

Online Product Listings

Grow your sales with great product information!
Essential requirements to have your product listed for online ordering



1 IMAGES

FOUR types of images required:

- Unit
- Pack
- Carton
- Lifestyle (serving suggestions)

Image size:

2018px (width) x 1526px (height)

Image resolution:

300dpi

Image format:

JPEG or PNG

Unit



Product application



Carton



Lifestyle



Please do not include text or logos on images

2 DESCRIPTION

Required Elements: What? Why? How? (see below)

Ideal Word Count: 100 - 200 words

Format: paragraphs & bullet points

Product description

Country of origin, taxonomies, dietary requirements and certifications. Total est. \$0.00 est. 0 kg

Country of Origin	Australia
% Australian	99%
Allergens Contains	Milk
Dietary	Vegetarian, Gluten Free
Certification	HACCP, Safe Food

Rich description of the product. Detailed overview in paragraph format, followed by 3 product call outs in bullet point format.

Embedded video content

3 PRODUCT INFORMATION

Exact requirements will vary according to the product but are likely to include:

- Country of Origin
- % of Australian Ingredients
- Allergens
- Dietary Labels (e.g., Gluten Free)
- Certifications (e.g., Halal)
- Product Spec Sheets ***required***
- Safety Data Sheet (chemicals only)

