Sysco Image Guidelines
Standards for product images on Sysco Market

Version 4.0, Dec, 2013
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INTRODUCTION

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

Going Online

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

Expectations

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

Changes

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

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

Supporting Images

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

Acceptable Images

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

Accuracy and Accountability

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

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

Legal Release

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

Primary Image

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

Out of the Box

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

- **Raw or Uncooked:** Most food items should be shown in their raw, unprepared state. Meat should generally be shown thawed. Certain frozen items may be shown to best effect in their frozen condition, however.

- **Breaded, Battered or Coated:** Many product categories include items that are provided already breaded, battered or coated—these can be especially bland and unappealing in their uncooked state, to the point of actually concealing relevant characteristics. These items may be shown cooked to provide a more complete understanding of the product.

- **Single Item vs. Small Group:** Most primary product images should feature a single item, but there are certain types of products (e.g., french fries, grain, nuts, pasta, etc.) that are better represented in groups of 3–5 like items, or a small serving size.
Primary Image (continued)

Photography Guidelines

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

- **Composition**: Show a single item (or a small serving size for items that typically appear in groups), as it first appears “out of the box.” The complete product should be visible inside the frame, without being clipped or cropped, and without any unnecessary negative space.

- **Brands**: Product images should not be branded, except for company logos and branding already in place on product packaging. No additional brands, logos or watermarks may be added to the image.

- **Orientation**: The image frame should be oriented horizontally (landscape), not vertically (portrait), even if the product is more vertical than horizontal in shape. (The image may be cropped before it is placed onto a product page.)

- **Lighting**: Full, well-balanced lighting ensures that the product and surrounding background are evenly lit, with very slight or no shadows.

- **Shadows**: Subtle, natural shadows are acceptable. Do not alter the image to create artificial shadows or remove existing ones.

- **Angle of View**: Images should be taken at a downward angle to show all three dimensions—depth, width and height. Avoid using a straight-ahead or straight-down image (although straight-down views are acceptable for soups, sauces and other liquids shown in bowls).

- **Focus / Depth of Field**: The product should be clearly visible with an overall balanced focus.

- **Background**: The image background should be solid white and evenly lit. For certain food items, a solid white plate or bowl may also be used. If necessary, background lighting can be reduced to provide contrast with the product.

Setup

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

Proper Usage

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

Color  Group  Product angle  Full frame
Balanced lighting  Product representation

Improper Usage

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

Cropped image  Superimposed products  Multiple items  Watermark  Poor product legibility
Product staging  Artificial drop-shadow  Improper aspect ratio  Too wide / too much negative space  Improper background
Supporting Images

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

Image Types

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

### Food Items

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

<table>
<thead>
<tr>
<th>Image Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Packaged</td>
<td>A product as it is shipped to the customer. Most products have an exterior package (the outer corrugate container) and an interior one (e.g., a box, bag, jug or carton). Packaging can be particularly important when it provides an added benefit for the customer, such as a particular safety or convenience feature.</td>
</tr>
<tr>
<td>Raw</td>
<td>A product that has not been cooked or processed (i.e., pickled, pasteurized or preserved). The term usually refers to animal or agricultural products: meat, poultry, seafood, fruit and vegetables. Milk may be referred to as raw if it has not been pasteurized.</td>
</tr>
<tr>
<td>Uncooked</td>
<td>A manufactured product that needs to be cooked or further prepared before it’s considered edible. Similar in meaning to raw, although usually applied to different products.</td>
</tr>
<tr>
<td>Prepared</td>
<td>Taken from a raw or uncooked state to a cooked state according to the appropriate method of preparation (e.g., baked, fried, grilled or boiled). May include an additional step, such as garnishing, icing, seasoning or other enhancement.</td>
</tr>
<tr>
<td>Plated</td>
<td>Prepared food arranged simply on a serving plate, dish or bowl for better visibility.</td>
</tr>
<tr>
<td>Styled</td>
<td>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.</td>
</tr>
</tbody>
</table>
### Image Types (continued)

#### Non-Food Items

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

<table>
<thead>
<tr>
<th>Image Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Packaged</strong>:</td>
<td>A product as it is shipped to the customer. Most products have an exterior package (the outer corrugate container) and an interior one (e.g., a box, bag, jug or carton). Packaging can be particularly important when it provides an added benefit for the customer, such as a particular safety or convenience feature.</td>
</tr>
<tr>
<td><strong>Staged</strong>:</td>
<td>A product arranged for display in such a way as to provide clear visibility. The product may be propped up if necessary for optimum viewing, but it should not be held or used in any way by a person.</td>
</tr>
<tr>
<td><strong>Held</strong>:</td>
<td>A product held out for display by one hand or a pair of hands. When relevant, proper grip should be demonstrated. Apart from the hands and forearms, no part of the person holding the item should be visible.</td>
</tr>
<tr>
<td><strong>Worn</strong>:</td>
<td>A product, such as a protective item or article of clothing, worn by a person. The complete product should be visible inside the frame, but the individual wearing it should be cropped out as much as possible.</td>
</tr>
<tr>
<td><strong>Used</strong>:</td>
<td>A product as it’s meant to be used in its appropriate environment. Small utensils may be held in a hand or hands and used for their intended purpose.</td>
</tr>
<tr>
<td><strong>Family</strong>:</td>
<td>A number of related products (e.g., matched sets, place settings) arranged together in a single picture. Apart from the aesthetic value, this may help customers recognize complementary products and drive additional sales.</td>
</tr>
</tbody>
</table>
Supplier Logo

Apart from product images, Sysco requires an up-to-date version of the supplier’s logo, to be used in connection with training materials and other corporate communications. The supplier logo will not appear on the product page, but may be shown in other areas of Sysco Market. See page 26 for logo technical specifications.
Sysco products are organized into product categories. The following pages provide additional guidelines and image examples relevant to each category, expanding on the general guidelines presented earlier (pages 5–10).

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

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

If you have any questions, please contact the Sysco Product Marketing team or the Business Center for your product category.
Meats (Beef and Pork)

Primary Images

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

Primary Image Examples

Subcategories

- **Ground (Bulk, Patties):** It’s usually important to show the color, size and shape of raw patties in the primary image. Grind size can be relevant when ordering in bulk. Interior and exterior packaging may also be relevant, and should be covered by a supporting image.

- **Deli and Further Processed:** For deli meat (e.g., roast beef, ham, pastrami), the size and shape of the loaf are important. Be sure to show the cross-section in a face or slice. Again, packaging should be shown in a supporting image if it’s relevant.

- **Primals/Subprimals/Commodity:** Large pieces of beef and pork should be shown as it will be delivered, whole or cut into portions. Color is important, as are fat and trim.

- **Cut/Portion Steaks:** Show pre-cut and portion-size steaks according to cut (e.g., ribeye, strip, filet, chop). Be sure to show color and marbling, as well as the width and thickness of the cut.

Supporting Image Examples

Packaged  Prepared  Plated  Styled
Poultry

Primary Images

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

Primary Image Examples

Subcategories

- **Commodity**: Show the product as it will be delivered, whole or cut into portions. Packaging can be shown in a supporting image, especially for items that are individually quick frozen (IQF).

- **Further Processed**: Breaded, battered and/or seasoned items may be cooked to provide a more accurate understanding of the product. Small groups of 3–5 like items (based on a typical portion size) may be used for products that generally do not occur singly.

- **Deli**: It’s important to show the size and shape of the loaf in the primary image. Supporting images should include a face or slice to show the cross-section.

- **Specialty**: Apart from chicken and turkey, this category includes specialty items such as poultry sausages and game birds like duck, quail, etc. No matter how exotic, these products are subject to the same guidelines as traditional items in this category.

Supporting Image Examples

Packaged  Prepared  Plated  Styled
Seafood

Primary Images

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

Primary Image Examples

Subcategories

• **Finfish**: Most seafood is sold pre-portioned. Some fish (e.g., salmon) are sold in larger portions or as whole fish, but the industry has moved toward sizing and cutting for labor and convenience. Do not show a whole fish if the product will be delivered pre-portioned, and vice versa. Show the exact portion size that the operator will receive.

• **Shellfish**: Shrimp are provided in a wide variety of pack styles and sizes, making them the largest seafood subcategory—the primary image should make clear exactly which variety is being ordered. Other shellfish should be shown as they would arrive to the operator, prior to any additional preparation. Please consider a supporting image featuring shellfish packaging if it is an important operator advantage.

Supporting Image Examples

Packaged  Prepared  Plated  Styled
Produce

Primary Images

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

Primary Image Examples

Subcategories

- **Commodity**: The primary image should show a single, whole item or a small group of like items (depending on portion size).

- **Pre-Cut / Value-Added**: Pre-cut produce should be removed from its package and arranged for inspection.

- **Wet Salads**: Deli salads and other prepared wet salad mixes can be shown in a plain white serving bowl.

Supporting Image Examples

Packaged  Prepared  Plated  Styled
Dairy

Primary Images

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

Primary Image Examples

Subcategories

- **Cheese (Natural, Processed, Specialty)**: The primary image should show the color of the cheese to best effect. For cheeses sold in loaves or wheels, one supporting image should show the cheese sliced or faced—especially if there are spices, seasonings or veins to reveal. For pre-sliced or -shredded cheese, sizing can be important.

- **Butter**: Most butter is mild yellow in color; it’s more important to show pack size and packaging in the primary image. Styled shots and serving suggestions are supporting images.

- **Eggs**: Primary image should indicate how eggs are provided—sold in the shell or further processed, such as premixed liquid eggs in bags or cartons. Hard-boiled eggs may also be peeled and sliced or diced.

- **Fluid Milk**: The most important feature for fluid milk is pack size and container, ranging from half-pints to bulk 5-gallon dispensers.

- **Cultured**: Cottage cheese, sour cream, heavy whipping cream, half & half—all are predominantly white in color. Primary image should feature packaging; supporting images can be plated.

- **Ice Cream**: Show packaging, but remove the lid to reveal the color and texture of the product.

Supporting Image Examples

Packaged  Family  Plated  Styled
Beverage

Primary Images

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

Primary Image Examples

Subcategories

- **Coffee (Ground, Whole Bean, Concentrated):** For coffee beans and grounds, show a small quantity spilled on the white surface in front of the container as the primary image.

- **Tea (Bulk, Bags, Premix Concentrates):** The ideal image for this subcategory would be a single, unwrapped tea bag, with individually wrapped bags and boxes included as supporting images. For dried tea leaves shipped in bulk, show a small quantity spilled on the white surface in front of the container.

- **Juice (Dispensed, Mixes, Portion Cups, Bottles):** The primary image should be the smallest individually packaged item.

- **Miscellaneous (Bottled Water, Juice, Cappuccino Mixes):** The primary image should be the smallest individually packaged item.

Supporting Image Examples

Packaged  Family  Plated  Styled
Dry Grocery

Primary Images

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

Primary Image Examples

Subcategories

- **Cereals and Grain**: Show a small sample spilled loosely on a white surface in front of the container. Individual grains should be clearly visible when the image is viewed at full resolution.

- **Dry Pasta**: For most uniform varieties of pasta, show a small group of 3–5 good, unbroken pieces, separated so the shape and color are clearly visible. For mixed varieties, ensure that each color and shape is fairly represented in the sample. Long, narrow pasta (e.g., capellini, linguine, spaghetti or vermicelli) can be shown in a thicker sheaf.

- **Sauces**: For the primary image, sauces should be shown poured into a plain white serving bowl. As a supporting image, show the sauce in use as part of a finished dish.

- **Miscellaneous Canned (Entrees, Puddings, etc.)**: Show the contents poured into a plain white serving dish or bowl. Supporting images should include a clear view of the packaging.

Supporting Image Examples
Dry and Canned Fruits and Vegetables

Primary Images

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

Primary Image Examples

Subcategories

- **Canned Fruits and Vegetables**: Use a plain white serving dish or bowl as required to provide a clear view of the product for the primary image. Supporting images should include the can or other packaging.

- **Dried Fruit (Raisins, Cranberries, etc.)**: Show a small quantity spilled onto the white surface in front of the package.

- **Nuts and Seeds**: For uniform products, show a small group of 3–5 whole, unbroken pieces. For mixed varieties, ensure that each type is fairly represented in the sample.

Supporting Image Examples

Packaged  Prepared  Plated  Styled
Frozen and Refrigerated Grocery

Primary Images

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

Primary Image Examples

Subcategories

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

Supporting Image Examples

Packaged  Prepared  Plated  Styled
Frozen Fruits and Vegetables

Primary Images

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

Primary Image Examples

Subcategories

- **Fruits**: Individually quick-frozen (IQF) products can be displayed separately or in small groups of like items, depending on typical serving size.

- **Vegetables**: Most products should be shown out of their packaging. If necessary, frozen vegetables may be shown in a plain white bowl—use an angle that shows the depth and dimension of the bowl, but keeps most of the attention on its contents.

- **Potatoes**: Some varieties of pre-cut seasoned or coated potatoes may not be clearly visible unless thawed or even cooked. Use your judgment to provide potential buyers with the best understanding of the product.

Supporting Image Examples

Packaged  Prepared  Plated  Styled
Shortenings, Oils, Seasonings and Ingredients

Primary Images

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

Primary Image Examples

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Subcategories

• **Oils and Fats**: A bottle, tub or other package may be used as the primary image in this subcategory. The image should be taken at a slight downward angle to show the dimensions of the container (height, width and depth).

• **Seasonings**: Show a small quantity of the seasoning spilled on the white surface in front of the container. The sample should be clearly visible when the image is viewed at full resolution.

• **Dry Ingredients**: Show a small quantity of the dried ingredients spilled on the white surface in front of the container. For bulk containers that are too large to fit inside the frame alongside a reasonable sample of the contents, show the container separately as a supporting image.

Supporting Image Examples

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Packaged  Family  Plated  Styled
Supplies and Equipment

Primary Images

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

Primary Image Examples

Subcategories

- **Smallwares and Small Equipment**: The primary image should generally show a single item. Supporting images can be used to show smallwares in use, as well as families of complementary products such as matching sets and full table settings.

- **Clothing and Protective**: Items designed to be worn should be laid out clearly for the primary image. Supporting images can be used to show the item worn and/or in use. Certain products may not be clearly recognizable unless they are worn—for these, the primary image should be framed to show only the relevant product, not the person modeling it.

- **Heavy Equipment**: Large items (e.g., refrigerators and ovens) involve additional challenges for photography. Take care to keep the product completely in frame and in focus. Provide supporting images to show alternate angles, open doors and interior views.

Supporting Image Examples

<table>
<thead>
<tr>
<th>Packaged</th>
<th>Family</th>
<th>Worn</th>
<th>Used</th>
</tr>
</thead>
</table>

Disposables

Primary Images

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

Primary Image Examples

Subcategories

- **Paper and Foams**: Primary images should feature a single item ready to be used. Paper and foam to-go boxes should be assembled and positioned at an angle to show all three dimensions (height, width and depth).

- **Plastic**: Remove a single item from the package for the primary image (e.g., a plastic fork). When different items are packed together, one sample of each type should be shown side by side in the primary image (e.g., a plastic knife, fork and spoon). Packaging should be shown as a supporting image.

- **Food Storage and Safety**: Plastic films, plastic bags, foil and similar products should be shown with one example partially withdrawn from its container.

Supporting Image Examples

 Packaged  Family  Family  Held  Used
Janitorial and Chemical

Primary Images

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

Primary Image Examples

Subcategories

- **Dispensed**: These products are usually concentrated solids, such as detergents used in laundry or warewashing machines. The ideal primary image would be a single packet.

- **Ancillary**: Cleaning supplies and other chemicals should be shown in their containers—bottles, cans, pumps, etc. Show the container at a slight angle to convey dimensions (height, width and depth).

Supporting Image Examples

Packaged  Staged  Held  Used
Image and Logo Specifications

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

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

<table>
<thead>
<tr>
<th>File Extension</th>
<th>.ai</th>
<th>.jpg</th>
<th>.tif</th>
<th>.eps</th>
<th>.psd</th>
<th>.pdf</th>
<th>.png</th>
<th>.gif</th>
<th>.qxd</th>
<th>.indd</th>
<th>.doc</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product Images</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Company Logos</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

- **File Name:** All image file names include five pieces of information in the following configuration:
  
  `SUPC_suppliername_date_#.ext`

  (A) the seven-digit SUPC code
  (B) the name of the supplier
  (C) the month and year when the photo was taken (e.g., 0610)
  (D) the relative position of the image on the page (1 for the primary image, 2 to 6 for supporting images in the order they should appear on the product page)
  (E) the file format extension

  *For example:* `1234567_Heinz_0610_1.eps`

- **Image Size:** The minimum acceptable image size is 100 x 300 pixels (300 dpi); the preferred size is 900 x 1100 pixels or larger (300 dpi). High-resolution images are required for zoom and print capability. There is no maximum resolution.

- **Aspect Ratio:** Original product images should be provided in a 4:5 aspect ratio, meaning that they should be oriented horizontally, slightly wider than they are high. Before they are placed on Sysco Market, images will be cropped to fit a vertical, square or horizontal field as appropriate.

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

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

Good Metadata Example

<table>
<thead>
<tr>
<th>File Name</th>
<th>Category/Sysco Department</th>
<th>Description</th>
<th>Metadata/Keywords</th>
</tr>
</thead>
<tbody>
<tr>
<td>1234567_EcoLab_0610_1.eps</td>
<td>Janitorial/Chemical</td>
<td>6/12 ct Aerosol Stainless Steel Foam Cleaner</td>
<td>Chemical, Sysco Brand, EcoLab, Satin Shine, Cleaner, Polish, Janitorial</td>
</tr>
</tbody>
</table>

Bad Metadata Example

<table>
<thead>
<tr>
<th>File Name</th>
<th>Category/Sysco Department</th>
<th>Description</th>
<th>Metadata/Keywords</th>
</tr>
</thead>
<tbody>
<tr>
<td>1234567_EcoLab_0610_1.eps</td>
<td>Cleaners</td>
<td>Satin Shine</td>
<td>Ecolab</td>
</tr>
</tbody>
</table>

Submitting Images and Products to Sysco

Online content for Sysco Market is currently maintained in the Sysco Design Center, managed for Sysco by SGS PCM. For step-by-step upload instructions, please find the legal release form on Page 36, and for the Supplier Upload Form go to [http://www.sysco.com/supplier-partnerships.html](http://www.sysco.com/supplier-partnerships.html).

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

**Option 1: Sysco Design Center**

Upload your images directly using the Sysco Design Center. Go online to [www.syscodesigncenter.com](http://www.syscodesigncenter.com) and sign into your account using your email address/password. If you don’t have a user account, choose the “Request Access” option and please be sure to include your full name, company name, title, contact phone number as well as your contact at Sysco for validation purposes. After you’ve logged in, select the specific item type (green button) that you wish to upload.

**Option 2: Leap File Transfer**

Contact the Sysco Design Center help desk (syscopcm@sgsintl.com or 281-436-7693) and a SGS PCM support representative will provide the required information.
Option 3: Conventional Mail

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

SGS PCM Cybrarian
Sysco Image Submission
1390 Enclave Parkway
Houston, TX 77077

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

Sysco Review and Approval Process

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

Product Submission to the Sysco Photo Lab

1. Contact the Photo Lab to discuss the services you are interested in
2. Email a completed digital copy of the Supplier Upload Form and Legal Release
3. Receive order confirmation from the Photo Lab staff along with shipping timeline
4. Provide the Photo Lab with shipping and tracking information
5. The Photo Lab will contact you when the final images have been shipped and/or are available online
See page 26 for the Product Submission Guidelines.

Contact Information

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

Product Marketing
Sysco Corporation
1390 Enclave Parkway
Houston, TX 77077
syscoimages@corp.sysco.com
FREQUENTLY ASKED QUESTIONS (FAQ)

Q. Do I have to provide separate images for virtually identical products (e.g., apples of varying sizes and grades)?
A. No, the same image can be used for multiple products when there is little or no visible difference between them.

Q. Wouldn’t a finished or styled image make my product more appealing?
A. More appetizing, perhaps, but there are other factors to consider. For the most part, the Sysco customers who order your product through Sysco Market are used to seeing food in its unprepared state, and they want to see what they will get. The primary image will help define their expectations and ultimately affect their satisfaction with your product.

Q. Can I include text on my product images, such as a logo, watermark, label, caption or photography credit?
A. No, please do not introduce any additional elements to your product images, or alter them in any way.

Q. Do I have to submit metadata with every product?
A. Yes, the metadata is entered separately for each product. However, some or all of your metadata may be duplicated for similar products.

Q. My images were rejected. What do I do now?
A. Review the information provided in the Sysco Style Guide and determine whether your images failed to meet any of the requirements. In particular, did you use an appropriate file format? Did you name the image files correctly? Did you remember to include the legal release form and relevant metadata for your product? If you are unable to provide correct images, or unable to determine why your images were rejected, please contact the Sysco Product Marketing team for additional advice or instructions.

Q. I submitted images to SGS PCM. When will they appear on Sysco Market?
A. There’s an enormous quantity of information to be entered, updated and organized in connection with Sysco Market. If your product images and information are not available on Sysco Market within 30 days, please contact the Sysco Product Marketing team.

Q. I need to reshoot my products, but do not have a photographer. What should I do?
A. There are many independent photographers, studios and agencies available who specialize in product photography. In addition Sysco’s Photo Lab provides photography services specific to Sysco Market. Please contact the team at syscoimages@corp.sysco.com for more details.

Q. I am sending in products for Sysco’s Photo Lab to shoot, where should I send it?
A. Keep in contact with the Photo Lab team and your Sysco representative for scheduling your products’ arrival and shoot day. Products should be sent to:

Sysco Market Product Submission
1390 Enclave Parkway
Houston, TX 77077
ATTN: (Your Sysco Representative) + Photo Lab

For all other questions, please email the Sysco Product Marketing team at syscoimages@corp.sysco.com.
## IMAGE CHECKLIST

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

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>Question</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1. Have you signed and submitted a legal release form?</td>
<td>p.5, 36</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2. Have you read the general guidelines for product images?</td>
<td>p.5–10</td>
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<td>3. Do you know which category your product belongs to?</td>
<td>p.11</td>
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<tr>
<td></td>
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<td>4. Do you have a primary image for your product that conforms to the</td>
<td>p.5–11</td>
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<tr>
<td></td>
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<td>general and category guidelines?</td>
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<td></td>
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<td>5. Do you have from one to five supporting images that accurately</td>
<td>p.4, 8</td>
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<td></td>
<td></td>
<td>represent your product?</td>
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<td></td>
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<td>6. Have your images been saved in one of the supported file formats</td>
<td>p.27</td>
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<tr>
<td></td>
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<td>(AI, EPS, JPG, PSD, TIF)?</td>
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<td>7. Do your image file names include all of the necessary elements in the</td>
<td>p.28</td>
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<td>correct order (SUPC_suppiliername_date_#.ext)?</td>
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<td>8. Are your images high resolution and the proper aspect ratio</td>
<td>p.27</td>
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<td>(1200 x 1500 or better)?</td>
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<td></td>
<td></td>
<td>9. Are you including an updated version of your logo?</td>
<td>p.10, 27</td>
</tr>
<tr>
<td></td>
<td></td>
<td>10. Are you sending in product to be photographed by Sysco? If so, have</td>
<td>p.26</td>
</tr>
<tr>
<td></td>
<td></td>
<td>you completed and submitted you supplier upload form?</td>
<td></td>
</tr>
</tbody>
</table>

Instructions for sending your images and products to Sysco can be found on page 27.
Some of the language used in this style guide may seem unfamiliar, while other terms may have a variety of meanings in other contexts. This brief glossary of terms is provided to clarify any confusion that may occur.

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

- **PNG**: Portable Network Graphics, an image file format meant to replace GIF. Not an acceptable format for product images on Sysco Market. (page 26)

- **Portrait**: An image oriented vertically (taller than it is wide).

- **Prepared**: An image term used for products that have been cooked and are now generally considered edible. (page 8)

- **Primary Image**: The single dominant image on a Sysco product page, the primary image shapes customer expectation and influences customer satisfaction. All primary images visible on Sysco Market should be consistent in style and composition. (pages 4–7)

- **PSD**: Photoshop Data, an image file format designed for use with Adobe Systems Photoshop. (page 26)

- **QXD**: QuarkXPress Document, a file format developed for desktop publishing, specifically using QuarkXPress software. This is not an acceptable format for product images on Sysco Market. (page 26)

- **RAR**: Roshal Archive, a system of compressing digital information for more efficient storage or transmission. Images that have been compressed are not suitable for use on Sysco Market. (page 27)

- **Raw**: An image term used to describe meat and agricultural products in their uncooked state. (page 8)

- **Staged**: An image term used to describe a product that has been carefully arranged for viewing, possibly propped. (page 9)

- **Styled**: An image term for products that have been professionally arranged and photographed to show the best possible effect. (page 8)

- **Supporting Image**: Additional images provided to better illustrate the advantages and virtues of a product, beyond what can be accomplished with a single primary image. (pages 4 and 8)

- **Thumbnail Image**: A small, scaled-down version of an image, practically an icon, used to assist navigation between supporting images on the product page.

- **TIFF or TIF**: Tagged Image File Format, an uncompressed image file format that provides high image quality. (page 26)

- **Uncooked**: An image term used to describe a product in its raw, unfinished state. (page 8)

- **Used**: An image term that describes a product as applied to its purpose. (page 9)

- **Worn**: An image term describing products, especially protective items and articles of clothing, shown in use. (page 9)

- **ZIP**: A method of combining and compressing (or “zipping”) digital information to reduce its overall size. Images that have been compressed are not suitable for use on Sysco Market. (page 27)
CATEGORY INDEX

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

**BEEF AND PORK (MEATS)**
- Bacon Bits
- Bacon, Precooked
- Bacon, Raw
- Beef, Boxed
- Beef, Commodity Boxed
- Beef, Deli Sliced
- Beef, Deli Whole
- Beef, Ground
- Beef, Organ Meats
- Beef, Patties
- Beef, Processed
- Beef, Thin Meats
- Breaded Meats
- Cocktail, Smokies
- Corndogs
- Fabricated Beef
- Franks
- Game Meat
- Ham
- Lamb
- Meatballs
- Misc. Meat/Bones
- Philly Steaks
- Pizza Toppings
- Pork Chops
- Pork Roasts
- Pork, Commodity
- Pork, Packer Label
- Pork, Small Box
- Sausage, Breakfast (Precooked)
- Sausage, Breakfast (Raw)
- Sausage, Ethnic
- Sausage, Smoked
- Steaks, Portion Controlled
- Taco Meat
- Veal
- Cappuccino, Powdered
- Coffee
- Dispenser, Juice
- Drink Mixes
- Espresso
- Frozen Portion Juice Cups
- Hot Chocolate
- Juice Dispensing Equipment
- Juices
- Ready-to-Drink Juice
- Tea
- Water

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

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

<table>
<thead>
<tr>
<th>PVC Film</th>
<th>Dressings</th>
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</thead>
<tbody>
<tr>
<td>Register Rolls</td>
<td>Dressings, Portion Controlled</td>
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<tr>
<td>Soufflé Cups</td>
<td>Garlic</td>
</tr>
<tr>
<td>Steak Markers</td>
<td>Gelatin</td>
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<td>Stirrers</td>
<td>Horseradish</td>
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<tr>
<td>Straws</td>
<td>Ketchup</td>
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<tr>
<td>Table Covers</td>
<td>Mustard</td>
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<tr>
<td>Tissue</td>
<td>Pickles</td>
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<td>Toilet Seat Covers</td>
<td>Popcorn</td>
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<tr>
<td>Toothpicks</td>
<td>Rice</td>
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<tr>
<td>Towels</td>
<td>Sauces</td>
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<tr>
<td>Trash Can Liners</td>
<td>Soup Bases</td>
</tr>
<tr>
<td>Trays, Disposable</td>
<td>Sugar</td>
</tr>
<tr>
<td>Trays, Foil</td>
<td>Sugar Substitute</td>
</tr>
<tr>
<td>Wipers</td>
<td>Yeast</td>
</tr>
<tr>
<td>Wrap, Deli</td>
<td><strong>Pizza Dough Balls, Frozen</strong></td>
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<tr>
<td></td>
<td><strong>Pizza, Frozen</strong></td>
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<tr>
<td></td>
<td><strong>Pretzels</strong></td>
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<tr>
<td></td>
<td><strong>Sandwiches</strong></td>
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<tr>
<td></td>
<td><strong>Sauces, Pesto</strong></td>
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<tr>
<td></td>
<td><strong>Scones, Frozen</strong></td>
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<tr>
<td></td>
<td><strong>Soups, Seafood</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Veggie Patties</strong></td>
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<tr>
<td><strong>DRY AND CANNED FRUITS AND VEGETABLES</strong></td>
<td><strong>FROZEN FRUITS AND VEGETABLES</strong></td>
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<tr>
<td></td>
<td>Dehydrated Potatoes</td>
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<td></td>
<td>Frozen French Fries</td>
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<td>Frozen Fruit</td>
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<td>Frozen Herbs</td>
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<td>Frozen Potatoes</td>
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<td>Frozen Sweet Potatoes</td>
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<td></td>
<td>Frozen Vegetables, Direct: Corn, Peas, Mixed Veg., Beans, Carrots, Southern Vegetables</td>
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<tr>
<td></td>
<td>Nuts</td>
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<tr>
<td>Can Dry Beans</td>
<td><strong>FROZEN AND REFRIGERATED GROCERY</strong></td>
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<tr>
<td>Can Fruit</td>
<td>Appetizers</td>
</tr>
<tr>
<td>Can Imports: Pineapple, Artichokes, Mushrooms, Olives, Olive Oils</td>
<td>Asian Foods</td>
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<tr>
<td>Can Peppers</td>
<td>Bagels, Frozen</td>
</tr>
<tr>
<td>Can Potatoes</td>
<td>Barbeque</td>
</tr>
<tr>
<td>Can Sweet Potatoes</td>
<td>Biscuits, Frozen</td>
</tr>
<tr>
<td>Can Tomatoes</td>
<td>Breads, Frozen</td>
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<tr>
<td>Can Vegetables</td>
<td>Chips, Mexican</td>
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<tr>
<td>Dried Fruit</td>
<td>Cookies (Prebaked, Dough)</td>
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<tr>
<td>Packaged Dry Beans</td>
<td>Croissants, Frozen</td>
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<td>Sun-Dried Tomatoes</td>
<td>Danish, Frozen</td>
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<td></td>
<td>Desserts, Frozen</td>
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<td>Donuts, Frozen</td>
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<td>Eggplant, Cooked</td>
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<td></td>
<td>English Muffins, Frozen</td>
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<td>Entrées, Convenience</td>
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<tr>
<td></td>
<td>Ethnic, Asian</td>
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<td>Hors d’Oeuvres</td>
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<td>Hushpuppies</td>
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<td>Muffin Batters</td>
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<td>Muffins, Frozen</td>
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<tr>
<td></td>
<td>Pancakes, Waffles, French Toast (Frozen)</td>
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<td>Pasta, Asian Food (Convenience)</td>
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<td>Pasta, Cooked</td>
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<td>Pastry Dough, Frozen</td>
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<td>Patties, Veggie</td>
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<td>Pies / Pie Shells and Cobblers</td>
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<td>Pizza Crust</td>
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<td>Pizza Dough Balls, Frozen</td>
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<td>Pizza, Frozen</td>
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<td>Pretzels</td>
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<td>Scones, Frozen</td>
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<td>Soups, Seafood</td>
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<td>Veggie Patties</td>
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<tr>
<td><strong>JANITORIAL AND CHEMICAL</strong></td>
<td><strong>DRY GROCERY</strong></td>
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<td>Air Care System</td>
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<td>Ammonia</td>
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<td>Bleach</td>
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<td>Carpet Cleaner</td>
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<td>Charcoal</td>
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<td>Cleanser</td>
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<td>Degreaser</td>
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<td>Disinfectant</td>
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<td>Fabric Softener</td>
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<td>Glass Cleaner</td>
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<td>Hand Cleaner</td>
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<td>Ice Melt</td>
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<td>Insecticide</td>
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<td>Laundry Detergent</td>
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<td>Presoak</td>
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<td>Sanitizers</td>
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<td></td>
<td>Stain Remover</td>
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<tr>
<td></td>
<td>Water Softener Salt</td>
</tr>
</tbody>
</table>
POULTRY
Chicken, Breaded/Further Processed
Chicken, Commodity Frozen
Chicken, CVP
Duck
Quail
Turkey
Turkey, Frozen Whole Body
Pricing (RDC)
Pricing (Non-Sourcing)

SEAFOOD
Anchovies, Canned
Calamari/Squid
Catfish
Caviar/Fish Roe
Clams
Clams, Canned
Clams, Fresh
Cod
Crab, Blue
Crab, King
Crab, Snow
Crab, Soft-Shell
Crabmeat, Fresh
Crawfish
Escargot
Fish Steaks
Fish, Fresh
Flounder
Frog Legs
Grouper
Haddock
Halibut
Herring, Pickled
Hoki
Lobster, Cold Water
Lobster, Live
Lobster, Maine
Lobster, Warm Water
Mahi
Mussels
Octopus
Oysters, Fresh Frozen
Pangasius
Perch, Lake
Pike
Pollock
Salmon
Salmon, Fresh
Salmon, Smoked
Scallops
Seafood, Commodity Finfish
Seafood, Commodity Fresh
Seafood, Commodity Shellfish
Seafood, Stuffed Specialties
Shrimp, Cooked
Shrimp, Processed
Shrimp, Raw
Snapper
Sole
Squid
Surimi
Swordfish
Tilapia
Trout
Tuna
Tuna, Canned
Wahoo
Walleye
Whiting

SHORTENINGS AND OILS
Butter Alternative
Margarine
Mayonnaise
Oils
Shortenings

SUPPLIES AND EQUIPMENT
Apparel/Textiles
China
Cookware
Cutlery
Equipment, Coffee
Equipment, Cooking
Equipment, Dishwashers
Equipment, Prep
Equipment, Refrigeration
Equipment, Transport
Flatware
Furniture
Glassware
Grease Filters
Janitorial
Knives
Linens
Manual Prep
Microwaves
Ovenware
Plastics
Shelving
Stainless
Supplies & Equipment,
Back of the House
Supplies & Equipment, Bar
Supplies & Equipment,
Front of the House
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IMAGE AND DIGITAL MEDIA LICENSE AGREEMENT

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

RECITALS

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

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

WHEREAS, Sysco encourages Supplier to provide Works that do not contain any trademarks, trade names, services marks or logos owned by Supplier or its licensors including without limitation images of Sysco-branded products (the "Non-Branded Works"); and

WHEREAS, while Sysco encourages Supplier to provided Non-Branded Works some of the Works provided by Supplier may contain various trademarks, trade names, services marks or logos owned by Supplier or its licensors including without limitation images of Supplier-branded products (the "Branded Works").

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

TERMS OF AGREEMENT

1. License Grants

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

   B. Branded Works. Supplier hereby grants to Sysco a non-exclusive, world-wide, revocable license to: (i) use, reproduce, and display the Branded Works in any manner and in any media currently existing and any and all media yet to be created provided such Branded Works are only used in connection with sale, distribution, advertising, or promotion of products provided by Supplier (the “Purpose”); and (ii) digitally
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manipulate, crop, resize, or otherwise transform the Branded Works and use, reproduce, and display the resulting materials in any manner and in any media currently existing and any and all media yet to be created provided such uses are for the Purpose. Supplier may terminate the license granted in this Section 1(B) upon one-hundred and twenty (120) days prior written notice to Sysco. Upon such termination by Supplier, Sysco will use reasonable efforts to withdraw, remove or replace the Branded Works, but in no case shall Sysco be required to recall, destroy, edit, correct, or replace any printed materials containing the Branded Works that were created in accordance with this Agreement prior to the effective date of such termination.

2. Ownership

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

B. Sysco hereby acknowledges that nothing in this Agreement is meant or shall be deemed to give Sysco any rights in any trademarks, trade names, or services marks owned by Supplier or its licensors (“Supplier Trademarks”) even if such Supplier Trademarks are incorporated into the Works. The Works and all Supplier Trademarks are proprietary to Supplier and its licensors and shall remain the sole and exclusive property of Supplier and/or its licensors.

3. Representation and Warranty.

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

4. Infringement Indemnity.

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

5. Limitation of Liability.

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

6. Miscellaneous

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

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

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

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

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

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

Sysco Corporation

By: ____________________________ By: ____________________________
Printed Name: __________________ Printed Name: __________________
Title: __________________________ Title: __________________________
Date: __________________________ Date: __________________________

Supplier: __________________________

By: ____________________________
Printed Name: __________________
Title: __________________________
Date: __________________________