GS1 US Product Image Sharing Guidance for Retail Grocery & Foodservice

Created by the GS1 US Product Information, Images and Governance Workgroup

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Document Summary

Document Item	Value
Document Title	GS1 US Product Image Sharing Guidance for Retail Grocery & Foodservice
Date Last Modified	December 12, 2023
Document Description	The following guide provides situation-based best practices for image sharing in the US market. This guide should be treated as a supplement to the global image guideline only. It does not serve as a comprehensive guide. All technical image specifications should reference the GS1 Product Image Specification Standard.

1   Introduction

With trading partner and consumer demands for information rising, sharing product images can aid in the consumer's purchase decision and use of the product, help trading partners identify a product as it moves through the supply chain, and other objectives critical to the Retail Grocery and Foodservice industries.

Developed by the Joint Product Information, Images, and Governance Workgroup, the guide provides situation-based best practices for image sharing in the US market. Best practices involve utilizing GS1 image naming standards to allow for easier mapping to trading partner systems.

This guide should be treated as a supplement to the global image guideline only. It does not serve as a comprehensive guide. All technical image specifications should reference the GS1 Product Image Specification Standard.

✅ **NOTE:** *The industry best practices shared here should not be considered mandatory requirements. Refer to trading partner specifications for all decisions relevant to image sharing.*

2 Retail Grocery Image Objectives

When sharing product images for use in the Retail Grocery industry, there are several objectives that need to be achieved. The primary focus in this industry is consumer engagement and education to lead to point-of-sale transactions.

2.1 Objective 1: Identification

An Identification image is one that typically presents the product as the consumer would expect to recognize it. It may identify the brand, product type, size, etc. clearly within the image. The Identification image is often the primary image within the image set and could be in pack, out of pack or a mobile ready hero image, for example.

2.2 Objective 2: Marketing

A Marketing image tells the product's story. It may show the product out of package and in use, it may provide features and benefits, or it may provide the consumer with an emotional reaction related to the use of the product.

2.3 Objective 3: Logistical

A Logistical image identifies how a product will appear as it moves through the supply chain. This may include in-pack images, case images, etc.

2.4 Objective 4: Technical

A Technical image provides detailed information related to the product, including how to use the product, the nutritional composition of the product, or any other factual and relevant information to aid in the consumer's purchase decision and use of the product.

2.5   Glossary of Retail Grocery Images

Image Type	Image Example	Definition	Objective(s)
Primary		Primary images are images which can, on their own, represent the product in an e-commerce application. Angle may vary by trading partner specification, but image should be true representation of the product as purchased (i.e., multi-packs).	Identification
Mobile Ready Hero Image		The Mobile Ready Hero Image provides an optimized presentation of the product imagery for use on small screens. See the global standard for Mobile Ready Hero Image here.	Identification
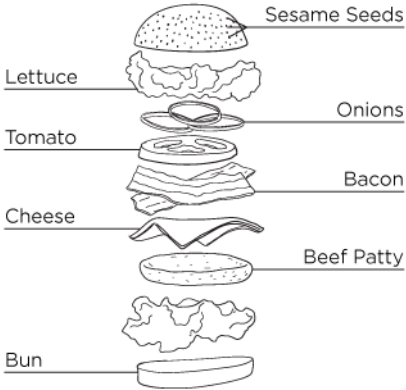
Image Type	Image Example	Definition	Objective(s)
Content/ Texture		The 'content/texture' image type shows images that depict the content or texture of a product. The image should be designed in such a way that the texture can be experienced by the end user.	Marketing
Detail/ Technology		A Detail (Technology) image is a photo, line art or other graphic representation of a specific product feature or characteristic. It is used to highlight that specific detail of an item.	Technical
Montage/ Composition		A Montage (composite) image is a composition of distinct elements included the packaging. These are images of all the components of the product and should only contain contents of the packaging that are included when selling the product.	Identification, Marketing
Application		The 'Application' image type is used to depict how the product itself is used. The image will include the product itself in use. The image is intended to transmit practical information on the application of the product to potential consumers.	Marketing, Technical

Image Type	Image Example	Definition	Objective(s)
Ambience/ Mood		The 'ambience/mood' image type shows images used as 'mood images'. They are primarily used to communicate a lifestyle, or other emotional reactions, to potential consumers. It is optional to include the product itself.	Marketing
Size Comparison		The 'size comparison' image type makes clear the actual size of the product, e.g., via a schematic depiction of a person or well-known object in the background.	Logistical, Technical
Nutritional Label		The Nutritional Label is a portion of the full flat layout, specifically identifying the regulated information related to a product's nutritional composition.	Technical
Ingredients	Ingredients: Wheat flour*, cane sugar*, invert cane syrup*, palm oil*, apples*, whole wheat flour*, corn startch*, vital wheat gluten*, dextrose*, strawberries*, strawberry flavor*, rice starch*, sea salt, leavening (baking soda, cream of tartar), tapioca starch*, honey*, molasses*, citric acid, colored with betalains, paprika extract (from plants), vanilla flavor*, algin, sodium citrate, monocalcium phosphate, whey protein concentrate* (milk). *Organic. Contains whey and milk.	The Ingredients image is a list of ingredients printed on the packaging.	Technical
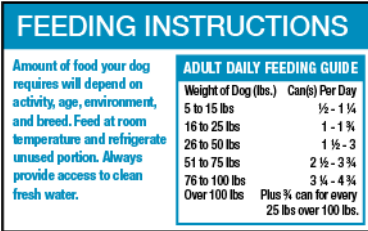
Image Type	Image Example	Definition	Objective(s)
Nutritional/ Ingredients Combined		Where regulations permit the combination of nutritional and ingredients, the Nutritional/Ingredients Combined image type will be used.	Technical
Marketing Content Code (QR Code)		The Marketing Content Code image is used for any consumer facing code applied to the product.	Technical
Certification Seals/Claims		The certification seal or claim image (one or many) would be used to specifically identify the information related to a product's certifications, claims or seals (regulatory, marketing, etc.) showing the logo of the certification body, that appears on any level of a products hierarchy (case, inner, each). The image may contain text to further describe or explain the claim or seal presented in the image.	Technical

Image Type	Image Example	Definition	Objective(s)
Preparation Instructions		The Preparation Instructions would be used to provide information to a consumer related to a product's recommended preparation steps (for example food preparation). This image can contain visuals or text or both and is meant to support consumer purchasing decisions or understanding how the product is intended to be prepared.	Technical
Petfood Feeding Instructions/Ingredients		The feeding recommendations would identify suggested quantities and frequency of feeding based on age and weight. The Ingredients or guaranteed analysis image is a list of ingredients or breakdown of composition printed on the packaging.	Technical
Safe Handling Instructions		These images should be of Safe Handling Instructions as they would appear somewhere on any hierarchy level of the product packaging or a sheet that may accompany the product (physically or digitally).	Technical
Sidekick Images		This image type is used to inform customer of benefits of a product/a short storyteller. A supplementary image or graphic, generally used to support the Primary image or the Mobile Ready Hero image. It can be created as single image or be a sequence of multiple images to best help customers making decision for their online transaction.	Marketing, Technical

3 Foodservice Image Objectives

When sharing product images for use in the Foodservice industry, there are several objectives that need to be achieved. The primary focus in this industry is business-to-business transactions.

3.1 Objective 1: Identification

An Identification image is one that typically presents the product as the receiver would expect to recognize it. It may identify the brand, product type, size, etc. clearly within the image. The Identification image within the foodservice image set may not always be the primary image, but rather the open case or the inner pack, for example.

3.2 Objective 2: Marketing

A Marketing image tells the product's story. It may show the product out of package and in use, it may provide features and benefits, or it may provide the consumer with an emotional reaction related to the use of the product. Often additional elements exist within the image to create a scene.

3.3 Objective 3: Logistical

A Logistical image identifies how a product will appear as it moves through the supply chain. This may include in-pack images, case images, etc.

3.4 Objective 4: Technical

A Technical image provides detailed information related to the product, including how to use the product, the nutritional composition of the product, or any other factual and relevant information to aid in the consumer's purchase decision and use of the product.

3.5   Glossary of Foodservice Images
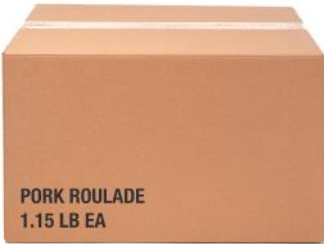
Image Type	Image Example	Definition	Objective(s)
Case		A shot of the product in its case as it would appear to the operator upon delivery. Angle may vary.	Identification, Logistical
Open Case		A shot of the product in its case as it would appear to the operator upon opening the case. Angle may vary.	Identification
Inner Pack		A shot of the product as it would appear inside its packaging inside the case. May be sellable inner pack, but not required.	Identification
Raw		A shot of a product that has not been cooked or processed or that needs to be cooked or further prepared before it is considered edible/consumable.	Identification, Technical
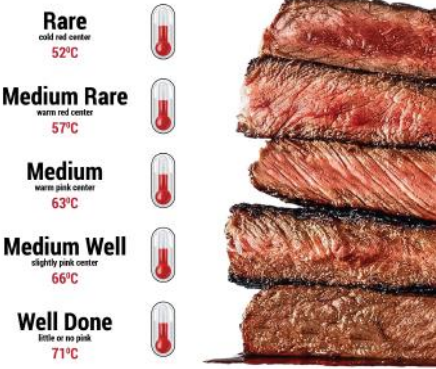
Image Type	Image Example	Definition	Objective(s)
Cooked/ Prepared		A shot of a product that has been taken from a raw or uncooked state to a cooked state according to the appropriate method of preparation (e.g., baked, fried, grilled or boiled).	Marketing
Plated		Prepared food arranged simply on a serving plate, dish or bowl for better visibility. May include an additional step, such as garnishing, icing, seasoning or other enhancement	Marketing
Styled		Carefully and artfully arranged for an attractive visual presentation, and designed to suggest the taste, aroma and appeal of the actual dish. May include complementary items (e.g., an entrée and sides) to present the impression of a complete meal. May also include an additional step, such as garnishing, icing, seasoning or other enhancement. May be presented with different backgrounds and at different angles.	Marketing

Image Type	Image Example	Definition	Objective(s)
Supplemental Images / Sidekick Images		This image type is used to inform customer of benefits of a product/ a short storyteller. A supplementary image or graphic, generally used to support the Primary image or the Mobile Ready Hero image. It can be created as single image or be a sequence of multiple images to best help customers making decision for their online transaction.	Marketing, Technical

4   Standard Technical Image Set for Item Setup and Planogram Use

When sharing a technical image set for product setup or retail merchandising needs, unaltered images of each side of the packaging should be included. The use cases for these images range from planograms for store setup to data capture and validation and more.

Examples of this image set, typically ranging from 3-6 images:

.1 Straight on, front shot

.7 Straight on, back shot

.2 Straight on, left view

.8 Straight on, right view

.3 Straight on, top view

.9 Straight on, bottom view

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