO rankings and drives customers to your product pages.

Images which do not meet specifications may appear distorted and may not be published to the site.

Image Requirements

Image Requirements:

1. All images must be in focus, professionally lit and photographed.

2. Images must be in color.

3. Products in the images should be clean *(unscratched, unblemished, undamaged, no fingerprints, etc.)*

4. Silo images should be a solid white background,(R:255, G:255, B:255) with no ground shadows unless indicated in the Product Direction for that Product Type. *(Does not apply to Graphics, Lifestyle, or other full-bleed images.)*

5. **The main image should not contain additional graphics, illustrations, logos, watermarks, overlays or text** *(unless using mobile hero graphic).*

6. Images should be centered in the frame.

7. Silo images should be cropped with a 5% border from the edge of the product image to the nearest edge of the frame. Depending on product shape (tall vs wide.) this will be either the vertical or horizontal axis. White space should be present on the smaller image dimension to achieve the square image aspect ratio.

8. Lifestyle, Graphics, and Detail images should not have any border.

9. Do NOT enlarge small images to fill space or meet required pixel dimensions. This reduces image quality.

Required Image File Specs

- **File Format:** JPEG (.jpg)
- **File Quality:** High (8 or better)
- **Color Space:** sRGB (sRGB IEC61966-2.1)
- **Bit Depth:** 8 bits per pixel
- **Pixel Dimensions:** 2200px x 2200px
  - **Minimum Pixel Dimensions for Zoom:** 1500px x 1500px
  - **Swatch Pixel Dimensions:** 50px x 50px
- **Resolution:** 300 ppi
- **Maximum File Size:** 5MB
- **Aspect Ratio:** 1:1 (Square)
- **File Naming:** GTIN-14 digit (Recommended)

Images compliant with [GS1 standards](#) will also be accepted

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Prohibited Imagery:

1. Images that display explicit nudity or vulgar language. Images that contain obscene material, sexually suggestive, or pornography.

2. Images that contain images of nude or partially nude minors.

3. Images that either portray, glorify or promote in an insensitive way: animal cruelty, any historical or news events, criminal or illegal activity, derogatory stereotyping based on race, ethnicity, gender, sexual orientation, religion, or nationality, hatred, intolerance, natural or man-made disaster(s), tragedy or violence.

4. Images of products marketed to or targeted at kids or teenagers that are not age appropriate.

5. Images that do not reflect the product or associated product description.

6. Selfies or imagery shot on phone cameras.

The above prohibited content applies to ALL RICH MEDIA as well (videos, 360 spins, marketing content, etc.)

Nutrition Facts & Ingredients Imagery

All Baby Food & Formula items are required to include an image of the product's nutrition facts and ingredients (if applicable and shown on product packaging.) These should be uploaded as separate AV images, not grouped together. Below are instructions for formatting these images:

Nutrition Facts

- Format according to FDA standards

- This can be a digital graphic or an image of the nutrition facts panel on packaging. Packaging is the source of truth.

- If it is a picture of packaging, ensure all text is clear and legible and the panel is flat with little to no wrinkles.

- This image is required if nutrition facts are present on packaging

Ingredients

- Format according to FDA standards

- This can be a digital graphic or an image of the nutrition facts panel on packaging. Packaging is the source of truth.

- If it is a picture of packaging, ensure all text is clear and legible and the panel is flat with little to no wrinkles.

- Must also include allergen information

- This image is required if ingredients are present on packaging

Nutrition Facts

Ingredients

Image Styling

Food Imagery Guidelines
Grocery imagery should have high appetite appeal. Base imagery should be photographed in a consistent manner according to the specific packaging or food type. Communicating product freshness is the highest priority.

Minimize reflections on plastic and foil packaging, especially when critical to view the product (i.e. bakery items). Remove unnecessary labels that obscure the product itself (i.e. special promotion sticker, legal declarations). All labels should be applied straight; not at an angle or crooked.

Silo Angles & Views
Each item's unique packaging will inform the execution of specific angles and views. Required views and guidance for optional views are indicated in the Product Direction sections for each Product Type.

A general starting point is to photograph each <u>unique</u> and <u>meaningful</u> side of the product package. When photographing round or irregular shapes, present the side(s) such that printed information/graphics are centered and legible to the viewer.

The "Front View" of a product will be the side that contains the predominant brand and labeling; format, variant and size/quantity.

Silo Lighting
Products should be evenly lit from side to side and top to bottom. Exposure and color should correctly represent the item being photographed. Care should be taken to ensure good separation between the product and background, maintaining details in the product whites and avoiding any flare or spill.

Silo Post Production
Items should be "clipped" or removed from the photographed background so that they are presented on pure white (R:255 G:255 B:255). Retouch to remove any dirt, dust, fingerprints, damage, or other blemishes from the product. Remove any stickers or printed information which is unique to the <u>sample</u> (but not the product) such as expiration dates, lot numbers, etc.

Products Featured In Packaging:

• Boxes and unique shaped containers (handles etc) should be photographed facing forward.

• Cylindrical structures (i.e. soda can) or items with rounded corners (i.e. ice cream carton) should be photographed facing forward.

• Sliced bread should be photographed with a plunge and should feature the main face that contains the branding.

• Clear plastic containers such as clamshells or clear containers with removable lids should be photographed with the main side that features the branding label. Typically these items are photographed from the top.

• Bagged shelf items (chips, popcorn) should be photographed facing directly forward.

• Items in pouches (salad mix, sliced cheese, lunch meat) should feature the main side that contains the branding. Typically these items are photographed facing directly forward.

Image Styling Continued

- All meat must be photographed with the plastic removed and the labels digitally transposed back onto the product. No pricing or final weight labels that have been added by stores.

Products Featured Out of Packaging:
To feature their quality, fruit, vegetables, and pastries, should be photographed outside of the packaging. For certain produce products that naturally look better inside (i.e. melons, avocado), photograph with a slice/wedge of the product along side. Alternate view (AV) images may include the packaging.

Props
The environment the products are shot in can quickly date the photos. Be selective about props and don't include too many decorative elements or accessories that may go out of style or distract from the product.

Silo, Front Image Examples

Below are various examples of great silo imagery for the Food & Beverage category. Silo imagery is clear, straightforward and the product is hero. Clean styling and good contrast. Do not include shadows or reflections unless the item necessitates it, like fresh commodities i.e. bananas, apples. CAD imagery can be used to provide a highly legible image where the packaging can be read. It can also help more free form packages such as the chips and granola below achieve a more uniform look across multiple flavors. A combination of photography + post digital work can also be used as is the case for raw meat. An image is captured of the product (plastic covering removed) and then the sticker or label is digitally applied in post for a clean, legible application.

Lifestyle Image Examples

Below are various examples of great lifestyle imagery for the Food & Beverage category. Lifestyle imagery has high appetite appeal (think Instagram worthy), showing the food properly cooked or used in a mouth-watering recipe. The kitchen environment the food is shot in is clean and bright and highlights how fresh and high-quality the food is. The use of selective focus helps to keep the product the main focus so the background never becomes too overwhelming.

Photo Direction - Example PDP

Here is an example for great product imagery on an item page.
Keep in mind, a *minimum* of 6 images for each SKU are required.
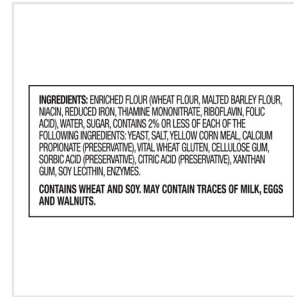
Main Image	AV	AV_1	AV_2	AV_3	AV_4
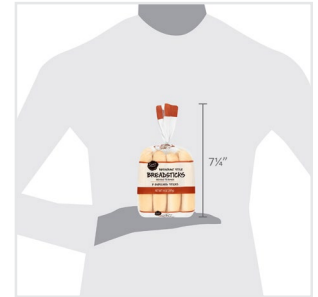
A good formula to reach the 6 minimum images

- **Main Image -** Front Silo or GS1 Mobile Ready Hero

- **AV -** Front or Back View Silo of Product

- **AV_1** - Nutrition Facts

- **AV_2** - Ingredients Image

- **AV_3** - Lifestyle or Graphics

- **AV_4** - Scale Avatar

- More robust items will greatly benefit from even more AV images. These can include alternate angles (side, back, top, angled), detail close ups, feature highlights, etc. but must included at least 6 images.

Copy
Guidelines

Great copy can not only attract more customers to your page through Search Engine Optimization (SEO) and Search Engine Marketing (SEM), but also help the customer convert and prevent returns.

There are some requirements you are legally obligated to include in your copy, and other formatting requirements that will ensure a cohesive customer experience on the site.

Failure to comply with copy standards will result in delays and rejection of new items and may result in the removal of existing items.

Search Engine Optimization

SEO, or Search Engine Optimization, is an important part of product content. It helps your products rank higher on external search engines, like Google, Yahoo! and Bing.

How to Optimize Your Product's Copy Descriptions:

Focus on how a customer would organically search an item, based off of the item name and key features. By using key descriptive words in not only the long description, but reiterated in the short description as well, you increase the chances of a customer landing on your item page.

- Provide unique, relevant content that is truly useful to the user

- Do not add filler, fluffy or spammy content and avoid keyword stuffing

- Repeat the product name once in the product short description

- Don't use Cut+Paste copy describing the product, utilize original content for short/long descriptions when possible

How to Optimize Imagery, Video and other Rich Media Assets:

Remember, search engines are "blind." Ensure all visual assets are visible to search.

- Use image/video/asset name and alt text fields for maximum customer and search value.

- Label all rich content assets with the product name to boost SEO value. *This only applies to items hosted through a 3rd Party Provider. PDP Imagery must be named with the GTIN.*

- Provide all content fields required and recommended at item setup. Enhanced content keeps customers engaged and search engines paying attention.

Search engine traffic accounts for a large portion of the visits and revenue your item page receives. Items whose descriptions follow the above guidelines get ranked higher in search engine results and see a 5-25% bump in SEO visits and revenue!

Copy Standards

Using the Right Voice

Walmart strives to deliver a friendly, straightforward & authentic tone and voice that doesn't insult or mislead our online customers.

As a partner, we expect you to remain true to your brand's characteristics while also embodying Walmart's ideals. Always write in a way that is ***honest, understandable and informative.***

You Should:

Use an active voice:
Inactive: *Our eggs are delivered daily.*
Active: *We get our eggs fresh. Every day.*

Speak to benefits:
Statement: *We get fresh organic produce delivered daily.*
Benefit: *Our daily produce deliveries mean fresh taste for you.*

Say more with fewer words:
Explanatory: *Our trucks deliver daily so our dairy products are always fresh.*
Concise: *Daily delivery means it's always fresh.*

You Should Avoid:

- Hyperbolic statements ("everyone's favorite brand")

- Overpromising ("organic produce will save the environment!")

- Guarantees ("you'll lose 5 pounds after eating these bars")

- Testimonials

- Symbols, such as © and ™

- The use of all-caps, unless it is a brand requirement

Base-Variant Copy

For items sold as base-variants (multiple colors and/or sizes), Product Names, Shorts Descriptions, Key Features and Search Description should not include color and/or size information. This information will be included on the item pages.

Copy Definitions

Definitions

There are four copy fields that we use to speak to our customer. We want to deliver high-impact content that informs and entices the customer through the use of key descriptive words that define the selling points of an item while increasing the findability of the product. All of the following 4 copy fields are required attributes that must be properly filled out and completed for item setup.

1. Product Name/Product Title

Product titles are extremely valuable pieces of content. Good titles drive discoverability, customer decision making, SEO/SEM, and make for a better site experiences. Always start the product title with the brand name first.

2. Shelf Description/Search Description/Product Highlights

The shelf description appears on the shelf and on the item page and describes the product in 3-4 bullet points (usually the first three bullets of the key features.)

3. Site Description/Short Description

The short description includes an overview of the key selling points of the product, marketing content and product highlights. It is a key time to bring out the personality of the brand. Well-written short descriptions help the customer imagine the experience of owning or handling your product.

4. Key Features/Long Description

The key features section not only identifies the product's key features, but also the benefits and item specifications. Testing shows that well-crafted bullet points increase sales. Customers rely on them to understand key product features as they highlight important or distinguishing facts about your product when making their purchasing decision.

The following pages specify how to properly fill in these 4 copy fields

1. Product Name Guidelines

Also known as the Product Title - Recommended characters: 50-70

- Because mobile devices will cutoff product titles after a certain character count, ensure you lead with most important and defining parts of your product title at the beginning of the title so they are visible

- A good title needs to fit in the "Goldilocks Zone"; not too short, not too long. The ideal length differs by product type but roughly falls into a 50-70 character count name.

- Create a unique, specific product name that isn't used word-for-word on other websites.

- Product names become the title of the page and the most important text that is searched for SEO (DO NOT keyword stuff)

- If the color of your item is something that customers are likely to search for, include color in the product name

- Include the available variants (i.e. colors, finish, size) in the Key Features & Description

- The first letter of each word should be capitalized, except for articles, conjunctions, prepositions, and acronyms. Titles should also not be written in all caps.

- The title should contain key subject word(s) that describe its respective product type (e.g., items within the candle holder product type should have a word like "lantern" or "candle stick" in the title)

- Special characters [@, ~, *, $, ^] should not be used in titles

- Titles with promotional phrases such as "best selling" or "free shipping" are not allowed

- No "or" language i.e. "Headboard or Footboard"

- *Attribute key is product_name*

Good Examples
Thomas Light Multi Grain, 100 Calorie English Muffins 12 oz, 6 Count
Kellogg's Pop Tarts, Toaster Pastries, Variety Pack, 48 Ct
Nature's Path, Hot Cereal, Organic, Flax n Oats, 1.4 oz, 8 Packets
Dunkin Donuts Decaf Original Blend K-Cup Coffee Pods, Medium Roast, 16 Ct

2. Shelf Description Guidelines

**Also known as the Search Description or Product Highlights
Minimum 3 bullets required, Max 300 characters**

- Information should be in HTML form, sentence case, **bulleted** form

  - \
 \<p>\Product name:\\</p>\
\
Bullet Point 1\
\
Bullet Point 2\
\
Bullet Point 3\
\
Bullet Point 4\
\

- Put the most important feature first. These are usually the first 3-5 bullets from the Key Features List

- Call out specific details about the item and provide complete information. Do not repeat what the item is or include generic, meaningless information or vague marketing phrases

- Begin each bullet point with a capital letter

- Write with sentence fragments and do not include ending punctuation

- *This is not an attribute on the spec sheet but is in the UI. See here for instructions on how to add. Attribute key is* **shelf_description**

Attribute
Shelf Description **KEY: shelf_description**

Examples

Bread Example:
- Multi-grain bread with seeds
- USDA certified organic
- 20oz loaf

Coffee Example:
- 100% Arabica ground coffee
- 96 single-serve cups
- Medium roast, bright and balanced flavor
- Compatible with Keurig brewing systems

Bacon Example:
- Bacon cured with salt and sugar and smoked with hickory to give it a distinct robust flavor
- Great for breakfast, for use in recipes, or in delicious sandwiches
- Gluten free
- 12 oz package

3. Site Description Guidelines

Also known as the Short Description - 60 min words required

- Information entered here should be in HTML code, sentence case, **paragraph** form no bullet points:
  - <p>Short Description</p>
- No promotional text like free shipping or discounts, no special characters or hyperlinks to other retailers
- It is okay to leave promotional text that talks about other items included in the product line, such as accessories, other colors or variations available, other products they manufacturer that work with the item, etc.
- No text that promotes another retailer or redirects you to another website. It should not have any mention of another retailer unless it is related to the product.
  - Example of what isn't allowed: Buy on Amazon!
  - Example of what is allowed: Works with Amazon Alexa
- For SEO purposes, repeat the product name within the body of the description.
- Ensure your description is unique (i.e., not copied from other sites) and is truly useful for customers. Avoid too much repetition.
- The description is key to Search Engine Optimization (SEO), because customers search in ways that match real-life uses and concerns
- However, the paragraph should not be jammed with information that would be pointless to the buyer. When crafting the short description, put yourself in your customers' shoes: what would they want to feel, touch, think, want? This is as close as you can come to creating an in-store experience for the online customer.
- How many different ways might people search for this item? If you miss a synonym (or keyword) in your description (e.g. you call the product "sandals" but some customers might call them flip flops"), you miss out on a portion of customers looking for it
- Be clear and conversational when writing. You're helping customers make an informed decision; you're not trying to sell them on anything. Some slang is acceptable – as long as it doesn't break an authentic, straightforward tone – since it captures more key terms.
- Use related keywords within the short description. The keywords should flow organically into the sentences - don't force them.
  - Keywords should describe what the item is, how it is used, how it works, what it looks like, what it feels like, what it is called (other than the given item name, which should also be included), where it can be used, what the customer can do with it, how it is unique, etc.

Attribute
Short Description **KEY: product_short_description**

Examples

Strawberries Example:

Add some sweetness to your day with Marketside Greenhouse Grown Strawberries. These sweet and flavorful strawberries are our premium selection. They are great for homemade smoothies, desserts, or enjoying as a yummy and healthy snack. Serve up a bowl plain or topped with whipped cream for a delicious treat. Add to fruit salads, ice cream, yogurt or milkshakes. Strawberries contain essential vitamins and nutrients like, vitamin C, fiber, potassium, vitamin B and magnesium making them perfect for a healthy diet. Prior to serving simply gently wash them, remove the leafy caps, and enjoy the fresh taste. Refrigerate the berries to keep them fresh and ready for use. Enhance your day with Marketside Greenhouse Grown Strawberries.

Fresh ideas and quality ingredients, that's how Marketside brings the best foods to your table. We are committed to deliver freshness that you can taste and see. Marketside offers the best in fresh food, guaranteed by Walmart, working in partnership with farmers, bakers and chefs for the highest quality, authentic ingredients and favorite recipes.

Cereal Example:

When you are looking to start your day off right with a breakfast that is yummy and good for you, reach for our delicious Great Value Honey Nut O's Oat Cereal. Serve with your favorite milk, topped with sliced fruit for a fresh twist, or enjoy by the handful. Each serving contains 13 essential daily vitamins and minerals like, vitamin A, vitamin C, calcium, zinc, and more. At only 160 calories per serving, no artificial flavors or preservatives, and zero grams of cholesterol and saturated fat, you can be happy knowing your family is enjoying a tasty and healthy breakfast. Enjoy the sweet and crunchy taste of Great Value Honey Nut O's Oat Cereal.

Wake up to a variety of delicious and nutritious breakfast cereals from Great Value. There's something for everyone to enjoy.

4. Key Features Guidelines

Also known as the Long Description - 3 bullet minimum

- Begin each bullet point with a capital letter
- **Product name should be repeated as the first line, bolded, no bullet**
- Write with sentence fragments and do not include ending punctuation
- **If you want to add more Key Features, just copy/paste any Key Features column to create a new entry. You can only do this for attributes with the (+) sign.**
- No promotional text like free shipping or discounts or pricing information
- It is okay to leave promotional text that talks about other items included in the product line, such as accessories, other colors or variations available, other products they manufacturer that work with the item, etc.
- No text that promotes another retailer or redirects you to another website. It should not have any mention of another retailer unless it is related to the product.
  - Example of what isn't allowed: Buy on Amazon!
  - Example of what is allowed: Works with Amazon Alexa
- Maintain a consistent order. If your first bullet point talks about the product's ingredients, followed by recommended use, and then a design feature, keep that same order for all your products within the same product type family
- Reiterate important information from the title and description
- No special characters such as #, * or !
- **Any dietary claims or certifications you call out, MUST BE clearly visible and listed on the product packaging**

Attribute
Key Features **KEY: product_long_description**

Examples

Include:
- Nutrient Content Claims/Dietary Need
- Certifications
- Product Net Quantity/Product Net UOM
- Food Condition/Food Form
- Package Type

Great Value Medium Cantina Style Salsa, 24 oz:
- Medium heat salsa
- Serve with chips for dipping
- Use as a slow cooker base
- Naturally fat-free
- Gluten-free
- Easy open jar
- Net weight: 24 oz

Sam's Choice Restaurant Style Breadsticks, 14 oz, 8 Count:
- Unseasoned, traditional recipe restaurant style breadsticks
- Gluten-free, wheat-free and lactose-free
- Frozen
- Bakes in just minutes
- 8 Count Breadsticks

Great Value Mild Italian Sausage, 19 oz, 5 Ct:
- Mild Italian sausage
- Made from the finest cuts of pork
- No MSG added
- Great for grilling
- Gluten-Free
- 5 sausages
- 19 oz (1lb 3oz) package

Attribution Guidelines

Search and browse experiences are based on populating defined attributes and values. If these values are not completed during item set up, items will not be optimized for search, and will fail to appear when customers click through the filter on assortments using refinement values.

There are also attributes required to ensure your items can be added to cart on the site.

If any of these required fields are not populated, your item will not be published. A list of the attributes and their acceptable values are further defined in this section.

Attribute Definitions

Attribute: A field that describes a feature, functionality, or style of an item (e.g. age group, container type, gender, material, etc.)

- Each product type has its own unique set of attributes

Values: The differentiating information that defines a unique set of items for each attribute. Each attribute has a range of appropriate and acceptable values.

- Some values are a simple Yes or No option
- Some values have a drop-down list to choose from
- Some attributes allow you to enter all values that apply to the specified attribute, while other attributes only allow you to enter a single value.

The following pages provide a list of example values for the specified attributes. We encourage you to select from one of the example values provided (if applicable to your item) as these values are already established within the system. *Please note, these lists are not all-inclusive though, so you must work closely with your merchant engagement lead if you have any questions about your attribute values.*

Why are attributes important?

Walmart.com uses attributes to help our customers find the items they are looking for. There are two main ways they are used for site discoverability.

- **Facets** *(left hand navigation)*
- **Site Shelves** *(top nav & 'shop by category')*
  - Customers will either use the facets or site shelves to browse the site, or they will search for something and narrow down the results with them. The values for these attributes are very specific, and if an item doesn't have the right attribute filled out, is left empty or filled out with something not listed in the facet or shelving rule, it will be omitted from the results when a selection is made.

In the example shown below, the "Snack Chips" product type requires the attribute "snack_chip_type" to be set for the facet. Accepted values include:

- Bagel Chips
- Bean Chips
- Corn Chips
- Fruit Chips
- Kettle Chips
- Multigrain Chips
- Pita Chips
- Pork Rinds
- Potato Chips
- Snack Mixes
- Tortilla Chips
- Vegetable Chips
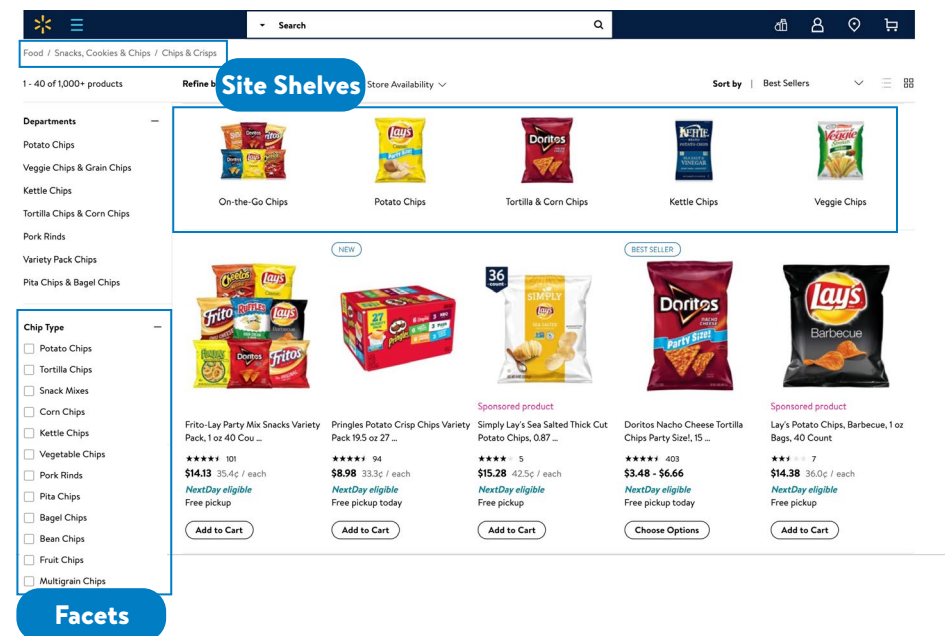
If the attribute is not populated, or if the field is filled in with a value outside of a pre-defined value, your snack chips would not appear when a customer uses the facet navigation, above. The snack chip would only be found on either the brand page or by searching specifically for the item.

How to Add Attributes

How do you help your items become discoverable on Walmart.com?

Fill out all required attributes outlined in this guide, on the following pages + any related attributes, <u>even if they aren't required on the spec.</u>

The spec sheet includes many valuable attributes, but not everything is listed for all unique product types. Some attributes will need to be added to the spec, here's how:

Category-specific attributes to improve search & browse on Walmart.com		
MSRP	**Manufacturer**	**Manufacturer Part Number**
Decimal, 8 ch	Alphanumeric, 60 characters - Manuf	Alphanumeric, 60 characters - MPN uniquely ident Alp

1

In the first row at the top of the spec sheet, you will need to scroll to the section named *"Category-specific attributes to improve search & browse on Walmart.com"*

Additional Product Attributes (additionalProductAttributes) (+)	
Additional Product Attribute Name	**Additional Product Attribute Value**
Alphanumeric, 100 characters - Add an additional attribute not present in this template. Use camelCase for the name. Example: additionalAttributeName	Alphanumeric, 4000 characters - Write your "Additional Product Attribute Value" to give a description or answer for your "Additional Product Attribute Name." Together, these allow

2

Then, proceed to scroll to the end of this section and find the last 2 columns titled *"Additional Product Attribute Name"* & *"Additional Product Attribute Value."* Copy & insert these two columns next to the existing columns.

NOTE: You should insert this 2-column set for as many attributes as you wish to add for that item.

Sellable GTIN	Item ID	SKU (DSV Only)	Additional Product Attributes (additionalProductAttributes) (+)	
			Additional Product Attribute Name	**Additional Product Attribute Value**
Alphanumeric, 14 ch	Number, 14 char	Alphanumeric, 50 charac	Alphanumeric, 100 characters - Add an	Alphanumeric, 4000 characters - Write your
GTIN 1	16816427		product_line	ClickConnect
GTIN 2	16734854		product_line	SnugRide

3

Add the attribute_key in the *"Additional Product Attribute Name"* column and provide the value as per the Style Guidelines in the *"Additional Product Attribute Value"* column.

Sellable GTIN	Item ID	SKU (DSV Only)	Additional Product Attributes (additionalProductAttributes) (+)	
			Additional Product Attribute Name	**Additional Product Attribute Value**
Alphanumeric, 14 ch	Number, 14 char	Alphanumeric, 50 charac	Alphanumeric, 100 characters - Add an	Alphanumeric, 4000 characters - Write your
GTIN 1	16816427		product_line	ClickConnect
GTIN 2	16734854		maximum_weight	250 lbs

4

NOTE: These columns do not have to be used for the same attribute for each item. For example, if you use the column mentioned above to add product_line for item 1 in the first row, for the second item in Row 2, you can use the same column for another attribute like maximum_weight.

All Food & Beverage Attributes

Below are the mandatory attributes for the Food & Beverage Category, despite what the spec sheet says. Any attribute that doesn't have a value listed will **FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.**

Attribute	Key	Instructions	Example Values
Brand	**brand**	**Properly fill in the brand name here and spell correctly. This should be the brand ONLY, not brand + product line. Make sure brand name is spelled, punctuated & capitalized properly according to the brand itself.**	• Doritos • M&M • Horizon • Daisy
Manufacturer	**manufacturer**	**The manufacturer is who produces the product.**	• Kraft • General Mills
Multipack Quantity	**multipack_quantity**	**The Multipack Quantity value reflects how many individual packaged items are for sale. This should be a numeric value.** • Gallon of Milk = 1 • 12 pack of Coke= 12 • Package of Ghirardelli Squares= 1 • A single bottle of 50 pills= 1	• 1 • 2 • 6 • 12 • 18 • 24 • 36
Flavor	**flavor**	**The flavor value is the distinctive taste or flavor of the product item.** Multiple values should be separated with a "|".	• Chocolate • Vanilla
Is Nutrition Facts and Ingredient Label Required	**nutritional_data_required**	**Indicates if item requires nutritional facts labeling per FDA guidelines.** • If the value is [yes] the following elements in one or more images: The Nutrition Facts and Ingredients.	Y for Yes N for No

All Food & Beverage Attributes Continued

Attribute	Key	Instructions	Example Values
Nutrition Facts Label Image	**nutrition_facts_label**	• **This image should be consistent to the nutritional fact label on the product package.** • **If the Ingredients have been included in another image, you may repeat the URL here.**	See page 5
Nutrition Ingredients Image	**nutrition_ingredients_ image**	• **This image should be consistent to the nutritional fact label on the product package.** • **If the Ingredients have been included in another image, you may repeat the URL here.**	See page 5
PPU Quantity of Units	**price_per_unit_quantity**	**Enter the quantity of units for the item, based on the "PPU Unit of Measure" you selected. The value should only be a numeric value.** • A gallon of Milk would be 128 Fluid Ounces. • A bag of M&M chocolates would be 42 Oz. NOTE: Do not enter the price.	• 36 • 42 • 80 • 128
PPU Unit of Measure	**price_per_unit_uom**	**The units that will be used to calculate the "Price Per Unit" for your product.** • **This attribute value will be identified only in Ounces for all food and beverage items.** • **All product types: beef, pork, turkey, chicken, lamb and bison, the values will be listed as Pounds, not Ounces** NOTE: This may not be the Unit of Measure on the label.	**This is a CLOSED list** • fl oz • oz • lb

If your item(s) can be personalized, please ensure that you're enabled to sell Personalized Products.
Please contact your respective category specialist to be connected to the Personalizaation Team.

Bouillon, Broths & Stocks - Additional Attributes

Below are additional mandatory attributes for the Bouillon, Broths & Stocks Product Types, despite what the spec sheet says.

Any attribute that doesn't have a value listed will **FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.**

STOP The following attribute will need to be added to the spec. See here for instructions.

Attribute	Key	Instructions	Example Values	
Bouillon Broth and Stock Type	**bouillon_broth_and_stock_type**	*You will need to add this to the spec*	• Broths • Soups • Stocks	
Food Condition	**food_condition**	*You will need to add this to the spec*	• Canned • Concentrated • Condensed • Cooked • Dry • Dry Mix • Fresh • Frozen • Mixed • Perishable	• Raw • Ready-to-Cook • Ready-to-Drink • Ready-to-Eat • Refrigerated • Roasted • Shelf-Stable • Shelled • Uncooked

Cocktail Mixers - Additional Attributes

Below are additional mandatory attributes for the Cocktail Mixers Product Type, despite what the spec sheet says. Any attribute that doesn't have a value listed will **FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.**

STOP **The following attribute will need to be added to the spec. See** [here](#) **for instructions.**

Attribute	Key	Instructions	Example Values
Cocktail Mixer Type	**cocktail_mixer_type**	*You will need to add this to the spec*	• Open Value

Chocolate Candy - Additional Attributes

Below are additional mandatory attributes for the Chocolate Candy Product Type, despite what the spec sheet says. Any attribute that doesn't have a value listed will **FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.**

STOP **The following attribute will need to be added to the spec. See** here **for instructions.**

Attribute	Key	Instructions	Example Values	
Chocolate Type	**chocolate_type**	*You will need to add this to the spec*	• Dark Chocolates • Milk Chocolates • White Chocolates	
Food Gift Assortment Type	**food_gift_assortment_type**	*You will need to add this to the spec*	• Beer Gift Assortments • Cakes, Cupcakes & Brownies Gift Assortments • Chocolates & Candies Gift Assortments • Coffee & Teas Gift Assortments • Cookies Gift Assortments • Dips & Sauces Gift Assortments	• Fruit Gift Assortments • Herbs & Spices Gift Assortments • Meats & Cheeses Gift Assortments • Nuts Gift Assortments • Popcorn Gift Assortments • Snack Mixes Gift Assortments • Wine Gift Assortments

Drink Mixes - Additional Attributes

Below are additional mandatory attributes for the Drink Mixes Product Type, despite what the spec sheet says. Any attribute that doesn't have a value listed will **FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.**

STOP The following attribute will need to be added to the spec. See here for instructions.

Attribute	Key	Instructions	Example Values
Drink Mix Type	**drink_mix_type**	*You will need to add this to the spec*	• Energy Drink Mixes • Iced Tea Mixes • Juice Drink Mixes • Powdered Milk Drink Mixes • Powdered Soft Drink Mixes • Protein Drink Mixes • Sports Drink Mixes • Tea Concentrates • Vitamin C Drink Mixes
Food Form	**food_form**	*You will need to add this to the spec*	• Bars • Bites • Blended • Block • Butters • Cakes • Chews • Chips • Chopped • Chunk • Concentrated • Cookies • Crumbles • Crumpled • Crushed • Cubes • Cutlets • Diced • Dried • Dry Mixes • Fresh • Frozen • Gels • Granules • Grated • Ground • Gummies • Juices • Links • Liquids • Paste • Patties • Pieces • Powders • Puffs • Pulp • Roll • Shakes • Shots • Shredded • Sliced • Spirals • Stewed • Sticks • Strings • Thins • Whole

Edible Nuts - Additional Attributes

Below are additional mandatory attributes for the Edible Nuts Product Type, despite what the spec sheet says. Any attribute that doesn't have a value listed will **FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.**

STOP The following attribute will need to be added to the spec. See here for instructions.

Attribute	Key	Instructions	Example Values
Edible Nut Type	edible_nut_type	*You will need to add this to the spec*	• Baking Nuts • Nut Snacks

Food Gift Assortments - Additional Attributes

Below are additional mandatory attributes for the Food Gift Assortments Product Type, despite what the spec sheet says. Any attribute that doesn't have a value listed will **FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.**

STOP The following attribute will need to be added to the spec. See here for instructions.

Attribute	Key	Instructions	Example Values
Food Gift Assortment Type	**food_gift_assortment_type**	*You will need to add this to the spec*	• Beer Gift Assortments • Cakes, Cupcakes & Brownies Gift Assortments • Chocolates & Candies Gift Assortments • Coffee & Teas Gift Assortments • Cookies Gift Assortments • Dips & Sauces Gift Assortments • Fruit Gift Assortments • Herbs & Spices Gift Assortments • Meats & Cheeses Gift Assortments • Nuts Gift Assortments • Popcorn Gift Assortments • Snack Mixes Gift Assortments • Wine Gift Assortments
Occasion	**occasion**	*You will need to add this to the spec*	• Birthday • Date Night • Fourth of July • Honeymoon • Mother's Day • Prom • Retirement • Thanksgiving

Gift Baskets & Sets - Additional Attributes

Below are additional mandatory attributes for the Gift Baskets & Sets Product Types, despite what the spec sheet says. Any attribute that doesn't have a value listed will **FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.**

STOP The following attribute will need to be added to the spec. See here for instructions.

Attribute	Key	Instructions	Example Values	
Gift Basket and Set Type	**gift_basket_and_set_type**	*You will need to add this to the spec*	• Beer Gift Baskets • Cakes, Cupcakes & Brownies Gift Baskets • Chocolates & Candies Gift Baskets • Coffee & Teas Gift Baskets • Cookies Gift Baskets • Dips & Sauces Gift Baskets • Fruit Gift Baskets • Games & Movies Gift Baskets • Gift Baskets	• Herbs & Spices Gift Baskets • Hobby Gear Gift Baskets • Infant Gift Baskets • Meat & Cheese Gift Baskets • Nuts Gift Baskets • Personal Care Gift Baskets • Popcorn Gift Baskets • Snack Mixes Gift Baskets • Spa Gift Baskets • Wine Gift Baskets

Fresh & Frozen Meats - Additional Attributes

Below are additional mandatory attributes for the Fresh & Frozen Meats Product Type, despite what the spec sheet says. Any attribute that doesn't have a value listed will **FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.**

STOP The following attribute will need to be added to the spec. See <u>here</u> for instructions.

Attribute	Key	Instructions	Example Values	
Fresh and Frozen Meat Type	**fresh_and_frozen_meat_type**	*You will need to add this to the spec*	• Alpaca • Beef • Buffalo • Canned Chicken • Canned Turkey • Chicken • Cooked Lamb • Deer • Duck • Fresh & Frozen Beef • Fresh & Frozen Pork • Fresh Deli Beef • Fresh Deli Chicken • Fresh Deli Mixed Meats	• Fresh Deli Pork • Fresh Deli Turkey • Goat • Horse • Lamb • Land Snail • Lunch Meat • Mixed Canned Meat • Mixed Meats • Ostrich • Pheasant • Pork • Turkey • Uncooked Lamb
Food Condition	**food_condition**	*You will need to add this to the spec*	• Canned • Concentrated • Condensed • Cooked • Dry • Dry Mix • Fresh • Frozen • Mixed • Perishable	• Raw • Ready-to-Cook • Ready-to-Drink • Ready-to-Eat • Refrigerated • Roasted • Shelf-Stable • Shelled • Uncooked
Occasion	**occasion**	*You will need to add this to the spec*	• Birthday • Date Night • Fourth of July • Honeymoon	• Mother's Day • Prom • Retirement • Thanksgiving

Fresh & Frozen Meats - Additional Attributes Continued

Attribute	Key	Instructions	Example Values
Food Form	**food_form**	*You will need to add this to the spec*	• Bites • Frozen • Block • Ground • Chopped • Paste • Chunk • Patties • Crumbles • Pieces • Cubes • Powders • Cutlets • Puffs • Diced • Roll • Dried • Sliced • Fresh • Whole

Fresh Meat - Beef, Chicken & Turkey - Additional Attributes

Below are additional mandatory attributes for the Fresh Meat Product Types, despite what the spec sheet says. Any attribute that doesn't have a value listed will **FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.**

STOP The following attribute will need to be added to the spec. See here for instructions.

Attribute	Key	Instructions	Example Values	
Food Form	**food_form**	*You will need to add this to the spec*	• Bites • Block • Chopped • Chunk • Crumbles • Cubes • Cutlets • Diced • Dried • Fresh	• Frozen • Ground • Paste • Patties • Pieces • Powders • Puffs • Roll • Sliced • Whole

Fresh & Frozen Seafood - Additional Attributes

Below are additional mandatory attributes for the Fresh & Frozen Seafood Product Types, despite what the spec sheet says. Any attribute that doesn't have a value listed will **FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.**

STOP The following attribute will need to be added to the spec. See here for instructions.

Attribute	Key	Instructions	Example Values	
Food Condition	**food_condition**	*You will need to add this to the spec*	• Canned • Concentrated • Condensed • Cooked • Dry • Dry Mix • Fresh • Frozen • Mixed • Perishable	• Raw • Ready-to-Cook • Ready-to-Drink • Ready-to-Eat • Refrigerated • Roasted • Shelf-Stable • Shelled • Uncooked
Occasion	**occasion**	*You will need to add this to the spec*	• Special Occasion • Sporting Event • Spring Break • Spring Formal • Spring Training	• Wedding • Wedding Reception • Wedding Rehearsal • Wedding Shower • Weekend
Food Form	**food_form**	*You will need to add this to the spec*	• Bites • Block • Chopped • Chunk • Crumbles • Cubes • Cutlets • Diced • Dried • Fresh	• Frozen • Ground • Paste • Patties • Pieces • Powders • Puffs • Roll • Sliced • Whole

Fresh Fish & Shrimp & Prawns - Additional Attributes

Below are additional mandatory attributes for the Fresh Fish & Shrimp & Prawns Product Types, despite what the spec sheet says. Any attribute that doesn't have a value listed will **FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.**

STOP The following attribute will need to be added to the spec. See here for instructions.

Attribute	Key	Instructions	Example Values	
Food Form	**food_form**	*You will need to add this to the spec*	• Bites • Block • Chopped • Chunk • Crumbles • Cubes • Cutlets • Diced • Dried • Fresh	• Frozen • Ground • Paste • Patties • Pieces • Powders • Puffs • Roll • Sliced • Whole

Fresh Herbs, Single Herbs & Spices - Additional Attributes

Below are additional mandatory attributes for the Fresh Herbs, Single Herbs & Spices Product Types, despite what the spec sheet says. Any attribute that doesn't have a value listed will **FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.**

STOP The following attribute will need to be added to the spec. See here for instructions.

Attribute	Key	Instructions	Example Values	
Food Condition	**food_condition**	*You will need to add this to the spec*	• Canned • Concentrated • Condensed • Dry • Dry Mix	• Fresh • Frozen • Raw • Refrigerated • Shelf-Stable

Fresh & Frozen Fruits & Vegetables - Additional Attributes

Below are additional mandatory attributes for the Fresh & Frozen Fruits & Vegetables Product Types, despite what the spec sheet says. Any attribute that doesn't have a value listed will **FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.**

STOP The following attribute will need to be added to the spec. See [here](#) for instructions.

Attribute	Key	Instructions	Example Values	
Dietary Need	**nutrient_content_claims** **OR** **dietary_need**	*You will need to add this to the spec*	• Cholesterol-Free • Corn-Free • Dairy-Free • Fat-Free • GMO-Free • Gluten-Free • Grain Free • High Fiber • High Protein • Lactose-Free • Low Cholesterol • Low Fat • Low Glycemic	• Low-Carb • Natural • No Artificial Colors • No Artificial Flavors • No Preservatives • Nut-Free • Soy-Free • Sugar-Free • Superfood • Vegan • Vegetarian • Wheat-Free • Whole Grain
Food Condition	**food_condition**	*You will need to add this to the spec*	• Canned • Concentrated • Condensed • Cooked • Dry • Dry Mix • Fresh • Frozen • Mixed • Perishable	• Raw • Ready-to-Cook • Ready-to-Drink • Ready-to-Eat • Refrigerated • Roasted • Shelf-Stable • Shelled • Uncooked
Occasion	**occasion**	*You will need to add this to the spec*	• Birthday • Date Night • Fourth of July • Honeymoon	• Mother's Day • Prom • Retirement • Thanksgiving

Fresh & Frozen Fruits & Vegetables - Additional Attributes Cont.

Attribute	Key	Instructions	Example Values	
Food Form	**food_form**	*You will need to add this to the spec*	• Bars • Bites • Chopped • Chunk • Concentrated • Crushed • Cubes • Diced • Dried • Fresh	• Frozen • Pieces • Pulp • Shakes • Shredded • Sliced • Spirals • Sticks • Strings • Whole

Juices - Additional Attributes

Below are additional mandatory attributes for the Juices Product Type, despite what the spec sheet says. Any attribute that doesn't have a value listed will FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.

STOP The following attribute will need to be added to the spec. See here for instructions.

Attribute	Key	Instructions	Example Values	
Age Group	**age_group**		• Adult • Child • Infant • Newborn • Preemie	• Senior • Teen • Toddler • Tween
Juice Type	**juice_type**	*You will need to add this to the spec*	• 100% Juice • Diet Juice • Juice Cocktail • Organic Juice • Sparkling Juice	
Food Condition	**food_condition**	*You will need to add this to the spec*	• Canned • Concentrated • Condensed • Cooked • Dry • Dry Mix • Fresh • Frozen • Mixed • Perishable	• Raw • Ready-to-Cook • Ready-to-Drink • Ready-to-Eat • Refrigerated • Roasted • Shelf-Stable • Shelled • Uncooked

Jerky & Dried Meats - Additional Attributes

Below are additional mandatory attributes for the Jerky & Dried Meats Product Types, despite what the spec sheet says. Any attribute that doesn't have a value listed will **FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.**

STOP The following attribute will need to be added to the spec. See here for instructions.

Attribute	Key	Instructions	Example Values	
Meat Type	meat_type	*You will need to add this to the spec*	• Beef • Chicken • Duck • Mixed Meats	• Offal • Pork • Turkey

Nut Butters & Spreads - Additional Attributes

Below are additional mandatory attributes for the Nut Butters & Spreads Product Types, despite what the spec sheet says. Any attribute that doesn't have a value listed will **FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.**

STOP The following attribute will need to be added to the spec. See here for instructions.

Attribute	Key	Instructions	Example Values
Nut Butter and Spread Type	nut_butter_and_spread_type	*You will need to add this to the spec*	• Almond Butters • Peanut Butters • Cashew Butters • Pecan Butters • Hazelnut Butters • Pistachio Butters • Macadamia Nut Butters • Walnut Butters

Packaged Appetizers - Additional Attributes

Below are additional mandatory attributes for the Packaged Appetizers Product Type, despite what the spec sheet says. Any attribute that doesn't have a value listed will **FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.**

STOP The following attribute will need to be added to the spec. See [here](#) for instructions.

Attribute	Key	Instructions	Example Values		
Food Condition	**food_condition**	*You will need to add this to the spec*	• Canned • Concentrated • Condensed • Cooked • Dry • Dry Mix • Fresh • Frozen • Mixed • Perishable	• Raw • Ready-to-Cook • Ready-to-Drink • Ready-to-Eat • Refrigerated • Roasted • Shelf-Stable • Shelled • Uncooked	
Food Form	**food_form**	*You will need to add this to the spec*	• Bars • Bites • Blended • Block • Butters • Cakes • Chews • Chips • Chopped • Chunk • Concentrated • Cookies • Crumbles • Crumpled • Crushed • Cubes	• Cutlets • Diced • Dried • Dry Mixes • Fresh • Frozen • Gels • Granules • Grated • Ground • Gummies • Juices • Links • Liquids • Paste • Patties	• Pieces • Powders • Puffs • Pulp • Roll • Shakes • Shots • Shredded • Sliced • Spirals • Stewed • Sticks • Strings • Thins • Whole

Packaged Meals - Additional Attributes

Below are additional mandatory attributes for the Packaged Meals Product Type, despite what the spec sheet says. Any attribute that doesn't have a value listed will **FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.**

STOP The following attribute will need to be added to the spec. See [here](#) for instructions.

Attribute	Key	Instructions	Example Values	
Packaged Meal Type	**packaged_meal_type**	*You will need to add this to the spec*	• Dairy Meals • Deli Salads • Dough Meals • Grain Meals • Noodle Meals • Pasta Meals	• Rice Meals • Rolls & Wraps • Sandwiches • Sushi • Vegetable Meals
Food Condition	**food_condition**	*You will need to add this to the spec*	• Canned • Concentrated • Condensed • Cooked • Dry • Dry Mix • Fresh • Frozen • Mixed • Perishable	• Raw • Ready-to-Cook • Ready-to-Drink • Ready-to-Eat • Refrigerated • Roasted • Shelf-Stable • Shelled • Uncooked
Dish Name	**ib_dish_name**	*You will need to add this to the spec*	• Biryani • Bisque • Chicken Noodle • Chili • Chowder • French Onion	• Gumbo • Macaroni & Cheese • Mashed Potatoes • Potato Salad • Ramen

Packaged Meals - Additional Attributes Continued

Attribute	Key	Instructions	Example Values		
Food Form	**food_form**	*You will need to add this to the spec*	• Bars • Bites • Blended • Block • Butters • Cakes • Chews • Chips • Chopped • Chunk • Concentrated • Cookies • Crumbles • Crumpled • Crushed • Cubes	• Cutlets • Diced • Dried • Dry Mixes • Fresh • Frozen • Gels • Granules • Grated • Ground • Gummies • Juices • Links • Liquids • Paste • Patties	• Pieces • Powders • Puffs • Pulp • Roll • Shakes • Shots • Shredded • Sliced • Spirals • Stewed • Sticks • Strings • Thins • Whole

Packaged Salads & Side Dishes - Additional Attributes

Below are additional mandatory attributes for the Packaged Salads & Side Dishes Product Type, despite what the spec sheet says. Any attribute that doesn't have a value listed will **FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.**

STOP The following attribute will need to be added to the spec. See here for instructions.

Attribute	Key	Instructions	Example Values	
Dish Name	**ib_dish_name**	*You will need to add this to the spec*	• Biryani • Bisque • Chicken Noodle • Chili • Chowder • French Onion	• Gumbo • Macaroni & Cheese • Mashed Potatoes • Potato Salad • Ramen
Food Condition	**food_condition**	*You will need to add this to the spec*	• Canned • Concentrated • Condensed • Cooked • Dry • Dry Mix • Fresh • Frozen • Mixed • Perishable	• Raw • Ready-to-Cook • Ready-to-Drink • Ready-to-Eat • Refrigerated • Roasted • Shelf-Stable • Shelled • Uncooked

Pizza - Additional Attributes

Below are additional mandatory attributes for the Pizza Product Type, despite what the spec sheet says. Any attribute that doesn't have a value listed will FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.

STOP The following attribute will need to be added to the spec. See [here](#) for instructions.

Attribute	Key	Instructions	Example Values	
Food Condition	**food_condition**	*You will need to add this to the spec*	• Cooked • Dry • Fresh • Frozen • Perishable • Raw	• Ready-to-Cook • Ready-to-Eat • Refrigerated • Shelf-Stable • Uncooked
Food Form	**food_form**	*You will need to add this to the spec*	• Bars • Bites • Chips • Fresh • Frozen • Pieces • Roll	• Sliced • Spirals • Sticks • Strings • Thins • Whole

Plant-Based Milk - Additional Attributes

Below are additional mandatory attributes for the Plant-Based Milk Product Type, despite what the spec sheet says. Any attribute that doesn't have a value listed will FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.

STOP The following attribute will need to be added to the spec. See here for instructions.

Attribute	Key	Instructions	Example Values		
Plant Based Milk	**plant_based_milk_type**	*You will need to add this to the spec*	• Almond Milks • Coconut Milks • Hazelnut Milks	• Rice Milks • Soy Milks	
Food Form	**food_form**	*You will need to add this to the spec*	• Bars • Bites • Blended • Block • Butters • Cakes • Chews • Chips • Chopped • Chunk • Concentrated • Cookies • Crumbles • Crumpled • Crushed • Cubes	• Cutlets • Diced • Dried • Dry Mixes • Fresh • Frozen • Gels • Granules • Grated • Ground • Gummies • Juices • Links • Liquids • Paste • Patties	• Pieces • Powders • Puffs • Pulp • Roll • Shakes • Shots • Shredded • Sliced • Spirals • Stewed • Sticks • Strings • Thins • Whole
Food Condition	**food_condition**	*You will need to add this to the spec*	• Canned • Concentrated • Condensed • Cooked • Dry • Dry Mix • Fresh	• Frozen • Mixed • Perishable • Raw • Ready-to-Cook • Ready-to-Drink • Ready-to-Eat	• Refrigerated • Roasted • Shelf-Stable • Shelled • Uncooked

Popcorns - Additional Attributes

Below are additional mandatory attributes for the Popcorns Product Type, despite what the spec sheet says. Any attribute that doesn't have a value listed will **FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.**

STOP The following attribute will need to be added to the spec. See here for instructions.

Attribute	Key	Instructions	Example Values
Popcorn Type	**popcorn_type**	*You will need to add this to the spec*	• Gourmet Popcorn • Microwave Popcorn • Popped Popcorn • Unpopped Kernels

Prepared & Packaged Soups - Additional Attributes

Below are additional mandatory attributes for the Prepared & Packaged Soups Product Types, despite what the spec sheet says.

Any attribute that doesn't have a value listed will FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.

STOP The following attribute will need to be added to the spec. See here for instructions.

Attribute	Key	Instructions	Example Values	
Dish Name	**ib_dish_name**	*You will need to add this to the spec*	• Biryani • Bisque • Chicken Noodle • Chili • Chowder • French Onion	• Gumbo • Macaroni & Cheese • Mashed Potatoes • Potato Salad • Ramen
Food Condition	**food_condition**	*You will need to add this to the spec*	• Canned • Concentrated • Condensed • Cooked • Dry • Dry Mix • Fresh • Frozen • Mixed • Perishable	• Raw • Ready-to-Cook • Ready-to-Drink • Ready-to-Eat • Refrigerated • Roasted • Shelf-Stable • Shelled • Uncooked
Food Form	**food_form**	*You will need to add this to the spec*	• Blended • Chunk • Concentrated • Liquids	• Paste • Powders • Stewed • Whole

Savory Pies & Quiches - Additional Attributes

Below are additional mandatory attributes for the Savory Pies & Quiches Product Types, despite what the spec sheet says. Any attribute that doesn't have a value listed will <mark>FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.</mark>

STOP The following attribute will need to be added to the spec. See [here](#) for instructions.

Attribute	Key	Instructions	Example Values
Savory Pie and Quiche Type	savory_pie_and_quiche_type	*You will need to add this to the spec*	• Quiches • Savory Pies

Sandwiches, Filled Rolls & Wraps - Additional Attributes

Below are additional mandatory attributes for the Sandwiches, Filled Rolls & Wraps Product Types, despite what the spec sheet says. Any attribute that doesn't have a value listed will **FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.**

STOP The following attribute will need to be added to the spec. See here for instructions.

Attribute	Key	Instructions	Example Values	
Food Form	**food_form**	*You will need to add this to the spec*	• Bites • Cakes • Chews • Chips • Chopped • Cookies • Fresh • Frozen	• Patties • Roll • Sliced • Spirals • Sticks • Strings • Thins • Whole

Seaweed & Sea Vegetables - Additional Attributes

Below are additional mandatory attributes for the Seaweed & Sea Vegetables Product Types, despite what the spec sheet says.

Any attribute that doesn't have a value listed will **FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.**

STOP The following attribute will need to be added to the spec. See here for instructions.

Attribute	Key	Instructions	Example Values
Ready To Eat	**ready_to_eat**	*You will need to add this to the spec*	Y for Yes N for No

Snack Chips - Additional Attributes

Below are additional mandatory attributes for the Snack Chips Product Types, despite what the spec sheet says. Any attribute that doesn't have a value listed will **FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.**

STOP The following attribute will need to be added to the spec. See here for instructions.

Attribute	Key	Instructions	Example Values	
Snack Chip Type	**snack_chip_type**	*You will need to add this to the spec*	• Bagel Chips • Bean Chips • Corn Chips • Fruit Chips • Kettle Chips • Multigrain Chips	• Pita Chips • Pork Rinds • Potato Chips • Snack Mixes • Tortilla Chips • Vegetable Chips

Snack Crackers - Additional Attributes

Below are additional mandatory attributes for the Snack Crackers Product Types, despite what the spec sheet says. Any attribute that doesn't have a value listed will **FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.**

STOP The following attribute will need to be added to the spec. See here for instructions.

Attribute	Key	Instructions	Example Values	
Snack Cracker Type	**snack_cracker_type**	*You will need to add this to the spec*	• Animal Crackers • Bagel Chips • Cheese Crackers • Classic Crackers • Crisp Breads • Graham Crackers • Matzo Crackers	• Oyster Crackers • Rice Crackers • Saltine Crackers • Sandwich Crackers • Water Crackers • Wheat Crackers • Whole Grain Crackers

Tofu - Additional Attributes

Below are additional mandatory attributes for the Tofu Product Type, despite what the spec sheet says. Any attribute that doesn't have a value listed will **FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.**

STOP The following attribute will need to be added to the spec. See here for instructions.

Attribute	Key	Instructions	Example Values
Ready To Eat	**ready_to_eat**	*You will need to add this to the spec*	Y for Yes N for No
Food Condition	**food_condition**	*You will need to add this to the spec*	• Canned • Raw • Concentrated • Ready-to-Cook • Condensed • Ready-to-Drink • Cooked • Ready-to-Eat • Dry • Refrigerated • Dry Mix • Roasted • Fresh • Shelf-Stable • Frozen • Shelled • Mixed • Uncooked • Perishable

'Age Group' Attribute

Beyond what was included on the preceding pages' charts, the 'age_group' attribute also applies to other Product Types listed below.

Applicable Product Types	Attribute	Key	Instructions	Example Values
• **Bottled Drinking Waters** • **Sports Drinks**	Age Group	**age_group**	*You will need to add this to the spec*	• Adult • Senior • Child • Teen • Infant • Toddler • Newborn • Tween • Preemie

'Food Condition' Attribute

Beyond what was included on the preceding pages' charts, the 'food_condition' attribute also applies to other Product Types listed below.

Applicable Product Types	Attribute	Key	Instructions	Example Values
• **Apples** • **Avocados** • **Bananas** • **Breadsticks** • **Cakes** • **French Toast** • **Grapes** • **Ice Cream Bars, Cones & Novelties** • **Ice Cream, Sorbet & Frozen Yogurt** • **Ice Pops** • **Mushrooms** • **Onions** • **Pancakes, Crepes & Waffles** • **Pasta & Noodles** • **Pears** • **Sweet Pies, Tarts & Prepared Desserts** • **Watermelons** • **Meatballs**	Food Condition	**food_condition**	*You will need to add this to the spec*	• Canned • Concentrated • Condensed • Cooked • Dry • Dry Mix • Fresh • Frozen • Mixed • Perishable • Raw • Ready-to-Cook • Ready-to-Drink • Ready-to-Eat • Refrigerated • Roasted • Shelf-Stable • Shelled • Uncooked

Trade Item Configurations Attributes

Below are the additional mandatory Trade Item Configurations Attributes. These are **REQUIRED FOR WALMART TO PLACE A PURCHASE ORDER** and must be filled out for each item.

Attribute	Instructions	Format
Supplier Stock Number	The number that appears on the Walmart in-store shelf label to identify the product to customers. Also used by Walmart supply chain. Example: 128475657	Alphanumeric, 15 characters
Orderable GTIN	The 14-digit Global Trade Item Number, including the check digit, that identifies the pack ordered from a supplier and shipped to a Walmart facility. If your number is less than 14 digits, add zeros at the beginning. Example: 00123456781011	Alphanumeric, 14 characters
Unit Cost	The price Walmart is paying the supplier per unit (i.e., the orderable cost divided by the orderable quantity), formatted with 2 digits right of the decimal and no commas or currency symbol. Example: 23.52	Decimal, 10 characters
Walmart Factory ID	The Walmart Factory ID of the factory where this item will be manufactured (for items requiring factory disclosure to Walmart). Factory IDs can be obtained by disclosing factory information in Supplier Profile on Retail Link. If factory disclosure is not required for the item, enter "None". Exampe: 1234567	Alphanumeric, 10 characters
Country of Origin	Closed List — The country where the item and/or its components are manufactured, produced, or grown.	
Is a Break Pack?	The Walmart Factory ID of the factory where this item will be manufactured (for items requiring factory disclosure to Walmart). Factory IDs can be obtained by disclosing factory information in Supplier Profile on Retail Link. If factory disclosure is not required for the item, enter "None". Exampe: 1234567	Alphanumeric, 10 characters
Pallet Ti	This is the number of supplier cases per layer on a pallet (tier on a pallet). Ti and Hi are used for traffic planning (shipping) and slotting merchandise in the warehouse. Example: 7	Number, 11 characters
Pallet Hi	The number of layers on a supplier pallet, Ti and Hi are used for traffic planning (shipping) and slotting merchandise in the warehouse. Note: In Grocery both the TI and HI can vary be DC. Example: 5	Number, 11 characters

Trade Item Configurations Attributes Continued

Attribute	Instructions	Format
Department Number	The financial department under which items are ordered or replenished.	Alphanumeric, 2 characters
Fineline Number	Part of the item number grouping hierarchy, the fineline is created by merchandising to group items more specifically than department number.	Number, 4 characters
Replenishment Item Type	Closed List — Determines the type of replenishment for an item.	
Replenishment Item Sub Type	Combined with Item Type, this determines how the product is ordered and delivered to the store. Item Type 03, Sub Type 00 = Promotional General Order; Item Type 20, Sub Type 00 = Warehouse Regular Item; Item Type 40, Sub Type 00 = Warehouse Import Item. Example: 03	Number, 3 characters
Store Label Description	This description is displayed as the primary description on the shelf label at the store. Also known as, "Shelf Label Item Description 1" Example: Faded Glory	Alphanumeric, 20 characters
Store Receipt Description	Prints on the customer's in store receipt and prompts at the register when the items are scanned. Must be a simple description so the customer can identify their purchase.	Alphanumeric, 12 characters
Brand Code	Refer to Retail Link to find your brand ID (.com brand Code = Stores Brand ID). If you do not have a brand code, please submit a request to store counterparts. Use 84602 if not provided.	Number, 6 characters
Warehouse Alignment Code	Closed List — This ensures the correct warehouse location is generated on purchase orders for merchandise which has different needs during distribution. PX: Pharmacy Replen; RX: Pharmacy; R0: Slow Dry Phase I;	
Segregation Code	Closed List — This is used to classify items for slotting requirements to allow segregation of merchandise.	
Warehouse Area	Closed List — Identifies certain types of merchandise to be stored in specific areas of a warehouse.	

Trade Item Configurations Attributes Continued

Attribute	Instructions	Format
Warehouse Rotation	Closed List — Indicates how an item is rotated in a warehouse (grocery or regional). A value of 1 (normal) indicates rotation can be determined by the DC; 2 indicates strict first in, first out rotation.	
Pallet Rounding Percent	The supplier Order Rounding Percent represents the percentage of a full warehouse pallet that will trigger a full pallet pull. Example: If Rounding % is 75% and the store order is 80%, the store will receive a full pallet of merchandise. If the store order is 60% then the store will receive only 60% of the pallet. The valid range is 1 to 100%. The Default for Grocery items in a Grocery DC is 100%	Decimal, 5 characters
Commodity ID	Closed List — Used to group together items that can be shipped on the same truck.	
Orderable Pack Weight Format	Closed List — Defines whether the Trade Item Pack Weight is fixed or variable.	
Is Sold by Weight	Closed List — Defines whether the offering is sold by weight rather than by the each.	
Shelf 2 - Size	This is a 6 character field used to further describe customer selection points about the merchandise. It is displayed as one of two choices of additional information the shelf labels in the stores and clubs. Previously referred to as Size; can be used for descriptors specific to the product.	Alphanumeric, 6 characters
Is Variable Price Comparison	Closed List — This indicates an item that we sell by the each and the competitor may sell by the pound. This flag allows the cashier to match the competitor's price the item at the register.	
Is Weighable at Register	Closed List — Indicates whether item is weighable at front register.	
Backroom Scale Indicator	Closed List — Backroom scales are used to ticket merchandise with the total retail based on the weight or count of the goods placed on the scale and price per measurement. The total amount is applied to the printed price imbedded barcode which allows the cashier to scan at the register and charge the customer the correct amount. Items marked Yes will be required to be weighed and marked before the customer takes the goods to the register. Utilized mostly in deli, bakery, produce, and meat.	

Trade Item Attributes

Below are the additional optional Trade Item Attributes.

ONLY FILL OUT THE RELEVANT TRADE ITEMS FOR YOUR PT.

Attribute	Instructions	Format
Each GTIN *(Each)*	The 14-digit Global Trade Item Number, including the check digit, that identifies the Each. If your number is less than 14 digits, add zeros at the beginning. Example: 00123456789104	Alphanumeric, 14 characters
Depth (in) *(Each)*	If the Trade Item is the consumable (sellable) unit: The longest horizontal measurement (in inches), front to back, with the product sitting on its natural base and facing forward. If the Trade Item is not the consumable (sellable) unit: The longest horizontal measurement (in inches), with the product sitting on its natural base. For more information, go to supplierhelp.walmart.com and search for pack dimensions.	Decimal, 9 characters
Height (in) *(Each)*	If the Trade Item is the consumable (sellable) unit: The vertical measurement (in inches), top to bottom, with the product sitting on its natural base and facing forward. If the Trade Item is not the consumable (sellable) unit: The vertical measurement (in inches), top to bottom, with the product sitting on its natural base. For more information, go to supplierhelp.walmart.com and search for pack dimensions.	Decimal, 9 characters
Width (in) *(Each)*	If the Trade Item is the consumable (sellable) unit: The shortest horizontal measurement (in inches), left to right, with the product sitting on its natural base and facing forward. If the Trade Item is not the consumable (sellable) unit: The shortest horizontal measurement (in inches), with the product sitting on its natural base. For more information, go to supplierhelp.walmart.com and search for pack dimensions.	Decimal, 9 characters
Weight (lbs) *(Each)*	The weight (in pounds) of the Trade Item, including all of its packaging materials. At the pallet level of the Trade Item, this should also include the weight of the pallet.	Decimal, 9 characters
Inner Pack GTIN *(Inner Pack)*	The 14-digit Global Trade Item Number, including the check digit, that identifies the Inner Pack (also known as a break pack, warehouse pack, inner case, or pick). If your number is less than 14 digits, add zeros at the beginning. Example: 10123456789106	Alphanumeric, 14 characters
Depth (in) *(Inner Pack)*	The weight (in pounds) of the Trade Item, including all of its packaging materials. At the pallet level of the Trade Item, this should also include the weight of the pallet.	Decimal, 9 characters

Trade Item Attributes Continued

Attribute	Instructions	Format
Height (in) *(Inner Pack)*	**If the Trade Item is the consumable (sellable) unit: The vertical measurement (in inches), top to bottom, with the product sitting on its natural base and facing forward. If the Trade Item is not the consumable (sellable) unit: The vertical measurement (in inches), top to bottom, with the product sitting on its natural base. For more information, go to supplierhelp.walmart.com and search for pack dimensions.**	Decimal, 9 characters
Width (in) *(Inner Pack)*	**If the Trade Item is the consumable (sellable) unit: The shortest horizontal measurement (in inches), left to right, with the product sitting on its natural base and facing forward. If the Trade Item is not the consumable (sellable) unit: The shortest horizontal measurement (in inches), with the product sitting on its natural base. For more information, go to supplierhelp.walmart.com and search for pack dimensions.**	Decimal, 9 characters
Weight (lbs) *(Inner Pack)*	**The weight (in pounds) of the Trade Item, including all of its packaging materials. At the pallet level of the Trade Item, this should also include the weight of the pallet.**	Decimal, 9 characters
Qty of Sellable Items *(Inner Pack)*	**The total number of sellable units in the Inner Pack.**	Number, 10 characters
Case GTIN *(Case)*	**The 14-digit Global Trade Item Number, including the check digit, that identifies the Case (also known as a vendor pack, orderable pack, shipping case, shipping pack, full case, or supplier pack). If your number is less than 14 digits, add zeros at the beginning. Example: 20012345681012**	Alphanumeric, 14 characters
Depth (in) *(Inner Pack)*	**If the Trade Item is the consumable (sellable) unit: The longest horizontal measurement (in inches), front to back, with the product sitting on its natural base and facing forward. • If the Trade Item is not the consumable (sellable) unit: The longest horizontal measurement (in inches), with the product sitting on its natural base. For more information, go to supplierhelp.walmart.com and search for pack dimensions.**	Decimal, 9 characters
Height (in) *(Case)*	**If the Trade Item is the consumable (sellable) unit: The vertical measurement (in inches), top to bottom, with the product sitting on its natural base and facing forward. If the Trade Item is not the consumable (sellable) unit: The vertical measurement (in inches), top to bottom, with the product sitting on its natural base. For more information, go to supplierhelp.walmart.com and search for pack dimensions.**	Decimal, 9 characters

Trade Item Attributes Continued

Attribute	Instructions	Format
Width (in) *(Inner Pack)*	**If the Trade Item is the consumable (sellable) unit: The shortest horizontal measurement (in inches), left to right, with the product sitting on its natural base and facing forward. If the Trade Item is not the consumable (sellable) unit: The shortest horizontal measurement (in inches), with the product sitting on its natural base. For more information, go to supplierhelp. walmart.com and search for pack dimensions.**	Decimal, 9 characters
Weight (lbs) *(Case)*	**The weight (in pounds) of the Trade Item, including all of its packaging materials. At the pallet level of the Trade Item, this should also include the weight of the pallet.**	Decimal, 9 characters
Quantity of Sellable Items *(Inner Pack)*	**The total number of sellable units in the Case.**	Number, 10 characters
Pallet GTIN *(Pallet)*	**The weight (in pounds) of the Trade Item, including all of its packaging materials. At the pallet level of the Trade Item, this should also include the weight of the pallet.**	Decimal, 9 characters
Depth (in) *(Pallet)*	**If the Trade Item is the consumable (sellable) unit: The longest horizontal measurement (in inches), front to back, with the product sitting on its natural base and facing forward. If the Trade Item is not the consumable (sellable) unit: The longest horizontal measurement (in inches), with the product sitting on its natural base. For more information, go to supplierhelp. walmart.com and search for pack dimensions.**	Decimal, 9 characters
Height (in) *(Pallet)*	**If the Trade Item is the consumable (sellable) unit: The vertical measurement (in inches), top to bottom, with the product sitting on its natural base and facing forward. If the Trade Item is not the consumable (sellable) unit: The vertical measurement (in inches), top to bottom, with the product sitting on its natural base. For more information, go to supplierhelp.walmart.com and search for pack dimensions.**	Decimal, 9 characters
Width (in) *(Pallet)*	**If the Trade Item is the consumable (sellable) unit: The shortest horizontal measurement (in inches), left to right, with the product sitting on its natural base and facing forward. If the Trade Item is not the consumable (sellable) unit: The shortest horizontal measurement (in inches), with the product sitting on its natural base. For more information, go to supplierhelp. walmart.com and search for pack dimensions.**	Decimal, 9 characters
Weight (lbs) *(Pallet)*	**The weight (in pounds) of the Trade Item, including all of its packaging materials. At the pallet level of the Trade Item, this should also include the weight of the pallet.**	Decimal, 9 characters
Quantity of Sellable Items *(Pallet)*	**The total number of sellable units in the Pallet**	Number, 10 characters

Rich Media Guidelines

Rich Media is a proven sales booster as it enriches the customer's transaction and contributes to a more authentic human experience, as if they were shopping in a brick and mortar.

There are several rich media modules that can help create an engaging shopping experience while improving brand trust.

Rich Media Index

Below are definitions and examples for each of the different types of rich media we encourage you to utilize when creating your item page.

360 Spin	Videos	Marketing Content

ExerSaucer Lightweight Activity Jumper, Woodland Wonder Video

A 360 spin is a series of photos that gives the impression of the product rotating. See here for file specs.

Product videos help customers understand end use of the product and highlight features. See here for file specs.
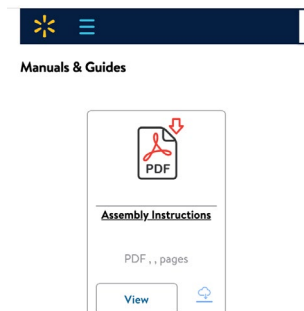
Marketing content is used to provide in-depth features about your product in a more engaging interface.

Shoppable Modules	PDF Manuals	Interactive Video
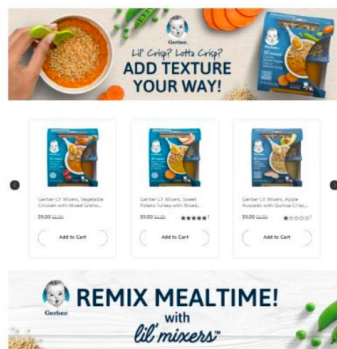
Shoppable Modules allow customers to interact with a variety of your products and upsell other product variants.

PDF Manuals should be included with any item that has assembly instructions. You can also upload guarantee and warranty documents here as well.

Interactive videos use hot spots and other features to enable customers to have a more immersive experience.

Video - Guidelines & File Specifications

Compliance Requirements

Two Required Support Files

1. Audio Description File

- If your video has any meaningful content that is visibly conveyed, that content also needs to be in the form of audio. You must provide a separate audio description file along with your video.

  › Example: if your video is of a bicycle assembly and the audio is very general – such as "put this piece in here" – your audio description file is required to explain exactly what pieces are being put where. The test: audio script is compliant if and only if a blind person is able to interpret the audio

2. Closed Captioning or Open Captioning File (.vtt file)

- Required only if a video has audio (even music) or if there is text in the video that is hard to read (such as grey on grey text)

  › For videos with only music, the best practice is to put a single [MUSIC PLAYING] caption frame that drops off screen after 10 seconds or so

  › For videos with no music, no audio, and no sound, the best practice is to put a single [NO SPEECH] caption frame that drops off screen after 10 seconds or so

  › Example of an acceptable video here

A11Y Checklist

Accessibility (shorthand A11y) ensures people with disability can perceive, understand, navigate and interact with any website or app. Web Content Accessibility Guidelines (WCAG) is an international standard digital content adheres to for assuring content is accessible to the widest audience. Here are the top guidelines you must follow when submitting content to Walmart.com.

- **Interaction**

  - Don't auto-play audio. It interferes with screen readers
  - Don't fix orientation
  - Additional content (tooltips, toasts) remain visible until focus mores, dismissed, or no longer valid.
  - Warn users of change of setting. E.g. "You will be redirected to our photo site…"
  - Text fields have labels that are always visible and borders
  - Instructions, feedback, alerts must announce (Use ARIA-alert)

- **Language**

  - Language is simple and easy to understand
  - Link Purpose can be determined from the link text along. If it can't, provide context by adding hidden text. "Learn more" isn't clear. Add context "Learn more about shipping options"
  - Help users through tasks, avoid/correct errors.
  - Provide page titles.
  - Doesn't rely on audio or visual cues

- **Images**

  - HTML text only. Do not embed text in an image (except logos or brand names)
  - Minimum contrast ratio 4.5:1 for text 3:1 for text 18px or larger and graphics. Logos do not require minimum contrast
  - Alt Text for images that are links or essential to understanding. Decorative images "null"

- **Video & Audio Content**

  - Play/Pause button. Avoid flashes or movement that can cause seizures
 - Closed captions
  - Audio description

Video File Specs
• **File Format:** mp4 or .mov file
• **File Size:** <100MB (~15MB – 20MB is more than sufficient)
• **Title:** Max 56 Characters
• **Description:** Max 256 Characters
• **Language:** en-US
• **Thumbnail Dimensions:** Min: 120 x 67; Max: 240 x 240
• **A Thumbnail is required for all video**
• **Length:** Recommended 30 seconds - 1 minute unless additional time is needed for an assembly video
• **Closed Captioning:** Required for all video that has *any* audio (even music)

360 Spin - File Specifications

360 Spin Specs

• **File Format:** JPEG (.jpg), (.jpeg) or PNG (.png)
 	
• **Size:** 24 images, each individually <1MB
 	
   • If you have 12 images, please duplicate them to submit 24
 	
   • If you have >24 images, please only select 24 to share
 	
• **Images are in order of rotation, clockwise**
 	
• **Naming:** "GTIN_R01_C01, GTIN_R01_C02...GTIN_R01_C24"
 	
   • "GTIN" refers to your item's GTIN identifier, including leading zeros. Please do not use any other identifier.
 	
   • "R01" refers to "row 1" - Walmart only supports single-plane spin, so all your files will be names R01
 	
   • "C01" "C02"... "C24" refers to "column 1, 2...24" - this is how we tell which order your images will show on site, to create the illusion of a spin
 	
   • Example: 00278915469367_R01_C03 is the 3rd image in the spin
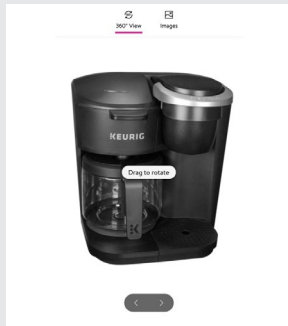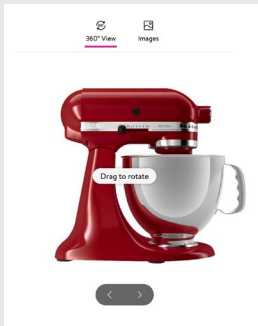
User Generated Content

A user-generated content (UGC) strategy done right will increase the discoverability of your products, boost sales, and create a valuable dialogue with your customers. It can also inform SEO benefits, provide insights for product innovation, reduce return rates, and ensure shoppers have a positive experience with your brand.

Ratings + Reviews

Walmart has partnered with Bazaarvoice to collect and share user-generated content about your products on Walmart.com. Give shoppers the confidence to choose your products over your competitors.

Find out more at: www.bazaarvoice.com/walmart

Social Media Integration

Content created by customers like Instagram posts, and Facebook interactions gives potential customers insight into what other customers think about your products. This also includes influencer generated content like unboxing videos and product reviews.
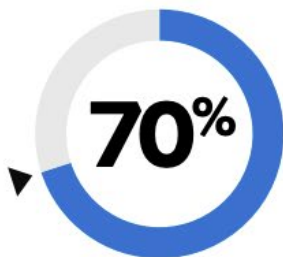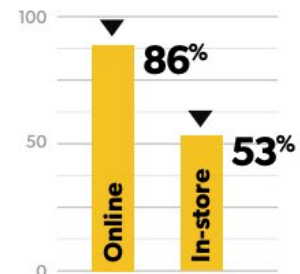
70%
Percentage of shoppers who use reviews to evaluate similar products before buying.[1]
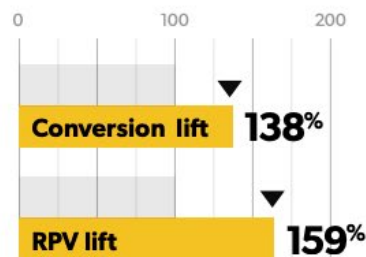
Conversion lift **138%**
RPV lift **159%**
Conversion and revenue impact for brands when shoppers engage with reviews.[3]

92%
Percentage of shoppers who trust peer recommendations over traditional advertising.[4]

Online **86%**
In-store **53%**
Percentage of brands and retailers who say consumer reviews positively influence online and in-store sales.[4]
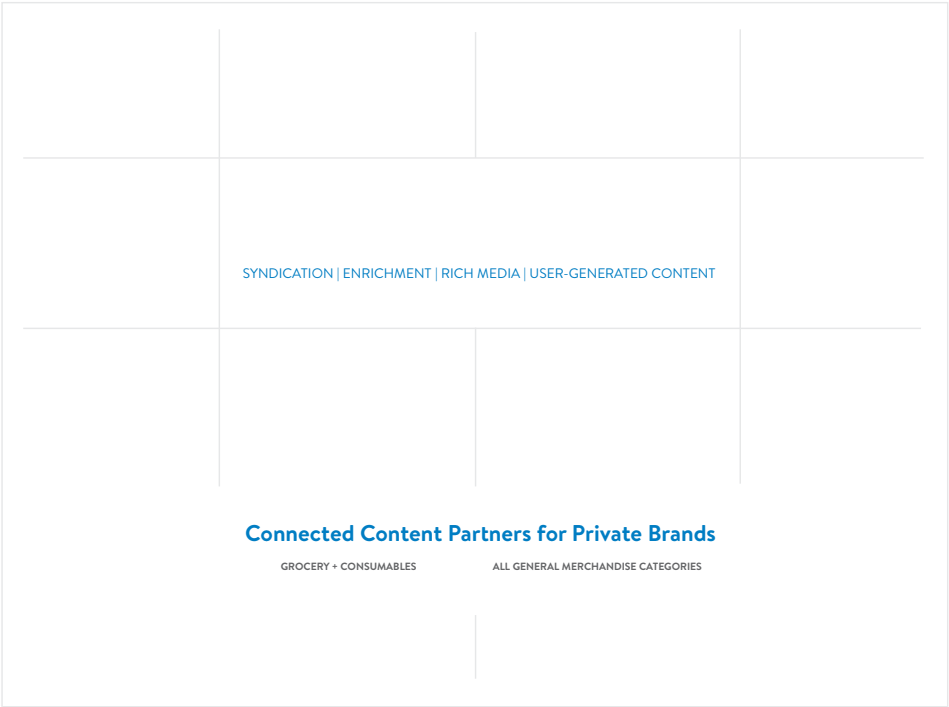
CCP Program Overview

Connected Content Partners (CCPs) help suppliers manage and synchronize their data across multiple supplier platforms through data feeds. These partners offer a wide range of products and services (such as item setup (US only), syndication, rich media hosting, and content creation, and user generated content (UGC)) and provide support for issues related to the feeds submitted through them.

While some CCPs offer full-service integration, others only perform specific functions. Each integration is tailored to your specific needs, so you should reach out to the Content Partner directly to learn about their costs, features, and capabilities.

Syndication – Submitting existing supplier content through the CCP partner to Walmart. The Walmart model for content requirements may differ from the supplier's. Syndication partners help to map these two systems, so content can flow efficiently between the two. These partners implement validation checks based on Walmart's Style Guides to ensure that the content complies with Walmart's requirements.

Enrichment – Enriching content means creating an optimized and structured title that is specific to the product, feature bullets that are easy-to-scan when browsing, detailed copy that thoroughly describes the item in an engaging way, and other attribution elements. All of which will help drive better discoverability and search results.

Rich Media – Rich media includes immersive experiences like product videos, 360 Spins, shoppable modules, comparison charts, instruction manuals, and other interactive features. The options and capabilities of rich media are extensive. Our specialist partners understand the changing nature of our customer base and can create experiences that have the potential to increase sales by creating dynamic listings.

User Generated Content – Content created by customers like ratings and reviews, Instagram posts, and Facebook interactions. This content gives potential customers insight into what other customers think about your products. This also includes influencer generated content like unboxing videos and product reviews.

SYNDICATION | ENRICHMENT | RICH MEDIA | USER-GENERATED CONTENT

Connected Content Partners for Private Brands

GROCERY + CONSUMABLES   ALL GENERAL MERCHANDISE CATEGORIES

Questions?
For any additional CCP questions, please email:
cspsupport@wal-mart.com

CCP - FAQs

Q: What are the benefits of participating in the CCP Program?

A: There are several benefits to using a CCP:

1. The CCP are integrating the Walmart Style Guide requirements into their processes. This ensures that all content you submit to Walmart through a CCP partner will be compliant as per Walmart requirements.
2. The CCP provide a managed service, so they take care of any issues that come up during publishing or any other technical issue.
3. Most of our recommended CCP are a full-service studio. They can provide photography, copy and attribution services along with submitting the content to Walmart.

Q: Who is responsible for the cost of participating in the CCP Program?

A: Suppliers/Sellers are responsible for the cost of participating in the CCP Program.

Q: In the future, if I want to update content for an item that is managed by a CCP, can I make edits in Item 360?

A: For Item 360 - Yes, all items will be accessible through Item 360 for your teams to maintain following content ingestion by the CCP.

A: For Seller Center – No, because the CCP has a higher content ranking than the default ranking for the seller. The only sellers who will be able to update their content, are the sellers who have a higher content ranking (Raise Rank or Brand Owner rank.)

Q: What is the difference between Item 360 and CCP?

A: Item 360/Seller Center is the Walmart platform that suppliers/sellers use to manually create and update their items on Walmart. CCP partners use a backend API to submit content to Walmart on your behalf. They do not have access to the Item 360/Seller Center UI.

Questions?

To learn more about the *Supplier CCP Program* review this article.
For the *Sellers CCP Program* review this article.

Thank you!