CONTENT STANDARD GUIDE

Walmart

GROCERY

September 2021

This Walmart.ca Content Resource Guide is written to inform and aid our grocery partners with the standards and practices for quality, ready-to-publish site content. Please ensure these guidelines are adhered to as any of the information could be graded on the vendor scorecard.

FOR SUPPLIERS & VENDORS USE

Walmart.ca Content Standard Guide – Grocery & Fresh

LAST UPDATED: September 2021

Before You Start

This Content Standard Guide was created to inform and aid our Grocery partners with the standards and practices for preparing quality, ready-to-publish product content on Walmart.ca. Please adhere to all aspects of this Content Standard Guide and remember that you are responsible for complying with all terms and conditions agreed to you originally registered on the Walmart Canada Vendor Portal. You are contractually responsible for ensuring the accuracy and proper validation of any product or performance claim included in a product description or features. All product claims advertised on the product information pages and shelf pages must be substantiated on the packaging. All content must be completely bilingual (English and French), including all upper case/lower case conventions, unit of measure and punctuation conventions. All content must comply with all standards and regulations across all markets in Canada, including (but not limited to): CFIA regulations and marketing and advertising regulations. All product images and content must always be updated to reflect any product and product information changes.

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Updates from the Previous Guides

September 2021

- Part 16 updated to provide new guidelines and additional information

February 2021

- Part 18 added to provide additional information on search and browse
- Standards for fresh produce updated to clarify unit of measure/price per weight standards
- Standards for fresh meat updated to include value packs in short descriptions and guidance photographing packaging stickers

November 2020

- Part 16 updated to provide additional information on mobile ready hero images
- Some images have been updated to provide more current examples with our new site platform
- French translation will be made available, featuring a guide with French image examples

July 10 2020

- Part 19 added to provide additional information on the vendor content scorecard
- Character counts for product names and short descriptions updated to align with content scorecard

July 27 2019

- Additional information on GS1-mapped attributes
- Changes to many imagery requirements for many perishable foods departments
- Changes to product name convention for produce, cakes & pies
- Changes to image standards for meat, produce, deli and bakery categories
- Changes to information on Nutritional Facts tables and new naming convention
- Additional requirements for Descriptions and Features
- Additional standards for case packs
- Additional information on filling out attributes
- Additional information on Web Categories (shelving)

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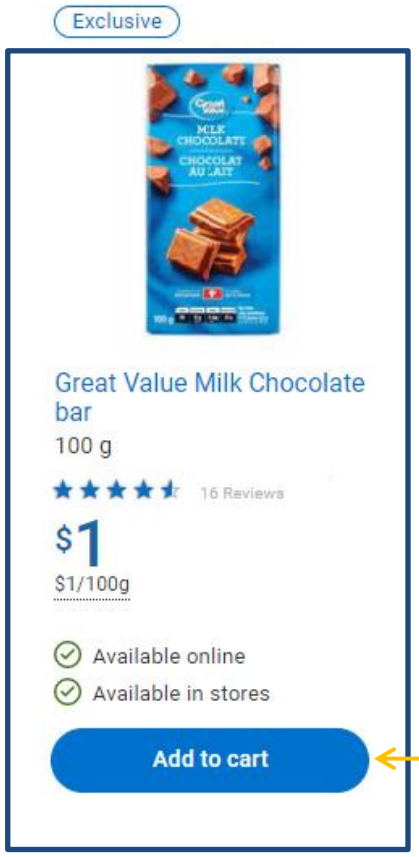
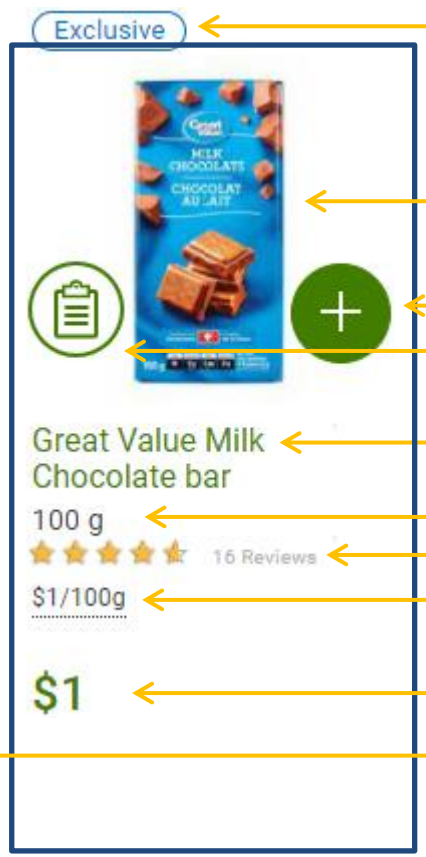
PART 1: Anatomy of a Product in a Shelf Page

A Shelf Page is a set of product entries that appear in a grid arrangement on a website with the intent of allowing a customer to view multiple similar products. There are two shelf formats on Walmart.ca:

"Add to Cart" Shelf Format



"Stock Up Button" Shelf Format



- Badging (site deployed graphic devices such as Multi-Save, Clearance and Exclusive Badges. Does NOT exist as part of product image)
- Primary Image (same image in English and French site)
- Stock Up Button
- Ingredient list button (will display for most items with ingredient listings)
- Product Name
- Short Description
- Reviews Powered by BazaarVoice
- Unit of Measure (UOM) as Published in Online Item File
- Price
- Add to Cart Button (or 'View in Grocery' for items only available for scheduled pick-up & delivery)

View in Grocery

In the grocery area, the majority of customers add products to cart on the Shelf Page. It is critical that all pertinent information available on the shelf page is concise, clear, accurate and consistently presented.

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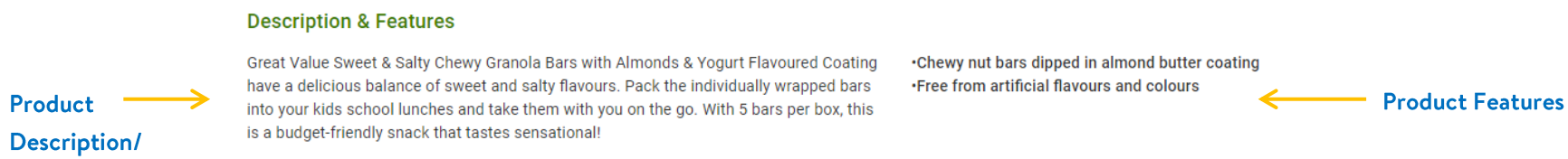
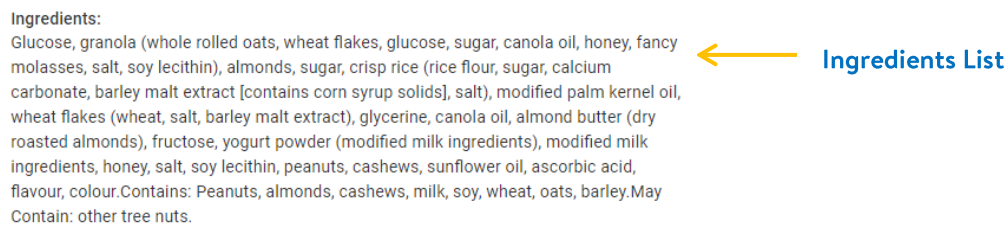
PART 2: Anatomy of a Product Information Page (PIP)

A Product Information Page (PIP) is a page full of one product's selling information. A customer would encounter this page after clicking on a product from a shelf page or product carousel.





Specifications

Available for Shipping to Canada Post	Yes
Bar flavour	Almond
Lifestyle & Dietary Need	Kosher
Product Type	Adult Cereal
Storage Type	Shelf
Brand	Great Value
Product Identifiers	
Walmart Item #	9228855
SKU	6000187053998
UPC	60538887373

Specifications based on product attributes

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PART 3: GS1 Ecommerce Content and Walmart Ecommerce Content – What's Mapped?

UPCs that are **Certified** and **Published to Walmart Canada** in the **GS1 Item Certification-Nutrition database** will have the following GS1 data sets mapped to Walmart.ca:

- ✓ Ingredients
- ✓ Allergens
- ✓ Product certification
- ✓ Product claims information

This information is being used to populate the **Ingredients attribute** and the **Lifestyle & Dietary Needs attribute** on Walmart.ca for any product where the UPC in the Walmart system matches what is available in GS1. Should you have any questions regarding the completion of both requirements in GS1, please reach out to Anthony Shiwcharan (Anthony.Shiwcharan@gs1ca.org) for assistance.

Suppliers with qualifying UPCs should be aware of the following:

- UPCs in GS1 that are not Certified and/or are not Published to Walmart Canada will not be mapped to Walmart.ca.
- No other GS1 data set is being mapped to Walmart.ca except those listed above. It is imperative that all other content (images, serving directions, product names, etc.) is enriched accurately and maintained in the Content Portal.
- Suppliers will NOT see GS1 data in the Content Portal during content enrichment. The data is inserted automatically to Walmart.ca in a downstream process.

For items that are not in GS1, or are not in Certified and Published states, the Ingredients attribute must maintained accurately in the Content Portal. The Lifestyle & Dietary Needs attribute **cannot** be manually maintained and is not available for maintenance in the Content Portal.

For information on your organization's existing relationship with GS1 Canada, please contact GS1 Support team directly (ECCnetSupport@gs1ca.org).

GS1 or Content Portal

Nutritional Info & Ingredients –

Ingredients:
Organic tomato paste (made from fresh ripe organic tomatoes), Organic white vinegar, Organic sugar, Salt, Organic onion powder, Spices, Organic garlic powder

GS1 Only

Lifestyle & Dietary Need –

These filters do not replace medical, nutritional or other healthcare advice. Always read the label. See Terms of Use for more details.

- ☐ No added sugars (67)
- ☐ No artificials (87)
- ☐ Gluten-free (57)
- ☐ Organic (69)
- ☐ No milk (128)
- ☐ No soy (82)

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PART 4: Summary of Grocery & Pantry Content Standards (PART 5 to PART 14)

This section briefly identifies the content standards required for each food category. Review all standards in detail during content enrichment.

PART 5	PART 6	PART 7	PART 8	PART 9	PART 10
Fresh Unbranded/Multi-Branded Produce – Weighted Items	Fresh Unbranded/Multi-Branded Produce – Non-Weighted Items	Fresh/Raw Meat and Seafood – Weighted	Fresh/Raw Meat and Seafood – Non-Weighted Items	Fresh Bakery (Dept 98) - Excluding Cakes and Pies	Fresh Bakery (Dept 98), Cakes and Pies
					
• brand = "n/a" during content enrichment • pricing is based on weight	• brand = "n/a" during content enrichment • pricing is fixed	• raw ground meat, steaks, chops, legs, wings, roasts, breasts, sausages • pricing is based on weight	• raw sausages, meatballs, ground meat • pricing is fixed	• Dept 98: specialty loaves, cookies, muffins, cupcakes and bakery items •Non frozen items only	• Dept 98: cakes, pies, loaf cakes, angel cakes, coffee cakes, cheesecakes, pies & tarts • Non frozen items only

PART 11	PART 12	PART 13	PART 14	
Deli Specialty Cured Meats (Charcuterie)	Deli Specialty Cheeses (Charcuterie)	Deli Fresh Prepared Meals (Sandwiches, Wraps and Sushi)	Products Not Covered in Parts 5-13	
				
• Proscuitto, speck, sopressa, choriso, linguiça, jamon, etc. • Does not include sandwich meats	• Brie, aged cheddar, Camembert, Oka, aged Gouda, Gruyere, etc. • Does not include sandwich meats	• Fresh, daily prepared sandwiches, wraps, salad bowls, bento boxes, sushi • Does not include other deli meals and home meal replacement selections	• Branded unweighted produce • Shelf stable grocery • Fresh marinated meats • Deli sandwich meats and cheeses	• Bacon and hot dogs • Dairy and eggs • Frozen products • Commercial bread • Deli meals and home meal replacement

Last Updated: February 2021

PART 5: Content Standards for Fresh Unbranded/Multi-Branded Produce – Weighted Items

What products should use this standard?

1. **Produce that have "n/a" as the brand.**
   Produce that are either sold unbranded, or multiple brands share one PIP because the brand availability depends on local and seasonal availability.

2. **During content enrichment, the "bulk weight indicator" is selected as "true".**
   The "max. weight" and "min. weight" attributes have to be completed. All three fields are maintained by the Category Team Analyst (CTA). Items are weighted (either at checkout, or during product labelling) to create prices for the customer.

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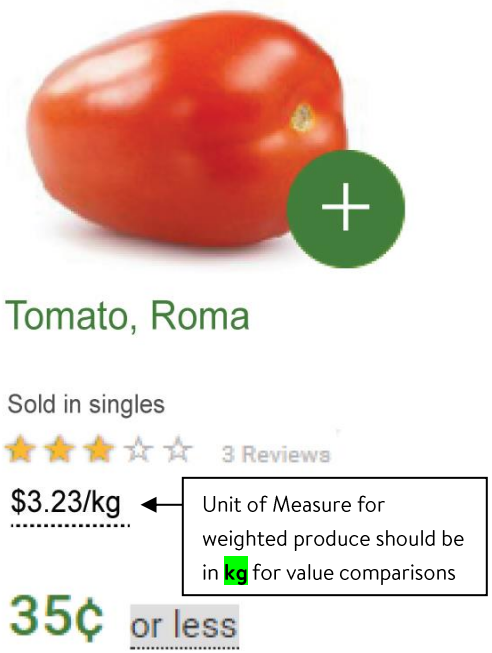
Text Elements:

Well-written product descriptions and features create excitement about your product and provide the customer confidence in their purchase decision. The product name is an important feature and allows customers to recognize and associate with your product; and is extremely important for the success of both internal and external search results. The short description is also key in helping customers compare sizing options of multiple items from a product results page. You cannot use any other third party trademarks for which you do not have rights to use in the product description.

PRODUCE	PRODUCT NAME (MAX 45-60 CHARACTERS)
	**Item Type, + Variety + {Dietary Need/Special Feature}** Onion, Yellow Onion, Red Organic Apple, Honeycrisp Okra, Chinese
	SHORT DESCRIPTION (MAX 30 CHARACTERS)
	NOTE: the Max. weight and Min. weight will automatically populate on the PIP (NOT on the shelf) in the short description for weighted items that are "sold in singles". You do not have to include range in the short description during content enrichment. Sold in singles Sold in trays
	PRODUCT DESCRIPTION (MIN 100 CHARACTERS)
	The product description references distinguishing features and key uses of the product. Be sure to use the full product name once in the product description for clarity and better SEO value. Do not overuse the full product name in the description. Chinese okra is commonly featured in east Asian cuisine as part of stir fried dishes and meat stews. This variety of okra has a mild flavor and firm texture reminiscent of fresh zucchini.
	PRODUCT FEATURES (MAX 100 CHARACTERS, 4 BULLET POINTS)
	List special features that differentiate this product from other similar products. If there are no special features, leave blank. Start each point with a "•" and use separate lines for each point. • Organic

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	• Great for baking
	INGREDIENTS
	Include full ingredients list and allergy declarations as required on packaging. If item does not require ingredients and/or allergen declaration, only include product name in ingredients area. Use sentence case. <u>If UPC of item is Certified and Published in GS1 Canada, GS1 information will override what's in Content Portal when product is published onto the website. See PART 3.</u> Glucose, cashews (contains canola oil), granola (whole rolled oats, wheat flakes, glucose, sugar, canola oil, honey. May Contain: Other tree nuts. Contains: milk, soy, wheat, oats. May contain: eggs.

Image Elements:

The **Primary Image** (there is only one image that is used for both French and English experiences) is the image that appears on the shelf, and is the large image on the Product Information Page (PIP). Grocery imagery should have high appetite appeal. The Primary Imagery should be photographed in a consistent manner according to the food type. Communicating product freshness and quality is the highest priority.

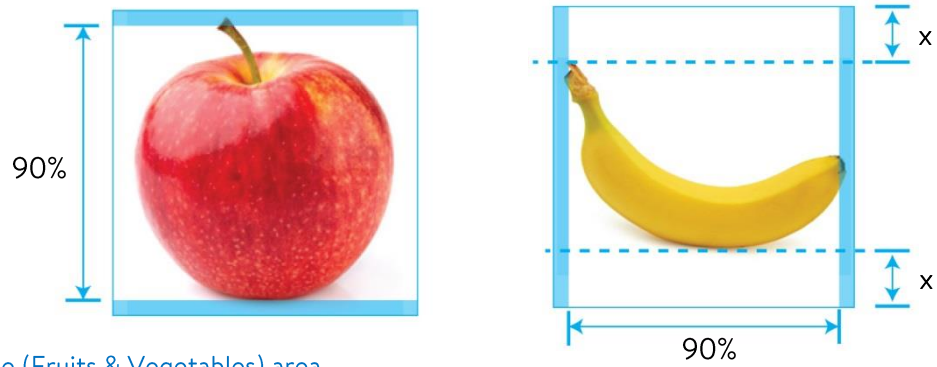
- All image file naming conventions must follow the format as identified in the Content Portal, especially when suffixes such as "_1" are required.
- All images must be in focus, professionally lit and photographed.
- The primary image should not contain additional graphics or illustrations EXCEPT for the standardized "Organic" badging: 

- If the product is sold as a single unit ("Tomato, Roma"), only one should be shown.
- If there are multiple units sold in one package ("Grapes, Red Seedless"), the image should have multiples of the product, in quantities and packaging that most reflect the amount being sold. The top plastic wrap or cover may be removed to improve visibility and colour of products.
    - EXCEPTION: when products are likely grouped in plastic bags or otherwise obscured by the packaging, the products can be outside of packaging, but the image should have multiples of the product in quantities that most reflect the amount being sold.
- **Top-down views** of stemmed vegetables are preferred; **side views** of most fruits and non-stemmed vegetables are preferred.
- The product should be featured on a seamless white background (255/255/255 RGB). Products photographed on white backdrop will likely still need a clipping mask or additional post production work to create a seamless white background

- Images should appear clear (and not pixelated) on a standard desktop device on the PIP.
- Pixel standard: Minimum 750x750; Maximum 2000x2000; 300 dpi.
- Minimize reflections on plastic and foil packaging especially when critical to view the product.
- Slight neutral coloured shadow underneath product for side views to create depth is required. Top down views may not require shadowing.
- No branding, retail prices or unit prices should be legible on the product.
- Labelling that do not convey additional features or benefits should be removed.

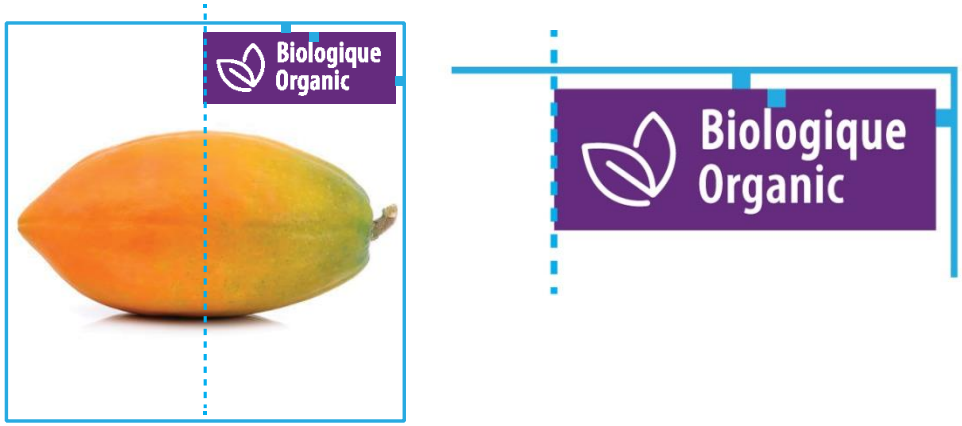
Cropping and Spacing

- Horizontal products (bananas, cucumbers, carrots) should cover at least 90% of the horizontal visual space. Vertically, the product should be visually centered in the image.
- Vertical products (pineapples, apples) should cover at least 90% of the vertical visual space. Horizontally, the product should be visually centered in the image.
- No part of the product should be cropped out of the image.



Organic Badging

- Only occurs in the produce (Fruits & Vegetables) area.
- Organic Badging can only be used on items that are clearly marked “Organic” on the packaging.
- Badging placement as follows:



Last Updated: February 2021

Acceptable primary images:

NOT acceptable primary images:

Last Updated: February 2021

PART 6: Content Standards for Fresh Unbranded/Multi-Branded Produce – Non-Weighted Items

What products should use this standard?

1. **Produce and meat products that have "n/a" as the brand.**
   Products are either sold unbranded, or multiple brands share one PIP because the brand availability depends on local and seasonal availability.

2. **During content enrichment, the "bulk weight indicator" is selected as "false".**
   Price of the product is not dependent on the store associate weighing the item and determining a price.

$4.97
$10.96/1kg
Strawberries
1 lb

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Text Elements:

Well-written product descriptions and features create excitement about your product and provide the customer confidence in their purchase decision. The product name is an important feature and allows customers to recognize and associate with your product; and is extremely important for the success of both internal and external search results. The short description is also key in helping customers compare sizing options of multiple items from a product results page. You cannot use any other third party trademarks for which you do not have rights to use in the product description.

PRODUCE

$4.97

$10.96/1kg

Strawberries

1 lb

Unit of Measure for weighted produce should be in **kg** for value comparisons, short descriptions remain oz/lb

PRODUCT NAME (MAX 45-60 CHARACTERS)

Item Type, + Variety, + {Dietary Need/Special Feature}

Onions, Yellow

Onions, Red Organic

Apple, Honeycrisp

Okra, Chinese

SHORT DESCRIPTION (MAX 30 CHARACTERS)

sell quantity – recommended to use ounces/pounds (oz/lb)

Sold in singles

454 g

2 kg

1 bunch

5 kiwis

PRODUCT DESCRIPTION (MIN 100 CHARACTERS)

The product description references distinguishing features and key uses of the product. Be sure to use the full product name once in the product description for clarity and better SEO value. Do not overuse the full product name in the description.

Chinese okra is commonly featured in east Asian cuisine as part of stir fried dishes and meat stews. This variety of okra has a mild flavor and firm texture reminiscent of fresh zucchini.

PRODUCT FEATURES (MAX 100 CHARACTERS, 4 BULLET POINTS)

List special features that differentiate this product from other similar products. If there are no special features, leave blank. Start each point with a "•" and use separate lines for each point.

• Organic

Last Updated: February 2021

	• Great for baking
	INGREDIENTS
	Include full ingredients list and allergy declarations as required on packaging. If item does not require ingredients and/or allergen declaration, only include product name in ingredients area. Use sentence case. <u>If UPC of item is Certified and Published in GS1 Canada, GS1 information will override what's in Content Portal when product is published onto the website. See PART 3.</u> Glucose, cashews (contains canola oil), granola (whole rolled oats, wheat flakes, glucose, sugar, canola oil, honey. May Contain: Other tree nuts. Contains: milk, soy, wheat, oats. May contain: eggs. Organic strawberries.

Image Elements:

The **Primary Image** (there is only one image that is used for both French and English experiences) is the image that appears on the shelf, and is the large image on the Product Information Page (PIP). Grocery imagery should have high appetite appeal. The Primary imagery should be photographed in a consistent manner according to the food type. Communicating product freshness and quality is the highest priority.

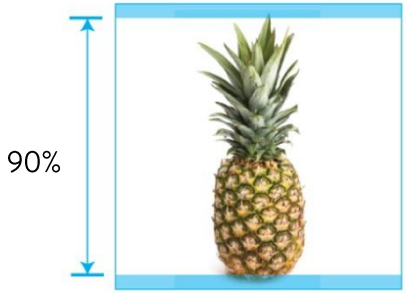
- All image file naming conventions must follow the format as identified in the Content Portal, especially when suffixes such as "_1" are required.
- All images must be in focus, professionally lit and photographed.
- The primary image should not contain additional graphics or illustrations EXCEPT for the standardized "Organic" badging:
- If the product is sold as a single unit ("Cabbage, Savoy"), only one should be shown.
- If there are multiple units sold in one package ("Onions, 450 g", "Blueberries, 250 g"), the image should have multiples of the product, in quantities and packaging that most reflect the amount being sold. The top plastic wrap or cover may be removed to improve visibility and colour of products.
    - When products are likely grouped in plastic bags or otherwise obscured by the packaging, the products can be outside of packaging, but the image should have multiples of the product in quantities that most reflect the amount being sold.

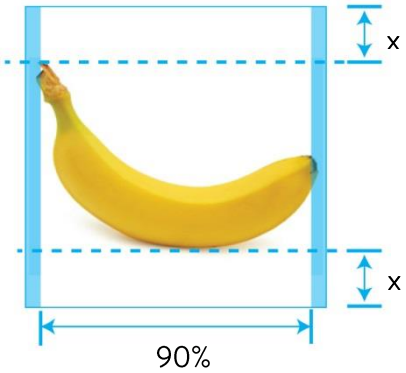
- When an unusually large quantity being sold, the quantity of products displayed can be reduced in the primary image to improve scale of products and visibility for the customer. For example, 2 kg bag of garlic can include too many bulbs of garlic to show in the primary image. Show enough to communicate to the customer that there "many". Examples of "many" can look like below:

- The product should be featured on a seamless white background (255/255/255 RGB). Products photographed on white backdrop will likely still need a clipping mask or additional post production work to create a seamless white background
- Images should appear clear (and not pixelated) on a standard desktop device on the PIP.
- Pixel standard: Minimum 750x750; Maximum 2000x2000; 300 dpi.
- Minimize reflections on plastic and foil packaging especially when critical to view the product.
- Slight neutral coloured shadow underneath product for side views to create depth is required. Top down views may not require shadowing.
- No branding, retail prices or unit prices should be legible on the product.
- Labelling that do not convey additional features or benefits should be removed.

Cropping and Spacing

- Horizontal products (ground meat trays) should cover at least 90% of the horizontal visual space. Vertically, the product should be visually centered in the image. Vertical products (such as pineapples) should cover at least 90% of the vertical visual space.
- No part of the product should be cropped out of the image.





Acceptable primary images:





NOT acceptable primary images:




Last Updated: February 2021

PART 7: Content Standards for Fresh/Raw Meat and Seafood – Weighted Items. Excluding Marinated/Processed Raw Meats.

What products should use this standard?

1. **During content enrichment, the "bulk weight indicator" is selected as "true".**
   The "max. weight" and "min. weight" attributes have to be completed. All three fields are maintained by the Category Team Analyst (CTA).

2. **Raw ground meats, steaks, chops, legs, wings, roasts, breasts, sausages, etc.**

3. **NOTE: Processed, marinated meats such as raw souvlaki, pre-marinated roasts should use PART 11 Packaged Products standard.**

4. **Non frozen items only.**

$11.37 or less
$19.78/1kg
Beef Stir Fry Strips,
Your Fresh Market
Stir Fry Strips, AAA...
0.28 - 0.57 kg

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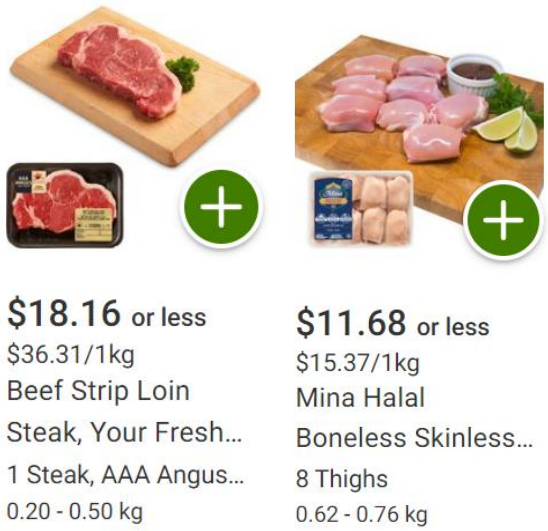
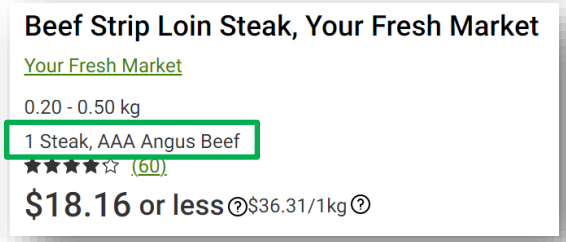
Text Elements:

Well-written product descriptions and features create excitement about your product and provide the customer confidence in their purchase decision. The product name is an important feature and allows customers to recognize and associate with your product; and is extremely important for the success of both internal and external search results. The short description is also key in helping customers compare sizing options of multiple items from a product results page. You cannot use any other third party trademarks for which you do not have rights to use in the product description.

MEAT





PRODUCT NAME (MAX 45-60 CHARACTERS)

For Beef:

{Dietary Need/Special Feature} + Item Type + {, Endorsing Brand}

Organic Baby Back Pork Ribs, Your Fresh Market
Grass Fed Beef Brisket, Your Fresh Market
Grass Fed Beef Brisket
Organic Baby Back Pork Ribs

For Other Meats & Seafood:

Brand + {Dietary Need/Special Feature} + Item Type + {, Endorsing Brand}

Mina Halal Whole Chicken
Your Fresh Market Salmon Steak
Maple Leaf Boneless Skinless Chicken Thighs
Salmon Steak
Boneless Skinless Chicken Thighs

SHORT DESCRIPTION (MAX 30 CHARACTERS)

NOTE: the Max. weight and Min. weight will automatically populate in the short description. You do not have to include range in the short description during content enrichment.

Sell quantity type for beef	Sell quantity type for other meats
1 roast, **Brand**	1 tray
4-6 steaks, **AAA Angus Beef**	6 drumsticks, value pack

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	PRODUCT DESCRIPTION (MIN 100 CHARACTERS) **The product description references distinguishing features and key uses of the product. Be sure to use the full product name once in the product description for clarity and better SEO value. Do not overuse the full product name or brand name in the description.** This Your Fresh Market organic baby back pork rib is has been trimmed perfectly to become a tender and juicy main dish. This organic baby back pork rib is has been trimmed perfectly to become a tender and juicy main dish if broiled, smoked, baked or barbequed.
	PRODUCT FEATURES (MAX 350 CHARACTERS) **List special features that differentiate this product from other similar products. If there are no special features, leave blank. Start each point with a "•" and use separate lines for each point.** • Great for fast frying and grilling • Certified Halal and Organic • Seasoned with Cajun spice blend
	INGREDIENTS **Include full ingredients list and allergy declarations as required on packaging. If item does not require ingredients and/or allergen declaration, only include product name in ingredients area. Use sentence case. <u>If UPC of item is Certified and Published in GS1 Canada, GS1 information will override what's in Content Portal when product is published onto the website. See PART 3.</u>** Glucose, cashews (contains canola oil), granola (whole rolled oats, wheat flakes, glucose, sugar, canola oil, honey. May Contain: Other tree nuts. Contains: milk, soy, wheat, oats. May contain: eggs. Bone-in prime rib roast.

Image Elements:

The **Primary Image** (there is only one image that is used for both French and English experiences) is the image that appears on the shelf, and is the large image on the Product Information Page (PIP). The **Secondary Image** is the image that appears after the primary image. Grocery imagery should have high appetite appeal. The Primary imagery should be photographed in a consistent manner according to the food type. Communicating product freshness and quality is the highest priority.

- All image file naming conventions must follow the format as identified in the Content Portal, especially when suffixes such as "_1" are required.
- All images must be in focus, professionally lit and photographed.
- The product should be featured on a seamless white background (255/255/255 RGB). Products photographed on white backdrop will likely still need a clipping mask or additional post production work to create a seamless white background
- Images should appear clear (and not pixelated) on a standard desktop device on the PIP.
- Pixel standard: Minimum 750x750; Maximum 2000x2000; 300 dpi.
- Minimize reflections on plastic and foil packaging especially when critical to view the product.
- No retail prices or unit prices should be legible on the product. **If the item has a multisave pricing sticker, please shoot only if indicated to do so. All other multisave stickers should be removed off packaging unless otherwise requested.**
- Labelling that do not convey additional features or benefits should be removed.

Further Instructions for the Primary Image

- The secondary image can be used as the primary image if the primary image cannot be sourced. Walmart Canada is currently building a resource for suppliers to follow the primary image standards using a third party photography agency. More information will be available at a later date.

Cropping and Spacing for Primary Image

- Primary image is a composite of two components; the packaging on the lower left hand corner that is featured as the secondary image; and the lifestyle component as the focal point.
- The packaging should take up the lowest third of the entire image, on the left side.

- The front corner of cutting board in the lifestyle component should extend into the lower third of the image, towards the right side. All other corners of the cutting board are not required to be visible in the image, and can be cropped out.
- Styling elements can be bleed into edges of the images, but no part of the product should be cropped out of the image.

Styling and Flavour Cues for Lifestyle Primary Image

- If the product is sold as a single unit ("Your Fresh Market Stuffed Salmon Steak"), only one should be shown.
- If there are multiple units sold in one package ("Your Fresh Market Boneless Skinless Chicken Thighs"), the image should have multiples of the product, in quantities that most reflect the amount being sold.
- Chicken, pork, beef products should be styled on mid-toned, neutral coloured, finished, unglazed cutting boards.
- Fish and seafood products should be styled on dark grey slate or dark grey marble cutting boards.
- Flavour cues such as herbs, seasoning and spices should match type of product. Flavour cues should vary for similar products to improve product identification.
- Quantity and product condition featured on the cutting board should match quantity and condition in the packaging (i.e. if there are 4 uncooked whole skinless chicken breasts in one tray, the cutting board should feature only 4 uncooked skinless chicken breasts, uncut and unseasoned.
- The cutting boards should be angled, with the front corner fully visible in the final image.
- Soft lighting with no harsh shadows, ensuring texture of meat is neither over exposed or under exposed on all visible sides of meat.

Packaging Component of the Primary Image

- Packaging image should be on bottom left hand corner, with no visible clear wrapping. Use secondary image as packaging image. Neutral shadowing at bottom of packaging image is not required.

Last Updated: February 2021

Acceptable primary images:





Secondary Image

- The secondary image can be used as the primary image if the primary image cannot be sourced. Walmart Canada is currently building a resource for suppliers to follow the primary image standards using a third party photography agency. More information will be available at a later date.
- Packaging image featured on the Primary Image, on white.
- Horizontal products (most meat trays) should cover at least 90% of the horizontal visual space. Vertically, the product should be visually centered in the image.
- Vertical products (whole chicken) should cover at least 90% of the vertical visual space.

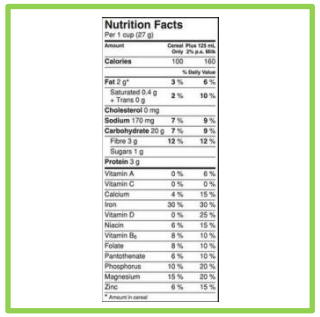
Last Updated: February 2021

Optional Additional Images

- Additional out-of-pack images, lifestyle images and different views of the packaged product may be provided here to provide additional information to customers. Image standards listed above apply to all additional images.

Nutritional Facts Tables (NFT) Images

- Nutritional labels are not required for products that are not legally required to have them. If bilingual NFTs are not available, a separate NFT English, and NFT French must be uploaded. NFTs should be uploaded into the image upload area in the Portal using the file naming convention provided in the Portal. **Starting April 2019, supplies will see a separate section to upload NFT images during the content enrichment process, and the file naming convention is DIFFERENT from the convention required for primary and secondary images. Follow directions in the Portal.**



Nutrition Facts		
Per 1 cup (27 g)		
Amount	Cereal Only	Plus 125 mL 2% p.a. Milk
Calories	100	160
	% Daily Value	
Fat 2 g*	3 %	6 %
Saturated 0.4 g + Trans 0 g	2 %	10 %
Cholesterol 0 mg		
Sodium 170 mg	7 %	9 %
Carbohydrate 20 g	7 %	9 %
Fibre 3 g	12 %	12 %
Sugars 1 g		
Protein 3 g		
Vitamin A	0 %	6 %
Vitamin C	0 %	0 %
Calcium	4 %	15 %
Iron	30 %	30 %
Vitamin D	0 %	25 %
Niacin	6 %	15 %
Vitamin B_6	8 %	10 %
Folate	8 %	10 %
Pantothenate	6 %	10 %
Phosphorus	10 %	20 %
Magnesium	15 %	20 %
Zinc	6 %	15 %
* Amount in cereal		

Nutrition Facts Valeur nutritive	
Per 355 mL / par 355 mL	
Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 140	
Fat / Lipides 0 g	0 %
Sodium / Sodium 65 mg	3 %
Carbohydrate / Glucides 38 g	13 %
Sugars / Sucres 38 g	
Protein / Protéines 0 g	
Not a significant source of saturated fat, trans fat, cholesterol, fibre, vitamin A, vitamin C, calcium or iron.	
Source négligeable de lipides saturés, lipides trans, cholestérol, fibres, vitamine A, vitamine C, calcium et fer.	

PART 8: Content Standards for Fresh/Raw Meat and Seafood – Non-Weighted Items. Excluding Marinated/Processed Raw Meats

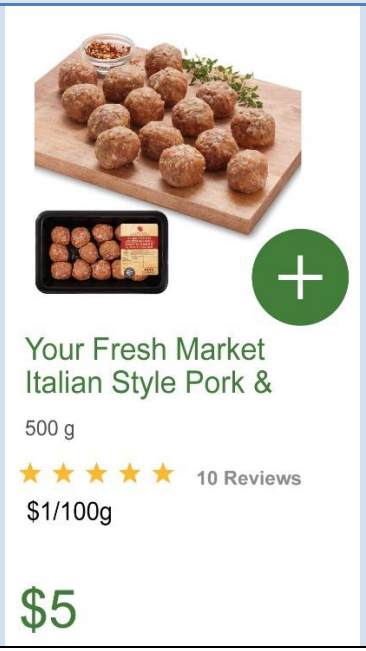
What products should use this standard?

1. **During content enrichment, the "bulk weight indicator" is selected as "false".**
   Price of the product is not dependent on the store associate weighing the item during the checkout process.

2. **Raw sausages, meatballs, ground meat**

3. **NOTE: Processed, marinated meats such as raw souvlaki, pre-marinated roasts should use PART 10 Packaged Products standard.**

4. **Non frozen items only.**



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Text Elements:

Follow PART 5 instructions for all text elements EXCEPT Short Description. See below for details.

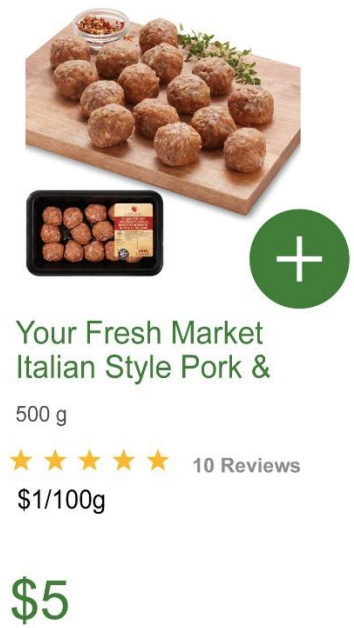
MEAT	PRODUCT NAME (MAX 45-60 CHARACTERS)
	**SEE PART 5 Text Elements.**
	SHORT DESCRIPTION (MAX 30 CHARACTERS)
	Sell quantity 454 g 800g, value pack 2 kg 4-5 steaks 1 roast
	PRODUCT DESCRIPTION (MIN 100 CHARACTERS)
	SEE PART 5 Text Elements.
	PRODUCT FEATURES (MAX 350 CHARACTERS)
	SEE PART 5 Text Elements.
	INGREDIENTS
	SEE PART 5 Text Elements.

Image Elements:

Follow PART 5 instructions for all Image elements.

Last Updated: February 2021

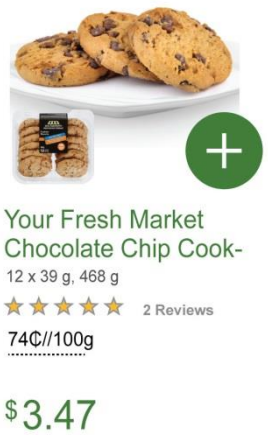
PART 9: Content Standards for Fresh Bakery (Dept 98), Excluding Cakes and Pies

What products should use this standard?

Bakery (Dept 98)
Specialty loaves, cookies, muffins, cupcakes and bagels under Dept 98. Cakes and pies should use Part 10 Content Standards.

Non frozen items only.

For Department 81, use PART 14.



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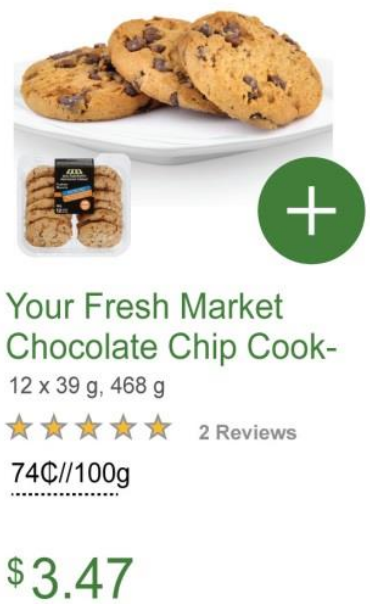
Last Updated: February 2021

Text Elements:

Well-written product descriptions and features create excitement about your product and provide the customer confidence in their purchase decision. The product name is an important feature and allows customers to recognize and associate with your product; and is extremely important for the success of both internal and external search results. The short description is also key in helping customers compare sizing options of multiple items from a product results page. You cannot use any other third party trademarks for which you do not have rights to use in the product description.

BAKERY	PRODUCT NAME (MAX 45-60 CHARACTERS)
	**Brand + {Dietary Need/Special Feature/Flavour} + Item Type** Your Fresh Market Gluten Free Maple Pecan Butter Tarts The Bakery Oat and Flax Loaf
	SHORT DESCRIPTION (MAX 30 CHARACTERS)
	sell quantity 450 g 4 x 50 g, 200 g
	PRODUCT DESCRIPTION (MIN 100 CHARACTERS)
	The product description references distinguishing features and key uses of the product. Be sure to use the full product name once in the product description for clarity and better SEO value. Do not overuse the full product name or brand name in the description. These Your Fresh Market Gluten Free Maple Pecan Butter Tarts can satiate the sweet tooth of friends and family who are gluten intolerant.
	PRODUCT FEATURES (MAX 350 CHARACTERS)
	List special features that differentiate this product from other similar products. If there are no special features, leave blank. Start each point with a "•" and use separate lines for each point. • Flavoured with real maple syrup • Gluten free • Toasted pecans
	INGREDIENTS

Last Updated: February 2021

	Include full ingredients list and allergy declarations as required on packaging. If item does not require ingredients and/or allergen declaration, only include product name in ingredients area. Use sentence case. If UPC of item is Certified and Published in GS1 Canada, GS1 information will override what's in Content Portal when product is published onto the website. See PART 3. Glucose, cashews (contains canola oil), granola (whole rolled oats, wheat flakes, glucose, sugar, canola oil, honey. May Contain: Other tree nuts. Contains: milk, soy, wheat, oats. May contain: eggs.

Image Elements:

The **Primary Image** (there is only one image that is used for both French and English experiences) is the image that appears on the shelf, and is the large image on the Product Information Page (PIP). The **Secondary Image** is the image that appears after the primary image. Grocery imagery should have high appetite appeal. The Primary imagery should be photographed in a consistent manner according to the food type. Communicating product freshness and quality is the highest priority.

- All image file naming conventions must follow the format as identified in the Content Portal, especially when suffixes such as "_1" are required.
- All images must be in focus, professionally lit and photographed.
- The product should be featured on a seamless white background (255/255/255 RGB). Products photographed on white backdrop will likely still need a clipping mask or additional post production work to create a seamless white background.
- Images should appear clear (and not pixelated) on a standard desktop device on the PIP.
- Pixel standard: Minimum 750x750; Maximum 2000x2000; 300 dpi.
- Minimize reflections on plastic and foil packaging especially when critical to view the product.
- No retail prices or unit prices should be legible on the product.
- Labelling that do not convey additional features or benefits should be removed.

Further Instructions for the Primary Image

- The secondary image can be used as the primary image if the primary image cannot be sourced. Walmart Canada is currently building a resource for suppliers to follow the primary image standards using a third party photography agency. More information will be available at a later date.

Cropping and Spacing for Primary Image

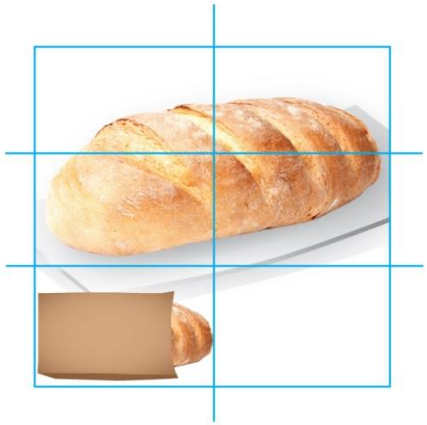
- Primary image is a composite of two components; the packaging on the lower left hand corner that is featured as the secondary image; and the lifestyle component as the focal point.
- The packaging should take up the lowest third of the entire image, on the left side.
- The front edge of the dish in the lifestyle component should extend into the lower third of the image. All corners of the dish are not required to be visible in the image, and can be cropped out.
- Styling elements can be bleed into edges of the images, but no part of the product should be cropped out of the image.

Styling and Flavour Cues for Lifestyle Component of the Primary Image

- If the product is sold as a single unit ("Your Fresh Market Oat and Honey Loaf "), only one should be shown.
- If there are multiple units sold in one package ("Your Fresh Market Chocolate Chip Cookies"), the image should have multiples of the product, but does NOT have to match quantities in the package.
    - If there are 6 or more units in a package, lifestyle component can show 3 units in the lifestyle component. If units are assorted within the package, show one of each (however many there are). For example, if there are 6 or more cookies in one package, the lifestyle component can show 3 cookies in the primary image. If cookies are assorted, show one of each (however many there are). The packaging component in the primary image should show all 6 units within the package.
- Seasonal items (Christmas gingerbread cookies; Valentines Day cupcakes) can have seasonal-coloured plates, but no seasonal motifs or adornments should be on any plates or bowls.
- For all non-seasonal items, use generic-looking, simple, white bowls, plates or platters with no adornments.
- Flavour cues such as toppings, chocolates, nuts, herbs, seasoning and spices should match type of product. Flavour cues should vary for similar products to improve product identification. Avoid over-propping.

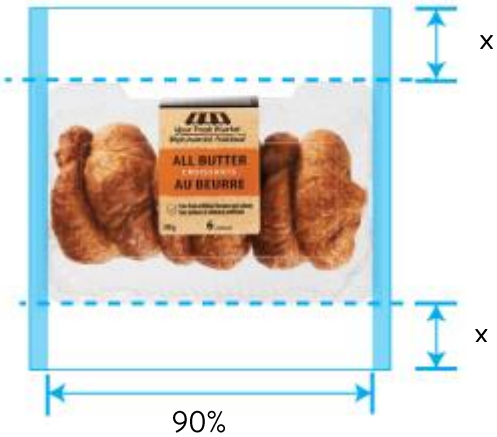
Packaging Component of the Primary Image

- Packaging image should be on bottom left hand corner, with no visible clear wrapping. Use secondary image as packaging image. Neutral shadowing at bottom of packaging image is not required.



Secondary Image

- The secondary image can be used as the primary image if the primary image cannot be sourced. Walmart Canada is currently building a resource for suppliers to follow the primary image standards using a third party photography agency. More information will be available at a later date.
- Packaging image featured on the Primary Image, on white.
- Horizontal products should cover at least 90% of the horizontal visual space. Vertically, the product should be visually centered in the image.
- Vertical products should cover at least 90% of the vertical visual space.



Last Updated: February 2021

Optional Additional Images

- Additional out-of-pack images, lifestyle images and different views of the packaged product may be provided here to provide additional information to customers. Image standards listed above apply to all additional images.

Nutritional Facts Tables (NFT) Images

- Nutritional labels are not required for products that are not legally required to have them. If bilingual NFTs are not available, a separate NFT English, and NFT French must be uploaded. NFTs should be uploaded into the image upload area in the Portal using the file naming convention provided in the Portal. **Starting April 2019, supplies will see a separate section to upload NFT images during the content enrichment process, and the file naming convention is DIFFERENT from the convention required for primary and secondary images. Follow directions in the Portal.**

Nutrition Facts
Per 1 cup (27 g)

Amount	Cereal Only	Plus 125 mL 2% p.a. Milk
Calories	100	160
	% Daily Value	
Fat 2 g*	3 %	6 %
Saturated 0.4 g + Trans 0 g	2 %	10 %
Cholesterol 0 mg		
Sodium 170 mg	7 %	9 %
Carbohydrate 20 g	7 %	9 %
Fibre 3 g	13 %	12 %
Sugars 1 g		
Protein 3 g		
Vitamin A	0 %	6 %
Vitamin C	0 %	0 %
Calcium	4 %	15 %
Iron	30 %	30 %
Vitamin D	0 %	25 %
Niacin	6 %	15 %
Vitamin B_6	8 %	10 %
Folate	8 %	10 %
Pantothenate	6 %	10 %
Phosphorus	10 %	20 %
Magnesium	15 %	20 %
Zinc	6 %	15 %

* Amount in cereal

Nutrition Facts
Valeur nutritive
Per 355 mL / par 355 mL

Amount / Teneur	% Daily Value / % valeur quotidienne
Calories / Calories 140	
Fat / Lipides 0 g	0 %
Sodium / Sodium 65 mg	3 %
Carbohydrate / Glucides 38 g	13 %
Sugars / Sucres 38 g	
Protein / Protéines 0 g	

Not a significant source of saturated fat, trans fat, cholesterol, fibre, vitamin A, vitamin C, calcium or iron.

Source négligeable de lipides saturés, lipides trans, cholestérol, fibres, vitamine A, vitamine C, calcium et fer.

Last Updated: February 2021

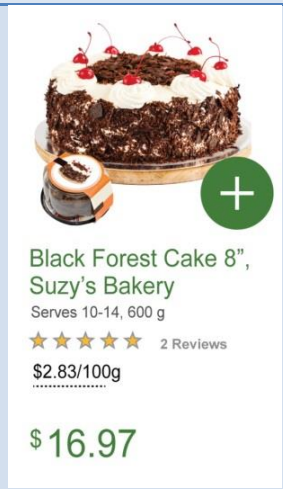
PART 10: Content Standards for Fresh Bakery (Dept 98), Cakes and Pies

What products should use this standard?

Bakery (Dept 98) Cakes and Pies

National branded, private branded and unbranded occasion cakes, loaf cakes, angel cakes, coffee cakes, cheesecakes, pies and tarts.

Non frozen items only.



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Last Updated: February 2021

Text Elements:

Well-written product descriptions and features create excitement about your product and provide the customer confidence in their purchase decision. The product name is an important feature and allows customers to recognize and associate with your product; and is extremely important for the success of both internal and external search results. The short description is also key in helping customers compare sizing options of multiple items from a product results page. You cannot use any other third party trademarks for which you do not have rights to use in the product description.

CAKES & PIES	PRODUCT NAME (MAX 45-60 CHARACTERS)
 Black Forest Cake 8", Suzy's Bakery Serves 10-14, 600 g ★★★★★ 2 Reviews $2.83/100g $16.97	**{Dietary Need/Special Feature/Flavour} + Item Type + Size in Inches + ,Brand** Black Forest Cake 8", Suzy's Bakery Gluten Free Carrot Cake 14" x 10", Your Fresh Market Belgian Chocolate Brownie Cheesecake 10", Our Finest
	SHORT DESCRIPTION (MAX 30 CHARACTERS)
	Serving # + ,sell quantity Serves 8-12, 800 g Serves 6, 400 g
	PRODUCT DESCRIPTION (MIN 100 CHARACTERS)
	The product description references distinguishing features and key uses of the product. Be sure to use the full product name once in the product description for clarity and better SEO value. Do not overuse the full product name or brand name in the description. <u>If UPC of item is Certified and Published in GS1 Canada, GS1 information will override what's in Content Portal when product is published onto the website. See PART 2.</u> Suzy's Bakery Black Forest Cake is a decadent treat featuring 3 layers of rich, chocolate sponge sandwiched between strawberry jam and whipped cream. The cake is topped with real whipped cream, Belgian chocolate shavings and perfect cherries.
	PRODUCT FEATURES (MAX 350 CHARACTERS)

Last Updated: February 2021

	List special features that differentiate this product from other similar products. If there are no special features, leave blank. Start each point with a "•" and use separate lines for each point. • Belgian chocolate shavings • Marbled layers • Real buttercream
	INGREDIENTS
	Include full ingredients list and allergy declarations as required on packaging. If item does not require ingredients and/or allergen declaration, only include product name in ingredients area. Use sentence case. <u>If UPC of item is Certified and Published in GS1 Canada, GS1 information will override what's in Content Portal when product is published onto the website. See PART 3.</u> Glucose, cashews (contains canola oil), granola (whole rolled oats, wheat flakes, glucose, sugar, canola oil, honey. May Contain: Other tree nuts. Contains: milk, soy, wheat, oats. May contain: eggs.

Image Elements:

The **Primary Image** (there is only one image that is used for both French and English experiences) is the image that appears on the shelf, and is the large image on the Product Information Page (PIP). The **Secondary Image** is the image that appears after the primary image. Grocery imagery should have high appetite appeal. The Primary imagery should be photographed in a consistent manner according to the food type. Communicating product freshness and quality is the highest priority.

- All image file naming conventions must follow the format as identified in the Content Portal, especially when suffixes such as "_1" are required.
- All images must be in focus, professionally lit and photographed.
- The product should be featured on a seamless white background (255/255/255 RGB). Products photographed on white backdrop will likely still need a clipping mask or additional post production work to create a seamless white background.
- Images should appear clear (and not pixelated) on a standard desktop device on the PIP.
- Pixel standard: Minimum 750x750; Maximum 2000x2000; 300 dpi.

- Minimize reflections on plastic and foil packaging especially when critical to view the product.
- No retail prices or unit prices should be legible on the product.
- Labelling that do not convey additional features or benefits should be removed.

Further Instructions for the Primary Image

- The secondary image can be used as the primary image if the primary image cannot be sourced. Walmart Canada is currently building a resource for suppliers to follow the primary image standards using a third party photography agency. More information will be available at a later date.

Cropping and Spacing for Primary Image

- Primary image is a composite of two components; the packaging on the lower left hand corner that is featured as the secondary image; and the lifestyle component as the focal point.
- The packaging should take up the lowest third of the entire image, on the left side.
- The front edge of the dish in the lifestyle component should extend into the lower third of the image. All corners of the dish are not required to be visible in the image, and can be cropped out.
- Styling elements can be bleed into edges of the images, but no part of the product should be cropped out of the image.

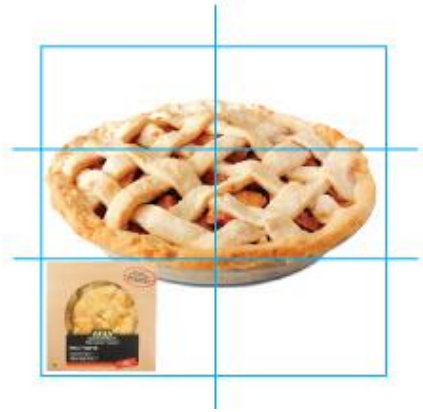
Styling and Flavour Cues for Lifestyle Component of the Primary Image

- If the product is sold as a single unit ("Your Fresh Market Strawberry Shortcake"), only one should be shown.
- If there are multiple units sold in one package ("Your Fresh Market Cheesecake Lover's Variety Pack"), the image should have multiples of the product, but does NOT have to match quantities in the package.
    - If there are 6 or more units in a package, lifestyle component can show 3 units in the lifestyle component. If units are assorted within the package, show one of each (however many there are). For example, if there are 12 separate slices of a cake in one package, the lifestyle component can show 3 slices in the primary image. If slices are assorted, show one of each (however many there are). The packaging component in the primary image should show all 12 slices within the package.
- Seasonal items (Christmas gingerbread chesecakes; Valentines Day cake) can have seasonal-coloured plates, but no seasonal motifs or adornments should be on any plates or bowls.
- For all non-seasonal items, use generic-looking, simple, white, plates or platters with no adornments. Foil cake bases are also acceptable. Pies in foil bases can be transferred into pie dishes.

- Flavour cues such as toppings, chocolates, nuts, herbs, seasoning and spices should match type of product. Flavour cues should vary for similar products to improve product identification. Avoid over propping.

Packaging Component of the Primary Image

- Packaging image should be on bottom left hand corner, with no visible clear wrapping. Use secondary image as packaging image. Neutral shadowing at bottom of packaging image is not required.
- Packaged pies can be photographed on a top view; while cakes and other items with height can be photographed at an angle.



Secondary Image

- The secondary image can be used as the primary image if the primary image cannot be sourced. Walmart Canada is currently building a resource for suppliers to follow the primary image standards using a third party photography agency. More information will be available at a later date.
- Packaging image featured on the Primary Image, on white.
- Horizontal products should cover at least 90% of the horizontal visual space. Vertically, the product should be visually centered in the image.
- Vertical products should cover at least 90% of the vertical visual space.

Optional Additional Images

- Slice of cake or pie, on solid white (or solid-coloured festive plate). Additional out-of-pack images and different views of the packaged product may be provided here to provide additional information to customers. Image standards listed above apply to all additional images.
- Minimal flavor cues are allowed.

Last Updated: February 2021

Nutritional Facts Tables (NFT) Images

- Nutritional labels are not required for products that are not legally required to have them. If bilingual NFTs are not available, a separate NFT English, and NFT French must be uploaded. NFTs should be uploaded into the image upload area in the Portal using the file naming convention provided in the Portal. **Starting April 2019, supplies will see a separate section to upload NFT images during the content enrichment process, and the file naming convention is DIFFERENT from the convention required for primary and secondary images. Follow directions in the Portal.**

Nutrition Facts
Per 1 cup (27 g)

Amount	Cereal Only	Plus 125 mL 2% p.a. Milk
Calories	100	160
	% Daily Value	
Fat 2 g*	3 %	6 %
Saturated 0.4 g + Trans 0 g	2 %	10 %
Cholesterol 0 mg		
Sodium 170 mg	7 %	9 %
Carbohydrate 20 g	7 %	9 %
Fibre 3 g	12 %	12 %
Sugars 1 g		
Protein 3 g		
Vitamin A	0 %	6 %
Vitamin C	0 %	0 %
Calcium	4 %	15 %
Iron	30 %	30 %
Vitamin D	0 %	25 %
Niacin	6 %	15 %
Vitamin B_6	8 %	10 %
Folate	8 %	10 %
Pantothenate	6 %	10 %
Phosphorus	10 %	20 %
Magnesium	15 %	20 %
Zinc	6 %	15 %

* Amount in cereal

Nutrition Facts
Valeur nutritive
Per 355 mL / par 355 mL

Amount Teneur	% Daily Value % valeur quotidienne
Calories / Calories 140	
Fat / Lipides 0 g	0 %
Sodium / Sodium 65 mg	3 %
Carbohydrate / Glucides 38 g	13 %
Sugars / Sucres 38 g	
Protein / Protéines 0 g	

Not a significant source of saturated fat, trans fat, cholesterol, fibre, vitamin A, vitamin C, calcium or iron.

Source négligeable de lipides saturés, lipides trans, cholestérol, fibres, vitamine A, vitamine C, calcium et fer.

Last Updated: February 2021

PART 11: Content Standards for Deli Specialty Cured Meats (Charcuterie)

What products should use this standard?

Deli Specialty Cured Meats
National branded, private branded specialty cured meats normally associated with charcuterie presentations (prosciutto, speck, sopressa, chorizo, linguiça, jamon etc.).

Does not include sandwich meats. For other sandwich meats, use PART 14.

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Last Updated: February 2021

Text Elements:

Well-written product descriptions and features create excitement about your product and provide the customer confidence in their purchase decision. The product name is an important feature and allows customers to recognize and associate with your product; and is extremely important for the success of both internal and external search results. The short description is also key in helping customers compare sizing options of multiple items from a product results page. You cannot use any other third party trademarks for which you do not have rights to use in the product description.

DELI SPECIALTY CURED MEATS	PRODUCT NAME (MAX 45-60 CHARACTERS)
	**Brand + {Dietary Need/Special Feature/Flavour} + Item Type** Our Finest Gluten Free Serrano-Style Jamon Santa Lucia Prosciutto
	SHORT DESCRIPTION (MAX 30 CHARACTERS)
	sell quantity 450 g 4 x 50 g, 200 g
	PRODUCT DESCRIPTION (MIN 100 CHARACTERS)
	The product description references distinguishing features and key uses of the product. Be sure to use the full product name once in the product description for clarity and better SEO value. Do not overuse the full product name or brand name in the description. Imported from Austria, this Heigl Speck was made using a traditional recipe and smoking method that imparts a mild, juniper flavour in every bite.
	PRODUCT FEATURES (MAX 350 CHARACTERS)
	List special features that differentiate this product from other similar products. If there are no special features, leave blank. Start each point with a "•" and use separate lines for each point. • Flavoured with real maple syrup • Gluten free • Double smoked
	INGREDIENTS

Last Updated: February 2021

	Include full ingredients list and allergy declarations as required on packaging. If item does not require ingredients and/or allergen declaration, only include product name in ingredients area. Use sentence case. If UPC of item is Certified and Published in GS1 Canada, GS1 information will override what's in Content Portal when product is published onto the website. See PART 3. Glucose, cashews (contains canola oil), granola (whole rolled oats, wheat flakes, glucose, sugar, canola oil, honey. May Contain: Other tree nuts. Contains: milk, soy, wheat, oats. May contain: eggs.

Image Elements:

The **Primary Image** (there is only one image that is used for both French and English experiences) is the image that appears on the shelf, and is the large image on the Product Information Page (PIP). The **Secondary Image** is the image that appears after the primary image. Grocery imagery should have high appetite appeal. The Primary imagery should be photographed in a consistent manner according to the food type. Communicating product freshness and quality is the highest priority.

- All image file naming conventions must follow the format as identified in the Content Portal, especially when suffixes such as "_1" are required.
- All images must be in focus, professionally lit and photographed.
- The product should be featured on a seamless white background (255/255/255 RGB). Products photographed on white backdrop will likely still need a clipping mask or additional post production work to create a seamless white background.
- Images should appear clear (and not pixelated) on a standard desktop device on the PIP.
- Pixel standard: Minimum 750x750; Maximum 2000x2000; 300 dpi.
- Minimize reflections on plastic and foil packaging especially when critical to view the product.
- No retail prices or unit prices should be legible on the product.
- Labelling that do not convey additional features or benefits should be removed.

Further Instructions for the Primary Image

- The secondary image can be used as the primary image if the primary image cannot be sourced. Walmart Canada is currently building a resource for suppliers to follow the primary image standards using a third party photography agency. More information will be available at a later date.

Cropping and Spacing for Primary Image

- Primary image is a composite of two components; the packaging on the lower left hand corner that is featured as the secondary image; and the lifestyle component as the focal point.
- The packaging should take up the lowest third of the entire image, on the left side.
- The front corner of cutting board in the lifestyle component should extend into the lower third of the image, towards the right side. All other corners of the cutting board are not required to be visible in the image, and can be cropped out.
- Styling elements can be bleed into edges of the images, but no part of the product should be cropped out of the image.

Styling and Flavour Cues for Lifestyle Component of the Primary Image

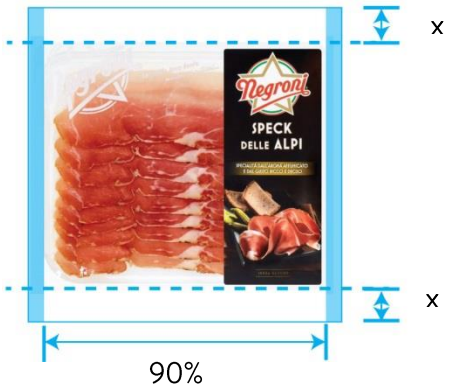
- If the product is sold as a single unit ("Your Fresh Market Extra Spicy Longaniza"), only one should be shown.
- If there are multiple units sold in one package ("Our Finest Prosciutto"), the image should have multiples of the product, in quantities that most reflect the amount being sold.
- Products should be styled on mid-toned, neutral coloured, finished, unglazed cutting boards (wood, marble, slate).
- Flavour cues such as herbs, seasoning and spices should match type of product. Flavour cues should vary for similar products to improve product identification.
- The cutting boards should be angled, with the front corner fully visible in the final image.
- Soft lighting with no harsh shadows, ensuring texture of meat is neither over exposed nor under exposed on all visible sides of meat.

Packaging Component of the Primary Image

- Packaging image should be on bottom left hand corner, with no visible clear wrapping. Use secondary image as packaging image. Neutral shadowing at bottom of packaging image is not required.

Secondary Image

- The secondary image can be used as the primary image if the primary image cannot be sourced. Walmart Canada is currently building a resource for suppliers to follow the primary image standards using a third party photography agency. More information will be available at a later date.
- Packaging image featured on the Primary Image, on white.
- Horizontal products should cover at least 90% of the horizontal visual space. Vertically, the product should be visually centered in the image.
- Vertical products should cover at least 90% of the vertical visual space.

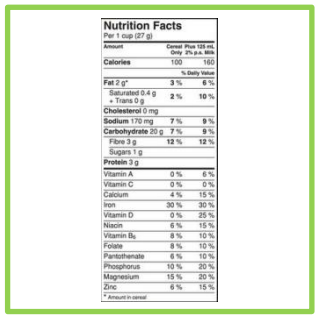


Optional Additional Images

- Additional out-of-pack images, lifestyle images and different views of the packaged product may be provided here to provide additional information to customers. Image standards listed above apply to all additional images.

Nutritional Facts Tables (NFT) Images

- Nutritional labels are not required for products that are not legally required to have them. If bilingual NFTs are not available, a separate NFT English, and NFT French must be uploaded. NFTs should be uploaded into the image upload area in the Portal using the file naming convention provided in the Portal. **Starting April 2019, supplies will see a separate section to upload NFT images during the content enrichment process, and the file naming convention is DIFFERENT from the convention required for primary and secondary images. Follow directions in the Portal.**



Last Updated: February 2021

PART 12: Content Standards for Deli Specialty Cheeses (Charcuterie)

What products should use this standard?

Deli Specialty Cheeses
National branded, private branded specialty cheeses normally associated with charcuterie presentations (Brie, aged cheddar, Camembert, Oka, aged Gouda, Gruyere, etc.).

Does not include sandwich slice cheeses. For sandwich slice cheeses, use PART 14.

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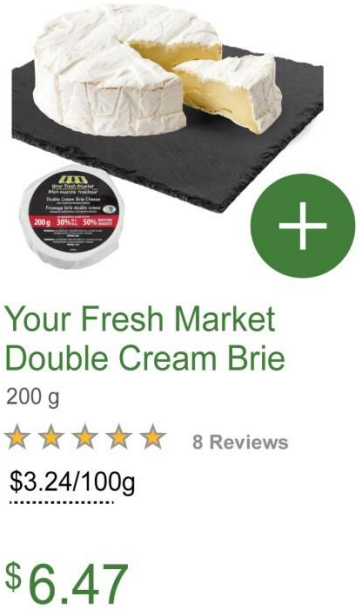
Last Updated: February 2021

Text Elements:

Well-written product descriptions and features create excitement about your product and provide the customer confidence in their purchase decision. The product name is an important feature and allows customers to recognize and associate with your product; and is extremely important for the success of both internal and external search results. The short description is also key in helping customers compare sizing options of multiple items from a product results page. You cannot use any other third party trademarks for which you do not have rights to use in the product description.

DELI SPECIALTY CHEESES	PRODUCT NAME (MAX 45-60 CHARACTERS)
	**Brand + {Dietary Need/Special Feature/Flavour} + Item Type** Our Finest Triple Cream Brie The Cheese House Cranberry Goat's Cheese Log
	SHORT DESCRIPTION (MAX 30 CHARACTERS)
	sell quantity 450 g 4 x 50 g, 200 g
	PRODUCT DESCRIPTION (MAX 350 CHARACTERS)
	The product description references distinguishing features and key uses of the product. Be sure to use the full product name once in the product description for clarity and better SEO value. Do not overuse the full product name or brand name in the description. This St Pierre Augustin Soft Rind Cheese is made and aged in the Charlevoix region in Quebec, using methods that date back to the early 1600s. Its deep, woodsy flavour and soft, smooth texture is punctuated by a nutty, soft rind.
	PRODUCT FEATURES (MIN 100 CHARACTERS)
	List special features that differentiate this product from other similar products. If there are no special features, leave blank. Start each point with a "•" and use separate lines for each point. • Aged three years • Semi-soft • Double smoked
	INGREDIENTS

Last Updated: February 2021

	Include full ingredients list and allergy declarations as required on packaging. If item does not require ingredients and/or allergen declaration, only include product name in ingredients area. Use sentence case. If UPC of item is Certified and Published in GS1 Canada, GS1 information will override what's in Content Portal when product is published onto the website. See PART 3. Glucose, cashews (contains canola oil), granola (whole rolled oats, wheat flakes, glucose, sugar, canola oil, honey. May Contain: Other tree nuts. Contains: milk, soy, wheat, oats. May contain: eggs.

Image Elements:

The **Primary Image** (there is only one image that is used for both French and English experiences) is the image that appears on the shelf, and is the large image on the Product Information Page (PIP). The **Secondary Image** is the image that appears after the primary image. Grocery imagery should have high appetite appeal. The Primary imagery should be photographed in a consistent manner according to the food type. Communicating product freshness and quality is the highest priority.

- All image file naming conventions must follow the format as identified in the Content Portal, especially when suffixes such as "_1" are required.
- All images must be in focus, professionally lit and photographed.
- The product should be featured on a seamless white background (255/255/255 RGB). Products photographed on white backdrop will likely still need a clipping mask or additional post production work to create a seamless white background.
- Images should appear clear (and not pixelated) on a standard desktop device on the PIP.
- Pixel standard: Minimum 750x750; Maximum 2000x2000; 300 dpi.
- Minimize reflections on plastic and foil packaging especially when critical to view the product.
- No retail prices or unit prices should be legible on the product.
- Labelling that do not convey additional features or benefits should be removed.

Further Instructions for the Primary Image

- The secondary image can be used as the primary image if the primary image cannot be sourced. Walmart Canada is currently building a resource for suppliers to follow the primary image standards using a third party photography agency. More information will be available at a later date.

Cropping and Spacing for Primary Image

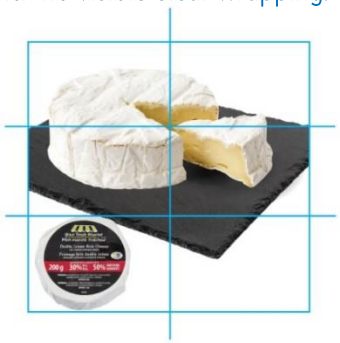
- Primary image is a composite of two components; the packaging on the lower left hand corner that is featured as the secondary image; and the lifestyle component as the focal point.
- The packaging should take up the lowest third of the entire image, on the left side.
- The front corner of cutting board in the lifestyle component should extend into the lower third of the image, towards the right side. All other corners of the cutting board are not required to be visible in the image, and can be cropped out.
- Styling elements can be bleed into edges of the images, but no part of the product should be cropped out of the image.

Styling and Flavour Cues for Lifestyle Component of the Primary Image

- If the product is sold as a single unit ("Your Fresh Market Brie"), only one should be shown.
- If there are multiple units sold in one package, the image should have multiples of the product, in quantities that most reflect the amount being sold.
- Cheese products should be styled on dark grey slate or dark grey marble cutting boards.
- Flavour cues such as herbs, seasoning and spices should match type of product. Flavour cues should vary for similar products to improve product identification.
- The cutting boards should be angled, with the front corner fully visible in the final image.
- Soft lighting with no harsh shadows, ensuring texture of cheese is neither over exposed nor under exposed on all visible sides of the product.
- Cheese wheels and logs that have a very different appearance in the inside of the product should be cut open.

Packaging Component of the Primary Image

- Packaging image should be on bottom left hand corner, with no visible clear wrapping. Use secondary image as packaging image. Neutral shadowing at bottom of packaging image is not required.



Last Updated: February 2021

Secondary Image

- The secondary image can be used as the primary image if the primary image cannot be sourced. Walmart Canada is currently building a resource for suppliers to follow the primary image standards using a third party photography agency. More information will be available at a later date.
- Packaging image featured on the Primary Image, on white.
- Horizontal products should cover at least 90% of the horizontal visual space. Vertically, the product should be visually centered in the image.
- Vertical products should cover at least 90% of the vertical visual space.

Optional Additional Images

- Additional out-of-pack images, lifestyle images and different views of the packaged product may be provided here to provide additional information to customers. Image standards listed above apply to all additional images.

Nutritional Facts Tables (NFT) Images

- Nutritional labels are not required for products that are not legally required to have them. If bilingual NFTs are not available, a separate NFT English, and NFT French must be uploaded. NFTs should be uploaded into the image upload area in the Portal using the file naming convention provided in the Portal. **Starting April 2019, supplies will see a separate section to upload NFT images during the content enrichment process, and the file naming convention is DIFFERENT from the convention required for primary and secondary images. Follow directions in the Portal.**

Nutrition Facts
Per 1 cup (27 g)

Amount	Cereal Only	Plus 125 mL 2% p.a. Milk
Calories	100	160
	% Daily Value	
Fat 2 g*	3 %	6 %
Saturated 0.4 g + Trans 0 g	2 %	10 %
Cholesterol 0 mg		
Sodium 170 mg	7 %	9 %
Carbohydrate 20 g	7 %	9 %
Fibre 3 g	12 %	12 %
Sugars 1 g		
Protein 3 g		
Vitamin A	0 %	6 %
Vitamin C	0 %	0 %
Calcium	4 %	15 %
Iron	30 %	30 %
Vitamin D	0 %	25 %
Niacin	6 %	15 %
Vitamin B_6	8 %	10 %
Folate	8 %	10 %
Pantothenate	6 %	10 %
Phosphorus	10 %	20 %
Magnesium	15 %	20 %
Zinc	6 %	15 %

* Amount in cereal

Nutrition Facts
Valeur nutritive
Per 355 mL / par 355 mL

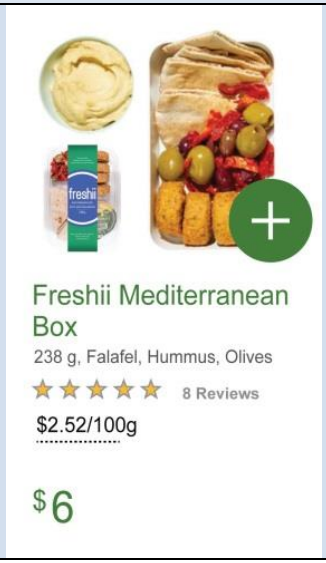
Amount / Teneur	% Daily Value / % valeur quotidienne
Calories / Calories 140	
Fat / Lipides 0 g	0 %
Sodium / Sodium 65 mg	3 %
Carbohydrate / Glucides 38 g	13 %
Sugars / Sucres 38 g	
Protein / Protéines 0 g	

Not a significant source of saturated fat, trans fat, cholesterol, fibre, vitamin A, vitamin C, calcium or iron.

Source négligeable de lipides saturés, lipides trans, cholestérol, fibres, vitamine A, vitamine C, calcium et fer.

Last Updated: February 2021

PART 13: Content Standards for Deli Fresh Prepared Meals (Sandwiches, Wraps and Sushi)

What products should use this standard?	
Deli Fresh Prepared Meals Fresh, national branded, private branded daily-prepared sandwiches, wraps, salad bowls, bento boxes, sushi from the home meal replacement selection in stores. For other deli meals, use PART 14.	

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Last Updated: February 2021

Text Elements:

Well-written product descriptions and features create excitement about your product and provide the customer confidence in their purchase decision. The product name is an important feature and allows customers to recognize and associate with your product; and is extremely important for the success of both internal and external search results. The short description is also key in helping customers compare sizing options of multiple items from a product results page. You cannot use any other third party trademarks for which you do not have rights to use in the product description.

DELI FRESH MEALS	PRODUCT NAME (MAX 45-60 CHARACTERS)
 Freshii Mediterranean Box 238 g, Falafel, Hummus, Olives ★★★★★ 8 Reviews $2.52/100g $6	**Brand + {Dietary Need/Special Feature} + Item Type + {, Additional Variant}** Angie's Kitchen Organic Asian Chicken Salad Your Fresh Market Beef Wrap, Whole Wheat Fresh Brand Salmon Avocado Maki **SHORT DESCRIPTION (MAX 30 CHARACTERS)** **sell quantity {.Top 3 Key Components that are not already dominant in product name}** 450 g, Avocado, Asiago, Romaine 200 g, Spelt, Kale, Feta 350 g, Panko, Spicy Mayo **PRODUCT DESCRIPTION (MIN 100 CHARACTERS)** **The product description references distinguishing features and key uses of the product. Be sure to use the full product name once in the product description for clarity and better SEO value. Do not overuse the full product name or brand name in the description.** The Your Fresh Market Beef Wrap features marinated grilled steak, parsley butter, romaine lettuce, chopped tomatoes, chopped potato salad, corn and ranch dressing. Wrapped in a whole wheat soft tortilla and grilled to perfection. **PRODUCT FEATURES (MAX 350 CHARACTERS)**

Last Updated: February 2021

	List special features that differentiate this product from other similar products. If there are no special features, leave blank. Start each point with a "•" and use separate lines for each point. • Gluten free and vegan friendly • Shaved parmesan • Double smoked bacon
	INGREDIENTS
	Include full ingredients list and allergy declarations as required on packaging. If item does not require ingredients and/or allergen declaration, only include product name in ingredients area. Use sentence case. <u>If UPC of item is Certified and Published in GS1 Canada, GS1 information will override what's in Content Portal when product is published onto the website. See PART 3.</u> Glucose, cashews (contains canola oil), granola (whole rolled oats, wheat flakes, glucose, sugar, canola oil, honey. May Contain: Other tree nuts. Contains: milk, soy, wheat, oats. May contain: eggs.

Image Elements:

The **Primary Image** (there is only one image that is used for both French and English experiences) is the image that appears on the shelf, and is the large image on the Product Information Page (PIP). The **Secondary Image** is the image that appears after the primary image. Grocery imagery should have high appetite appeal. The Primary imagery should be photographed in a consistent manner according to the food type. Communicating product freshness and quality is the highest priority.

- All image file naming conventions must follow the format as identified in the Content Portal, especially when suffixes such as "_1" are required.
- All images must be in focus, professionally lit and photographed.
- The product should be featured on a seamless white background (255/255/255 RGB). Products photographed on white backdrop will likely still need a clipping mask or additional post production work to create a seamless white background.
- Images should appear clear (and not pixelated) on a standard desktop device on the PIP.
- Pixel standard: Minimum 750x750; Maximum 2000x2000; 300 dpi.

- Minimize reflections on plastic and foil packaging especially when critical to view the product.
- No retail prices or unit prices should be legible on the product.
- Labelling that do not convey additional features or benefits should be removed.

Further Instructions for the Primary Image

- The secondary image can be used as the primary image if the primary image cannot be sourced. Walmart Canada is currently building a resource for suppliers to follow the primary image standards using a third party photography agency. More information will be available at a later date.

Cropping and Spacing for Primary Image

- Primary image is a composite of two components; the packaging on the lower left hand corner that is featured as the secondary image; and the lifestyle component as the focal point.
- The packaging should take up the lowest third of the entire image, on the left side.
- The front corner of cutting board in the lifestyle component should extend into the lower third of the image, towards the right side. All other corners of the cutting board are not required to be visible in the image, and can be cropped out.
- Styling elements can be bleed into edges of the images, but no part of the product should be cropped out of the image.

Styling and Flavour Cues for Lifestyle Component of the Primary Image

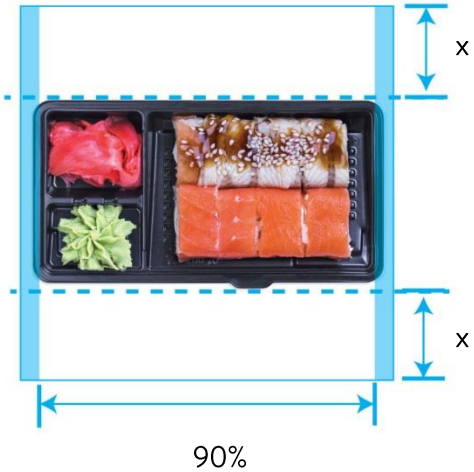
- If the product is sold as a single unit ("Your Fresh Market Chicken Kale Salad"), only one should be shown.
- If there are multiple units sold in one package, the image should have multiples of the product, in quantities that most reflect the amount being sold.
- Products should be featured on neutral coloured serving plates, bowls, etc. with minimal adornments.
- Flavour cues such as herbs, seasoning and spices should match type of product. Flavour cues should vary for similar products to improve product identification.
- Soft lighting with no harsh shadows, ensuring product is neither over exposed nor under exposed on all visible sides of the product.
- Cross sections of wraps and sandwiches are required.

Packaging Component of the Primary Image

- Packaging image should be on bottom left hand corner, with no visible clear wrapping. Use secondary image as packaging image. Neutral shadowing at bottom of packaging image is not required.

Secondary Image

- The secondary image can be used as the primary image if the primary image cannot be sourced. Walmart Canada is currently building a resource for suppliers to follow the primary image standards using a third party photography agency. More information will be available at a later date.
- Packaging image featured on the Primary Image, on white.
- Horizontal products should cover at least 90% of the horizontal visual space. Vertically, the product should be visually centered in the image.
- Vertical products should cover at least 90% of the vertical visual space.



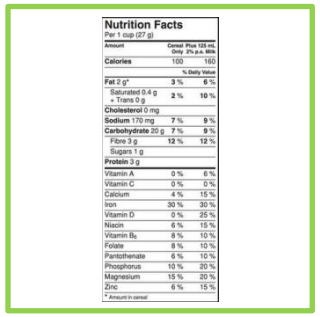
Last Updated: February 2021

Optional Additional Images

- Additional out-of-pack images, lifestyle images and different views of the packaged product may be provided here to provide additional information to customers. Image standards listed above apply to all additional images.

Nutritional Facts Tables (NFT) Images

- Nutritional labels are not required for products that are not legally required to have them. If bilingual NFTs are not available, a separate NFT English, and NFT French must be uploaded. NFTs should be uploaded into the image upload area in the Portal using the file naming convention provided in the Portal. **Starting April 2019, supplies will see a separate section to upload NFT images during the content enrichment process, and the file naming convention is DIFFERENT from the convention required for primary and secondary images. Follow directions in the Portal.**



Nutrition Facts		
Per 1 cup (27 g)		
Amount	Cereal Only	Plus 125 mL 2% p.a. Milk
Calories	100	160
	% Daily Value	
Fat 2 g*	3 %	6 %
Saturated 0.4 g + Trans 0 g	2 %	10 %
Cholesterol 0 mg		
Sodium 170 mg	7 %	9 %
Carbohydrate 20 g	7 %	9 %
Fibre 3 g	12 %	12 %
Sugars 1 g		
Protein 3 g		
Vitamin A	0 %	6 %
Vitamin C	0 %	0 %
Calcium	4 %	15 %
Iron	30 %	30 %
Vitamin D	0 %	25 %
Niacin	6 %	15 %
Vitamin B_6	8 %	10 %
Folate	8 %	10 %
Pantothenate	6 %	10 %
Phosphorus	10 %	20 %
Magnesium	15 %	20 %
Zinc	6 %	15 %

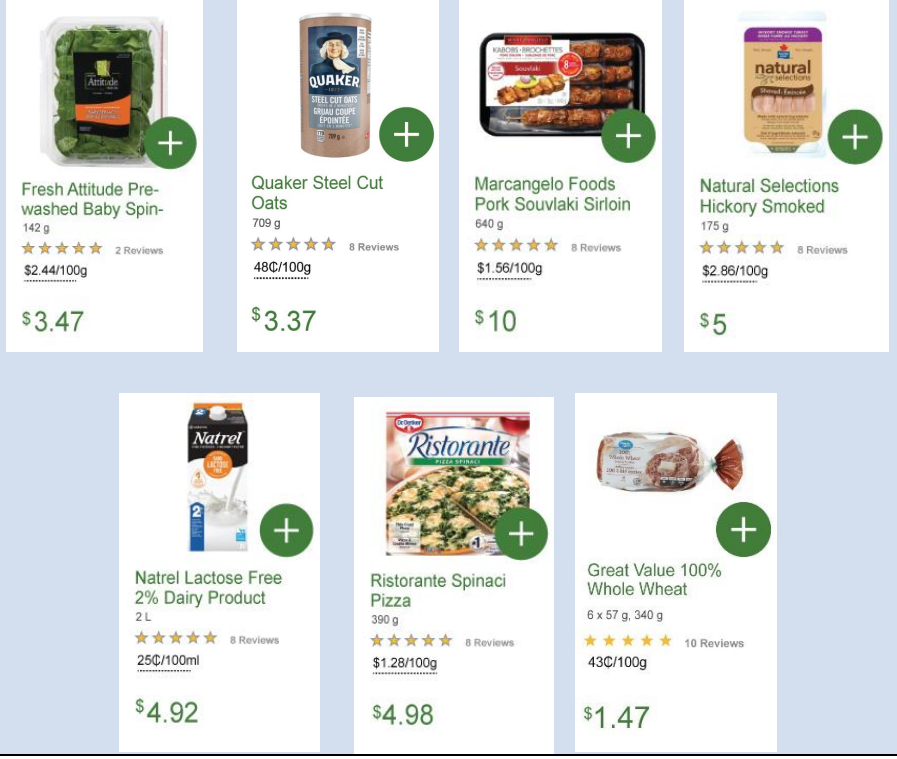
* Amount in cereal

Nutrition Facts Valeur nutritive	
Per 355 mL / par 355 mL	
Amount **Teneur**	**% Daily Value** **% valeur quotidienne**
Calories / Calories 140	
Fat / Lipides 0 g	0 %
Sodium / Sodium 65 mg	3 %
Carbohydrate / Glucides 38 g	13 %
Sugars / Sucres 38 g	
Protein / Protéines 0 g	
Not a significant source of saturated fat, trans fat, cholesterol, fibre, vitamin A, vitamin C, calcium or iron.	
Source négligeable de lipides saturés, lipides trans, cholestérol, fibres, vitamine A, vitamine C, calcium et fer.	

PART 14: Content Standards for Products not covered in PARTS 5-13

What products should use this standard?

- Branded unweighted produce
- Shelf stable grocery
- Fresh marinated meats
- Deli sandwich meats and cheeses
- Bacon and hot dogs
- Dairy and eggs
- Frozen products
- Commercial bread
- Deli meals and home meal replacement



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Text Elements:

Well-written product descriptions and features create excitement about your product and provide the customer confidence in their purchase decision. The product name is an important feature and allows customers to recognize and associate with your product; and is extremely important for the success of both internal and external search results. The short description is also key in helping customers compare sizing options of multiple items from a product results page. You cannot use any other third party trademarks for which you do not have rights to use in the product description.

ALL PART 14	PRODUCT NAME (MAX 45-60 CHARACTERS)
 Quaker Steel Cut Oats 709 g 8 Reviews 48¢/100g $3.37	**Brand + {Dietary Need/Special Feature/Flavour} + Item Type + {, Endorsing Brand}** Great Value Whole Wheat Rotini Great Value Organic Free Run Brown Eggs Lay's Wavy Salt & Vinegar Potato Chips Natural Selections Hickory Smoked Turkey, Shaved, Maple Leaf
	SHORT DESCRIPTION (MAX 30 CHARACTERS)
	sell quantity 450 g 4 x 50 g, 200 g 125 ml 4 L
	PRODUCT DESCRIPTION (MIN 100 CHARACTERS)
	The product description references distinguishing features and key uses of the product. Be sure to use the full product name once in the product description for clarity and better SEO value. Do not overuse the full product name or brand name in the description. **If the product has thawing and/or cooking instructions, include as a second part of the product description. Abbreviated version of the thawing and/or cooking instructions are allowed as long as verbiage "see full details on packaging." Is included at the end of the instructions.** Tasty and convenient, Great Value Thin & Crispy 4-Cheese Pizza is a wonderful option for a quick and easy pizza night any day of the week.

Last Updated: February 2021

	Stock your freezer with this delicious deal featuring a combination of Romano, Mozzarella, Parmesan and Asiago cheeses. Cook from frozen. Preheat oven to 400°F (205°C).
	PRODUCT FEATURES (MAX 350 CHARACTERS)
	Special feature that differentiates this product from other similar products. If there are no special features, leave blank. Start each point with a "•" and use separate lines for each point. • Flavoured with real maple syrup • Gluten free • Includes dipping sauce
	INGREDIENTS
	Include full ingredients list and allergy declarations as required on packaging. If item does not require ingredients and/or allergen declaration, only include product name in ingredients area. Use sentence case. <u>If UPC of item is Certified and Published in GS1 Canada, GS1 information will override what's in Content Portal when product is published onto the website. See PART 3.</u> Glucose, cashews (contains canola oil), granola (whole rolled oats, wheat flakes, glucose, sugar, canola oil, honey. May Contain: Other tree nuts. Contains: milk, soy, wheat, oats. May contain: eggs.

Image Elements:

The **Primary Image** (there is only one image that is used for both French and English experiences) is the image that appears on the shelf, and is the large image on the Product Information Page (PIP). The **Secondary Image** is the image that appears after the primary image. Grocery imagery should have high appetite appeal. The Primary imagery should be photographed in a consistent manner according to the food type. Communicating product freshness and quality is the highest priority.

- All images must be in focus, professionally lit and photographed.
- If the product is sold as a single unit ("Your Fresh Market Chocolate Bundt Cake"), only one should be shown.
- The product should be featured on a seamless white background (255/255/255 RGB). Products photographed on white backdrop will likely still need a clipping mask or additional post production work to create a seamless white background

- Images should appear clear (and not pixelated) on a standard desktop device on the PIP.
- Pixel standard: Minimum 750x750; Maximum 2000x2000; 300 dpi.
- Minimize reflections on plastic and foil packaging especially when critical to view the product.
- No retail prices or unit prices should be legible on the product.

Further Instructions for the Primary Image

- Packaging image featured as the primary Image, on white.
- Reflection from plastic and metallic packaging should be reduced. Contrast of product may need to be adjusted to improve appearance of product.
- Primary image should always be a direct front view of the physical product (Do not rotate product)
- Horizontal products (soda cracker boxes) should cover at least 90% of the horizontal visual space. Vertically, the product should be visually centered in the image.
- Vertical products (most cereals) should cover at least 90% of the vertical visual space.

Acceptable primary images:

Last Updated: February 2021

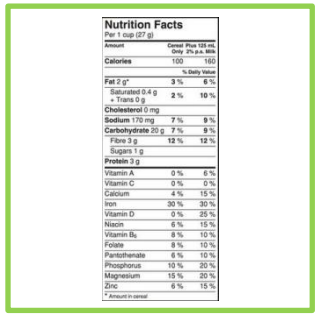
NOT acceptable primary images:

Optional Additional Images

- Additional out-of-pack images, lifestyle images and different views of the packaged product may be provided here to provide additional information to customers. Image standards listed above apply to all additional images.

Nutritional Facts Tables (NFT) Images

- Nutritional labels are not required for products that are not legally required to have them. If bilingual NFTs are not available, a separate NFT English, and NFT French must be uploaded. NFTs should be uploaded into the image upload area in the Portal using the file naming convention provided in the Portal. **Starting April 2019, supplies will see a separate section to upload NFT images during the content enrichment process, and the file naming convention is DIFFERENT from the convention required for primary and secondary images. Follow directions in the Portal.**



Nutrition Facts
Per 1 cup (27 g)

Amount	Cereal	Plus 125 mL Only 2% p.a. Milk
Calories	100	160
	% Daily Value	
Fat 2 g*	3 %	6 %
Saturated 0.4 g + Trans 0 g	2 %	10 %
Cholesterol 0 mg		
Sodium 170 mg	7 %	9 %
Carbohydrate 20 g	7 %	9 %
Fibre 3 g	13 %	12 %
Sugars 1 g		
Protein 3 g		
Vitamin A	0 %	6 %
Vitamin C	0 %	0 %
Calcium	4 %	15 %
Iron	30 %	30 %
Vitamin D	0 %	25 %
Niacin	6 %	15 %
Vitamin B_6	8 %	10 %
Folate	8 %	10 %
Pantothenate	6 %	10 %
Phosphorus	10 %	20 %
Magnesium	15 %	20 %
Zinc	6 %	15 %

* Amount in cereal

Nutrition Facts
Valeur nutritive
Per 355 mL / par 355 mL

Amount / Teneur	% Daily Value / % valeur quotidienne
Calories / Calories 140	
Fat / Lipides 0 g	0 %
Sodium / Sodium 65 mg	3 %
Carbohydrate / Glucides 38 g	13 %
Sugars / Sucres 38 g	
Protein / Protéines 0 g	

Not a significant source of saturated fat, trans fat, cholesterol, fibre, vitamin A, vitamin C, calcium or iron.

Source négligeable de lipides saturés, lipides trans, cholestérol, fibres, vitamine A, vitamine C, calcium et fer.

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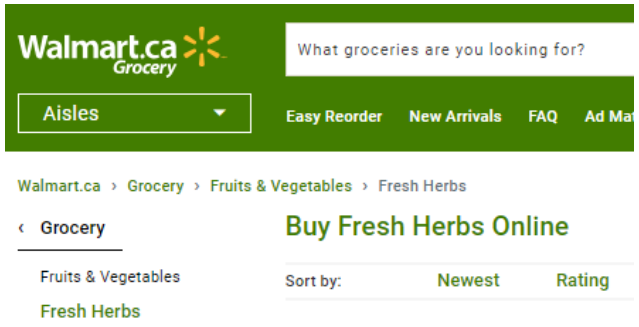
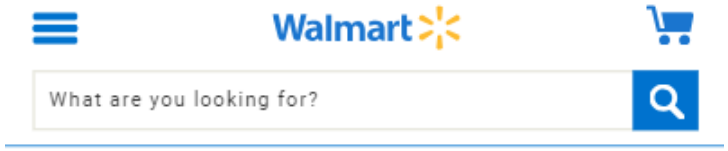
PART 14: Assigning Web Categories

Web Categories are the front end taxonomy (hierarchy) in which the products reside. An example would be the Fresh Herbs node, which resides under Fruits & Vegetables, and in our Grocery experience:



Walmart.ca has **two** experiences, each with its own set of Web Categories:

1. **Blue Banner (a.k.a. GM hierarchy)** – for **ONLY** shelf-stable products available in our GM experience. This experience can be viewed at www.walmart.ca

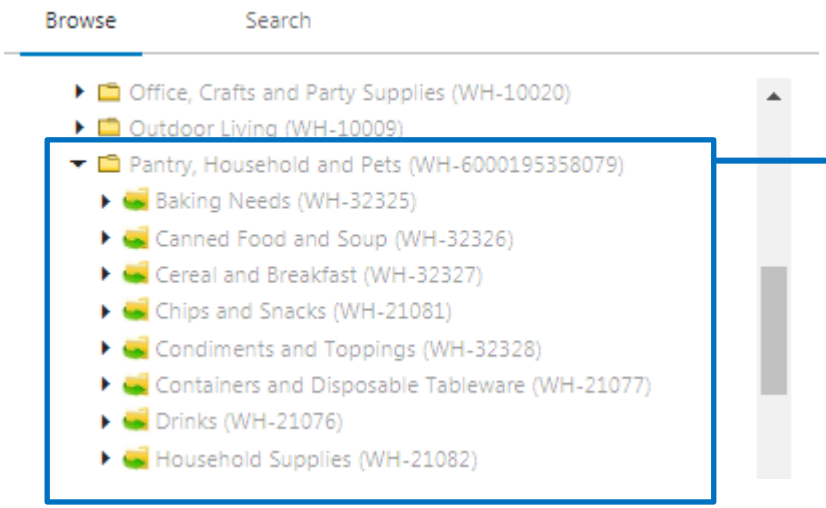


2. **Green Banner (a.k.a. Pick Up GHS "Grocery Home Shopping" hierarchy)** – for all products available in our in-store pick up and grocery delivery experiences. Products can be **EITHER** shelf stable **OR** perishable. This experience can be viewed at www.walmart.ca/en/grocery

In the Portal, Walmart pre-designates which experience a supplier has access to:

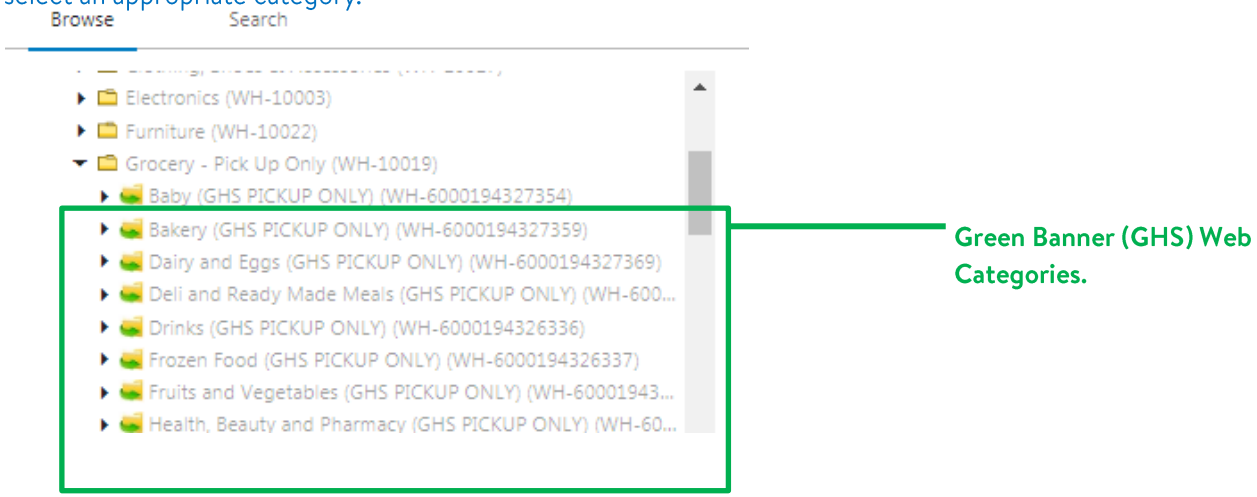
Product Type	Experiences	Supplier Action
Fresh/refrigerated/frozen/perishable food 	**Green Banner**	Select at least one Green Banner Web Category during content enrichment from these locations: Web Category> WM Web hierarchy (WM Web Hierarchy)> Grocery – Pick Up Only (WH-10019)
Non-perishable food 	**Green Banner <u>AND</u> Blue Banner**	Must select at least one Web Category from **Blue Banner <u>and</u> at least one Web Category** from **Green Banner** during content enrichment from these locations: Web Category> WM Web hierarchy (WM Web Hierarchy)> Pantry, Household and Pets (WH-6000195358079) Web Category> WM Web hierarchy (WM Web Hierarchy)> Grocery – Pick Up Only (WH-10019)

To access the **Blue Banner** Web Categories during content enrichment in the Content Portal, go to "Web Category", click "+" button and look for "Pantry, Household and Pets (WH-6000195358079)" and select an appropriate category.



Blue Banner (GM) Web Categories

To access the **Green Banner** Web Categories during content enrichment, go to "Web Category", click "+" button and look for "Pantry, Household and Pets (WH-6000195358079)" and select an appropriate category.



Below is an example of a non-perishable box of cookies that appears in **both** GHS and GM experiences. When content is being updated for approved items, suppliers may see one, or both Web Categories for each product. Suppliers can ONLY maintain the White Banner (GM) Web Category

Below is an example of a refrigerated stick of butter that **only** appears in the GHS experience.

Most suppliers should see both Green Banner and Blue Banner web categories. If a supplier appears to be missing access to web categories that they require, they should contact **onlinecontenttemplates@walmart.com** to amend access.

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PART 15: Case Pack Standards

The following standards are additional to the standard for the above grocery.

What is a Case Pack?

A Case Pack is a product sold to customers which is made up of several **regular-sized products that were originally intended to be sold separately**. It is often shipped with additional packaging (shrink wrapped, in a corrugated tray, etc.) and marked to be sold together. The Case Pack must be made up of the same, or very similar products. It is sometimes called a multi-pack, and it should not be confused with bonus offers of additional quantities; or a large quantity of trial/small sized products.

These are Case Packs

These are NOT Case Packs

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Case Pack Content Additional Requirements

Pack is a product Suppliers must follow standards in this content guide to ensure shelf pages and product information pages are optimized for customer experience and search. Below are additional standards for Case Packs.

Primary Image should show Case Pack and Individual

Aylmer Cream of Mushroom Condensed Soup

"Case Pack" at the end of the Product Name (not visible in this instance on the shelf page)

Case Pack: 24 x 284 mL

"Case Pack:" # Units x Quantity per Unit

☆☆☆☆☆ 0 Reviews

$14

20c/100 mL

Appropriate Unit of Measure (Unit must be consistent with single item so customer can compare value)

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PART 16: Mobile Ready "Hero" Images

What is a mobile ready "hero" image?

A mobile ready "hero" image is a primary image that has been optimized for easy viewing on mobile experiences. This means that packaging text is typically enlarged, and images are manipulated to make the item more easy to identify for customers using a phone or tablet, where screen sizes are smaller. A mobile ready image should enhance clarity of the following pieces of content:

1. **Who** is the brand?
2. **What** is the product?
3. **Which** variety is it?
4. **How** much of it is there?

Example from the University of Cambridge

Some suppliers have chosen to implement mobile ready "hero" images in an effort to optimize the mobile device shopping experience. These images are not required but data shows that these images **increase conversion rates** and **improve sales**, we encourage the use of these images where applicable. However, there are several considerations that must be made:

- Mobile ready hero images must follow the current inclusive design toolkit as provided by the University of Cambridge: **http://ecommerce.inclusivedesigntoolkit.com/**
- All hero images must be completely bilingual, including both English and French in one image. Any packaging text should be bilingual.
- In the current online grocery experience, there are icons like our stock-up button, rollback/clearance badges, multi-save badges, and ingredient lists that can all potentially obscure item information in the primary image. These icons may appear at any time in the selling period, even if they are not present at the time the content is published on an item.
- Horizontal banners or strips of text are not permitted. Floating text is not permitted to be displayed off the item (text needs to be on the product itself and not floating beside it – exceptions made to quantity of product).

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What does a good mobile ready hero image look like?

A good mobile ready image contains the following:

- ☑ Has a clear brand name
- ☑ Clearly shows the product packaging
- ☑ Clearly communicates the variety
- ☑ Clearly shows the volume, size or count
- ☑ Is bilingual, including both English & French where applicable
- ☑ Focus on communicating the 4W's and exclude everything else

NOTE: The timing of transition from standard packaging images to hero images must be documented by the supplier; along with the unit sales impact before and after the change. Walmart.ca may request for this information at any time. Transition from one hero image format to another will require the same documentation as well. The content strategy team may request to switch all images back to standard packaging images, or to a specific hero image format, at any time.

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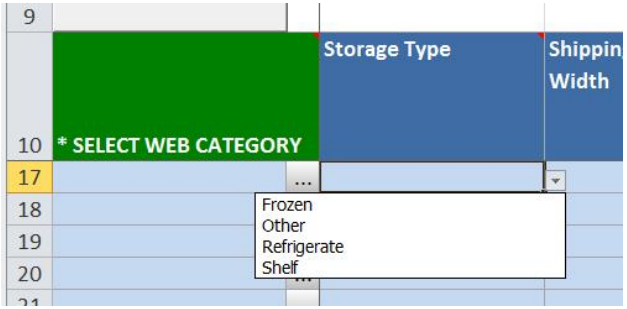
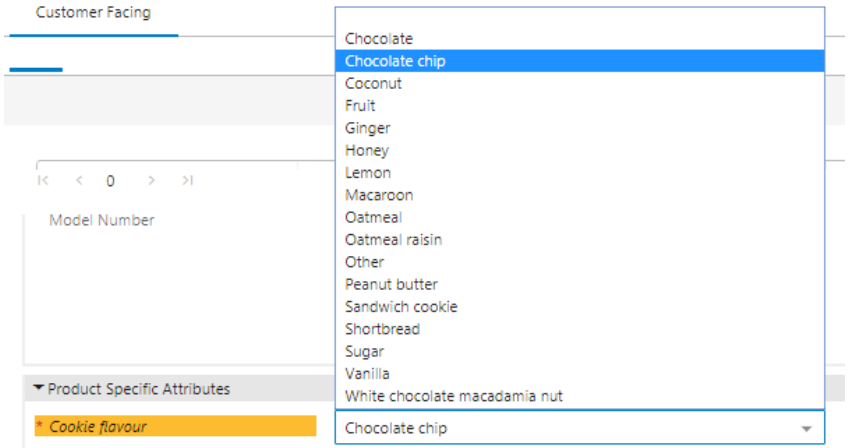
PART 17: Filling Out Attributes

When you visit a product information page (PIP) on Walmart.ca, the information about a product near the bottom of the page (under "Specifications") is a list of Attributes. Attributes can also be used as Filters on the left hand navigation on shelf pages to help customers sift through the assortment. Suppliers fill out attributes during the content enrichment phase in the Content Portal; and may be asked to maintain additional attributes throughout the life of the product on Walmart.ca. Attributes for each product should also be reviewed for accuracy regularly as formulations and features evolve. Whether the attribute is Mandatory or Optional, suppliers are expected to consider them carefully and fill them out completely and accurately. Common attributes in grocery include Storage Type, Flavour, and Product Type.

Storage Type Attribute with Values in Smart



Cookie Flavour Attribute with Values in Content Portal



Many attributes are managed so that suppliers can only select one value from a list; or multiple values from a list. Very few Attributes require open text answers where someone types in the value. If open text answers are required, the supplier may be requested to supply French translations.

Currently, Lifestyle & Dietary Needs attribute is only maintained through GS1 data and suppliers cannot update it in the Content Portal. The Ingredients is currently mapped to GS1 data for qualifying products. See PART 3 for details.

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PART 18: Search & Browse

Product content is one of the most important factors that helps Walmart.ca search algorithms identify relevant products corresponding to the search term queries made by customers. In addition to content, *Search and Browse* experiences are based on populating **defined attributes and values**. Values that are not completed during the item setup phase will not be optimized for search and will fail to appear when customers filter the results using refinement values in the left-hand navigation.

Definitions:

1. **Attribute:** A field that describes a feature, functionality, or style of an item.
2. **Values:** The differentiating information that defines a unique set of items for each attribute. Each attribute has a range of appropriate and acceptable values.

Improving search with key attributes

Attributes are a key factor that Walmart.ca uses to help our customers find the items they are looking for and thus **is the responsibility of our vendor partners** to populate where applicable. The keyword that users are likely to search with should be part of the content within one of the attributes. The key attributes that Walmart.ca search engine factors into for **online grocery** are:

Key Attributes	Instructions	Example Values
IDs	Properly fill out Walmart's Identification Numbers	SKU ID, WIN ID, Product ID, UPC Number
Product Name	Please refer to relevant standards for the item category	"Great Value Italian Style Beef Meatballs"
Category	Define the Web Category where your product will live in	Grocery > Frozen Food > Frozen Meat, Seafood & Alternatives > Frozen Beef
Attributes		
• Brand Name	Properly fill in the brand name and spell correctly	Great Value, Maple Leaf, Jane's, Mina Halal
• Product Type	If applicable, what type of item is this	Pork, Chicken, Beef, Turkey
• Flavour	If applicable, populate the main flavour of your product	BBQ, Teriyaki, Cajun, Cheddar
• International Foods	Is the item associated with a specific type of cuisine or cultural dish?	Caribbean, French, Filipino, Indian & South Asian, Mexican
• Franchise	Properly fill out the field if the item belongs to a franchise	Paw Patrol, Barbie, Marvel
• Character	Properly fill in character name if they belong to a franchise	Cinderella, Spider-Man, Iron Man
• Category Specific Attributes	Please complete any further details required, like 'cut' or 'format'	Meatballs, Burgers, Sausages
Short Description	Please refer to relevant standards for the item category	
Features and Specifications	Please refer to relevant standards for the item category	

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Product Description	Please refer to relevant standards for the item category	
Additional Information	Please refer to relevant standards for the item category	
The following are more applicable for items outside of food and consumables:		
• Colour	Descriptive color terms, this is an open list that will continue to expand	Teal, Cyan, Magenta, Beige
• Colour Family	Populate the main colour of your product	Black, White, Blue, Red, Green
• Size	Is the item intended for a certain size?	Small, Medium, Large
• Gender	Is the item intended for a certain gender?	Female, Male, Unisex
• Age	For which group is the item intended for?	Infant, Teen, Adult
• Seller	Properly fill in vendor name *(applicable to 3rd party marketplace sellers)*	Blue Whale, ABC DEALS INC

PART 19: Vendor Content Scorecards

Vendor partners should be receiving a weekly report providing them with an overall 'content score' of their provided e-commerce content. This scorecard will evaluate each SKU marked ***active*** in our portal against the below seven rules. Should an item's content break any of these rules, an infraction will occur. If every active item meets the below seven requirements, the content score will be 100%.

As a disclaimer, a content score of 100% means that the SKUs enriched are meeting the bare minimum standards for good content. At this time, the scorecard will not grade other important aspects of content discussed in the guide, such as image quality, image count, or the quality of descriptions provided. We ask that our vendor partners, to help ensure that customers receive the information to best support their purchasing decisions, review applicable standards within this guide.

The seven rules that the content scorecard grades all active SKUs against are:

1. Brand name must be populated.
2. Item must have an English short description populated and is under 30 characters.
3. Item must have a French short description populated and is under 30 characters.
4. Item's English product name and short description must be unique. Infraction occurs when product name and short description are identical within the listing.
5. Item's French product name and short description must be unique. Infraction occurs when product name and short description are identical within the listing.
6. Item's English description must be populated and greater than 100 characters.
7. Item's French description must be populated and greater than 100 characters.

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Still have questions?

Having trouble with the vendor portal?

Struggling to get your content onboarded?

Contact our online content support team at onlinecontentsupport@walmart.com

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