

# Selling on Amazon

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## **CATEGORY STYLE GUIDE: GROCERY**

amazon services™

## About this document

This Style Guide is intended to give you the guidance you need to create effective, accurate product detail pages in the Grocery category.

In addition to using this document, we encourage you take advantage of the wealth of information available in our Help pages. Click "Help" on the upper-right side of the Seller Central home page.

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## Grocery

Whether you're selling a wide-selection of general grocery or specialty diet products, accurate data is crucial to discoverability and sales. How you present your products will greatly influence the customer's purchasing decision when shopping on Amazon.com. Providing clear and concise listings in a consistent format will better inform customers and enhance discoverability of your products. This can result in increased traffic to your product listings.

Please carefully review the following information and make the necessary updates to your product listings.

This section covers the following guidelines for setting up product detail pages:

<b>Title Style</b>	Get customer attention with great titles. Clear and concise titles will improve search results and catch the customer's attention.
<b>Brand &amp; Manufacturer</b>	Improve discoverability and duplicate detection by entering accurate brand and manufacturer information.
<b>Images</b>	Show customers what they're buying. Professional images on white backgrounds will bring life and added attractiveness to your product.
<b>Key Product Features</b>	Highlight the key features and benefits of your product.
<b>Product Descriptions</b>	Elaborate on the features and uses of your product.
<b>Item Package Quantity</b>	Indicates how many items are in the package. Please use if there is more than one identical unit in the package of the product you are selling.
<b>Variation Relationships</b>	Make choices easy: Display multiple size, color and flavor options on a single detail page.
<b>Browse &amp; Search</b>	Improve discoverability and traffic through search terms and item-type-keywords.

## Title Style

Your product title is the first thing customers see when visiting your detail page. Does your title provide the customer with the right information? Will they continue looking at your product offering?

Amazon uses the words in product titles to display your products in search results. A concise and relevant title will drive traffic to your product. Always check titles for consistent format and accuracy. Follow the guidelines below to create product titles that make a good first impression.

### Tips on how to create a great title

Do	Do Not
<ul style="list-style-type: none"> <li>• Capitalize the first letter of each word (but see exceptions under <u>Do Not</u>)</li> <li>• Use numerals (2 instead of two)</li> <li>• If a bundled product, state value in parenthesis as (pack of X)</li> <li>• Keep it short, but include critical information</li> <li>• 50 characters maximum</li> </ul> <p><b>Note:</b> Please include only standard text. Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.</p>	<ul style="list-style-type: none"> <li>• Do not include price and quantity</li> <li>• Do not use ALL CAPS</li> <li>• Do not capitalize:                             <ul style="list-style-type: none"> <li>• Conjunctions (and, or, for)</li> <li>• Articles (the, a, an)</li> <li>• Prepositions with fewer than five letters (in, on, over, with, etc.)</li> </ul> </li> <li>• Do not include seller information</li> <li>• Do not include promotional messages such as "sale" or "free ship" (use the Promotion Manager tool to include messaging)</li> <li>• Do not use your seller name for Brand or Manufacturer information, unless your product is Private Label</li> <li>• Do not include symbols in your listings (such as: ! * \$ ?)</li> <li>• Do not include subjective commentary such as 'Hot Item' or 'Best Seller'</li> </ul>

### Elements to Include

[Brand] + [product type] + [size/style/flavor] + [quantity (if applicable)]

#### Examples:

Brand	Product Type	Size/Style/Flavor	Quantity
Optimum Nutrition	100% Whey Protein - Gold Standard	Chocolate	
EnviroKidz	Organic Cheetah Crispy Rice Bars	Berry	Pack of 6
Coffee People	Donut Shop K-Cups for Keurig Brewers		Pack of 50

#### Note:

Including your company information or sale messaging in your product titles may negatively impact your seller account.

**Examples:**

Good:



Coffee People K-Cup Extra Bold Organic, Dark Roast Coffee for Keurig Brewers, 24-Count Boxes (Pack of 2)

Other products by :  
★★★★★ (17 customer reviews)

List Price: ~~\$29.98~~

Price: **\$23.00** & eligible for free shipping with **Amazon Prime**

You Save: **\$5.98 (21%)**

[Special Offers Available](#)

**Save an extra 15% with Subscribe & Save:** Sign up to have this item delivered at a regular interval of your choice, and the current price drops to **\$19.55**. Shipping is always free. No fees, no risks, no obligations. [See details](#)

**In Stock.**

Ships from and sold by **Amazon.com**. Gift-wrap available.

**Want it delivered Thursday, July 2?** Order it in the next 4 hours and 26 minutes, and choose **One-Day Shipping** at checkout. [Details](#)

**ZOOM**

[See larger image \(with zoom\)](#)  
[Share your own customer images](#)

Bad:



Vanilla Sugar - 10g

Other products by  
No customer reviews yet. [Be the first.](#)

Doesn't include the brand

**Available from [these sellers.](#)**

**2 new** from **\$0.25**

[Share your own customer images](#)

## Brand & Manufacturer

Brand information allows the Amazon.com customer to determine the model and brand of the product offered. These fields improve the accuracy of your product listings and help customers discover your products. Typically, Brand is the best identifier for a product, but occasionally Manufacturer is used. We request that you fill out both fields.

Brand	Manufacturer
<ul style="list-style-type: none"> <li>• A unique and identifiable symbol, association, name or trademark which serves to differentiate competing products or services</li> <li>• A name used to distinguish one product from its competitors; it can apply to a single product, an entire product line, or even a company</li> <li>• A name or symbol used to identify a seller's goods or services, and to differentiate them from those of competitors</li> </ul>	<ul style="list-style-type: none"> <li>• A business engaged in manufacturing a product</li> <li>• Someone who manufactures something</li> </ul>
<b>Example: Nescafé</b>	<b>Example: Nestlé</b>

**Note:** It is important to not use your seller name for Brand or Manufacturer information, unless your product is Private Label.

## Key Product Features

The Key Product Features bullets on the detail page give the customer more details about your product and can influence the customer purchase decision.

- Highlight the five key features you want customers to consider
- Maintain a consistent order. If your first bullet point is country of origin, keep that same order for all your products
- Reiterate important information from the title and description
- Begin each bullet point with a capital letter
- Write with sentence fragments and do not include ending punctuation
- Do not include promotional and pricing information
- Do not include shipping or company information. Amazon policy prohibits including seller, company, or shipping information
- The description helps customers evaluate a product, so any non-product-specific information can distract from a customer’s purchase decision

Content	Example: Featured Bullets
Features	Extra dark roast
Features	Perfect for drip coffee or espresso
Features	100% Organic

Customers use this section to get a snapshot of the product. They may finalize a purchase decision based on this information alone, or it may interest them enough to then read the full product description.

**Note:** Tips to improve readability

- Write all numbers as numerals
- In bullets with multiple phrases; separate the phrases with semicolons
- Spell out measurements such as quart, inch, feet, and so on

**Do Not:**

- Use hyphens, symbols, periods, or exclamation points
- Write vague statements; be as specific as possible with product features and attributes
- Enter company-specific information; this section is for product features only

**Examples:**

Good:

**Product Features**

- Coffee K-Cup for Keurig Gourmet Single Cup Brewer
- Airtight (unlike pods) to lock in freshness and flavor
- Brewing occurs inside the K-Cup so no flavor residue is left behind to spoil the next cup
- Our roasting partners take pride in their coffee and tea and trust Keurig to deliver their unique taste right to your home
- A perfect gift for coffee lovers

Bad:

**Product Features**

- Great way to start your day
- Free shipping within the United States

-Doesn't provide specific product information

-Shipping information is not permitted

- More information about this product can be found at <http://www.mrseller.com>
- HURRY WHILE SUPPLIES LAST

-Only capitalize the first letter of each word.  
- Availability information is not permitted

-Seller URL's are not permitted

## Category Specific Features

### Ingredients

The ingredients in the product

#### Important Information

##### Ingredients

cream cheese, flour, sugar, salt, vanilla, eggs, coffee extract, semi-sweet chocolate, butter, imported white chocolate, corn syrup, food coloring.

### Nutritional Facts

The nutritional facts as stated on the product label

#### Ingredients

Nutritional Facts for Serving Size 1 bar : Total Fat 6.0 g, Saturated Fat 2.5 g, Trans Fat 0.0 g, Cholesterol 20.0 mg, Sodium 50.0 mg, Potassium 230.0 mg, Total Carbohydrate 16.0 g, Dietary Fiber 3.0 g, Sugars 10.0 g, Protein 4.0 g, Vitamin A, Vitamin C, Calcium and Iron.

### Directions

If applicable, include the directions for use of your product

#### Directions

Do not use toaster oven or microwave. Oven: Preheat oven to 375°. Remove plastic wrap and top. Place ramekins on baking sheet. If thawed, bake 18-20 minutes. If frozen, bake an additional 3-5 minutes. If thawed, may refrigerate for up to 3 days. \* Heating time may vary depending on oven. Instructions should be used as a guideline.

### Organic Certification

Indicate if the product is Certified Organic (leave this field blank if the product is not Certified Organic). An organic seal identifies products with at least 95% organic ingredients.

### Product Specifications

#### Product Information

Brand:	The Organic Coffee Co.
Item Package Quantity:	1
Special Feature:	Organic
Certification:	certified-organic

## Product Descriptions

The Product Description lists the product’s features, explains what the product is used for, and provides other specific product information. The customer reads the description to learn more about the product than is obvious from the Title, Image, or Key Product Features. Product Descriptions are limited to 2000 characters.

Do	Do Not
<ul style="list-style-type: none"> <li>Describe the major product features and list product information including size, used-for and style</li> <li>Keep it short, but include critical information.</li> <li>Include accurate dimensions, care instructions and warranty information</li> <li>Use correct grammar and complete sentences</li> <li>Be sure that <b>product claims are truthful and substantiated</b></li> </ul>	<ul style="list-style-type: none"> <li>Do not include your seller name, e-mail address, website URL, or any company-specific information</li> <li>Do not write about anything but the product for sale; this is your opportunity to tell the customer what they are buying</li> <li>Do not include promotional language such as "sale" or "free ship" (use the Manage Promotions tool instead)</li> </ul>

Good:

### Product Description

#### Product Description

Grown at high altitudes on the island of Sulawesi (formerly Celebes) in the middle of the Malay archipelago in Indonesia. Kalossi is the small town in central Sulawesi which serves as the collection point for the coffee and Toraja is the mountainous area in which the coffee is grown. Celebes exhibits a rich, full body, well-balanced acidity (slightly more than Sumatra) and is multi-dimensional in character. This is a rare coffee, considered to be among the finest in the world.

### Product Description

#### Product Description

Seventh Generation Bathroom Tissue is made from 1% recycled paper, with a minimum of 8% post consumer materials. Our paper is whitened with an environmentally safe process - never with chlorine bleach. Our Bathroom Tissue is Hypo-allergenic, Safe for septic systems, Ideal for low-flow toilets and contains NO Dyes, Inks or Fragrances.

Bad:

### Product Description

#### Product Description

THIS IS A DELICIOUS, MUST BY, SEE OTHER PRODUCTS AT WWW....

- Redirecting traffic to your website is not permitted
- Only capitalize the first letter of each word
- Doesn't provide descriptive information about the product

## Item Package Quantity

The Item Package Quantity (IPQ) provides customers with information on the number of units within an offer. Make sure you enter the correct IPQ in your listing data so your product will attach to the correct detail page.

### Note:

Most manufacturers create UPCs for products that are sold as a set (for example, 2 packs of coffee sold as 1 unit). However, some sellers break up these sets and sell the products as single units. To minimize detail page errors and customer confusion, it is important to always include the IPQ for products that could be sold either in a set or as single units.

Your Product	Your Product IPQ	Why?
Leonidas Belgian Chocolates: 1 Lb Seasonal Gift Ballotin	1	The customer will receive one, 1 LB ballotin.
Columela Extra Virgin Olive Oil From Spain , 17-Ounce Bottle (Pack of 2)	2	The customer will receive 2, 17-ounce bottles.
Mini Tin Size Penguin Caffeinated Peppermints: 12 count sleeve of .5 ounce tins	12	The customer will receive 1 sleeve of 12, 0.5 ounce tins.

### Note:

Enter the quantity of the items you are selling in your product listings. This should avoid matching to detail pages for different quantities of the same product.

### IPQ vs. Number of items

IPQ vs Number of Items	
<b>IPQ</b>	
item-package-quantity	The number of units in the item being offered for sale, such that each unit is packaged for individual sale, and has a scannable bar code. For example, a box of 12 cans of soda, each with a scannable bar code, would have an item-package-quantity of 12.
<b>Number of Items</b>	
number-of-items	Describes the total number of items contained in this product, such that each individual item is not necessarily packaged for individual sale. For example, if the item for sale is a case containing 5 boxes of 100 paperclips each, then item-package-quantity = 5 and number_of_items = 500. The number-of-items sets the <b>Pack of number_of_items</b> sticker on the image.

**How to Set Up IPQ for a Product:**

**Add a Product in Seller Central**

<b>Package Quantity:</b> (Quantity of the item for sale in one package)	<input type="text" value="12"/>
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**Text-file Feed Template**

ItemPackageQuantity					
BM	BN	BO	BP	BQ	BR
UnitOfMeasure	DisplayWeight	DisplayWeightUnitOfMeasure	Volume	VolumeUnitOfMeasure	ItemPackageQuantity

## Images

Images display on the product search page and the product detail page. A professional image helps customers discover your product and can drive traffic to your product listings. Show customers what they will receive in their shipment (and only what they will receive). Make it easy for them to identify your product with a clear, high-quality image displaying exactly what you're offering.

<p><b>Required</b></p>	<ul style="list-style-type: none"> <li>• Use simple and clean white backgrounds that do not distract from the product</li> <li>• Create images with 300-dpi minimum; 1,000-dpi images are preferred</li> <li>• Show the entire product. The product should occupy at least 80 percent of the image area.</li> <li>• Include only what the customer will be receiving; accessories that are not part of the product should not be shown</li> <li>• If it is a bundled product, it is not necessary to show the entire LOT, a single image of the product will suffice.</li> </ul>
<p><b>Prohibited</b></p>	<ul style="list-style-type: none"> <li>• Borders, watermarks, text, or other decorations</li> <li>• Colored backgrounds or lifestyle pictures</li> <li>• Other products, items or accessories that are not part of the product listing; only include exactly what the customer is buying</li> <li>• Image place holders (i.e. "temporary images" or "no image available")</li> <li>• Images containing graphs of product ratings</li> <li>• Promotional text such as "sale" or "free ship" (use the Manage Promotions tool instead)</li> </ul>

**Note:** Zoom Functionality

When you submit an image of at least 1,000 dpi, customers can zoom in on your product image on the detail page. This provides a detailed look at your product and may reduce returns and negative feedback.

**Examples of good images**



Examples of bad images

-Difficult to read with reflecting light

-Not on a white background  
-Difficult to read packaging

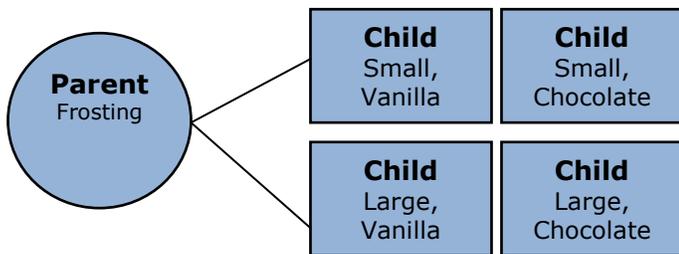


## Variation Relationships

Variations allow customers to choose the desired color and size of the product from a single detail page, which you create using parent-child product relationships. Variations provide a cleaner customer buying experience.

**Note:** If your products currently match with Amazon offers on the detail page, please do not use Variation Relationships because your products will automatically match to an identical product offer.

The parent products are the initial display on the detail page. The child products are the products that are related to each parent and display when the variation is selected by the buyer. The relationship of parent to child is the variation theme: Size, Color, or Size-Color.



There are three Components to a Parent/Child relationship:

- **Parent product:** Non-buyable products displayed in search results are parent products.
- **Child products:** Buyable products related to parent product by size and/or flavor.
- **Variation theme:** Defines how the child products differ from each other.

<b>Use Single Variations (Size, Flavor, Color)</b>	The product is a single unit that only varies by size, such as, coffee (0.5 LB, 1 LB, 5 LB)
	The product is a single unit that only varies by flavor such as, cookies (chocolate chip, gingerbread, oatmeal raisin)
	The product is a single unit that only varies by color, such as, cakes (white frosting, green frosting, blue frosting)
<b>Use Double Variations (Flavor-Size)</b>	<ul style="list-style-type: none"> <li>• An identical product comes in a variety of sizes and flavors</li> <li>• The product is listed in a category that supports variations</li> <li>• You are selling the same products another merchant varies by size and color</li> </ul>
<b>No Variations (Create separate listings.)</b>	<ul style="list-style-type: none"> <li>• The product has no different sizes or colors</li> <li>• The product is slightly different based on quality or brand</li> </ul>

**Example detail page for Size Variation:**



### Seventh Generation Chlorine Free Baby Diapers

Other products by [Seventh Generation](#)  
★★★★☆ (374 customer reviews)

List Price: ~~\$51.99~~

Price: **\$43.99** & eligible for free shipping with **Amazon Prime**

You Save: **\$8.00 (15%)**

[Special Offers Available](#)

**Size: Size 4, 22-37 Lbs. (120-Count)**

Size N, Up to 10 Lbs. (160-Count)

Size 1, 8-14 Lbs. (176-Count)

Size 2, 12-18 Lbs. (160-Count)

Size 3, 16-28 Lbs. (140-Count)

Size 4, 22-37 Lbs. (120-Count)

Size 5, 27+ Lbs. (104-Count)

Size 6, 35+ Lbs. (88-Count)

(unknown)  
[See larger image and other views](#)

## Browse & Search

Customers come to Amazon.com to shop for products. They can find your products in two ways: either using the Browse option, or using Search Terms. Most often customers use a combination of browse and search. Make sure customers can find your products either way. Drive traffic by providing Search Terms and Style-Keywords (for Browse).

### Classification- Browse

Thousands of merchants sell millions of products on Amazon.com. To help customers find products easily, Amazon developed a detailed product hierarchy or browse-tree structure. Customers refine by category and subcategory links until they reach the most specific product type. Make your Item Type Keywords more specific and you'll see the impact on your sales.

Amazon uses your Item Type Keywords to classify your products under the correct browse nodes. In order for your products to continue to appear when customers refine their category options, they must be classified correctly to the deepest level.

### Example of the browse-tree category structure on Amazon.com:

The image shows a screenshot of the Amazon.com browse tree structure. It is divided into three main sections:

- Department**
  - < Grocery
    - Coffee, Tea & Cocoa**
      - Coffee (7,571)
      - Tea (10,318)
      - Hot Cocoa (564)
      - Coffee Substitutes (41)
      - Green (Unroasted) Coffee Beans (47)

- Specialty**
- Any Specialty**
  - Gluten-Free (111)
  - Kosher (591)
  - Low-Carb (374)
  - Low-Fat (169)
  - Natural (1,514)
  - Organic (3,987)
  - Sugar-Free (449)
  - Vegan (73)
  - Vegetarian (124)
- Cuisine**
- Any Cuisine**
  - African (101)
  - Asian (652)
  - Caribbean (56)
  - European (300)
  - Latin American (192)
  - Middle Eastern (29)
  - North American (117)
  - Oceania (66)

On the right side, there is a detailed view of the **Pasta** category structure:

- Department**
  - < Grocery
    - < Pasta & Grains
      - < Noodles & Pasta
        - Pasta**
          - Bow-Tie Pasta (26)
          - Capellini (30)
          - Egg Noodles (84)
          - Fettuccine (62)
          - Fusilli (53)
          - Gnocchi (41)
          - Lasagna (26)
          - Linguine (51)
          - Orzo (60)
          - Penne (91)
          - Rigatoni (36)
          - Rotini (23)
          - Spaghetti (129)
          - Tagliatelle (15)
          - Tortellini (28)
          - Ziti (8)

In the center, a detailed view of the **Coffee** category structure is shown:

- Department**
  - < Grocery
    - < Coffee, Tea & Cocoa
      - Coffee**
        - Caffeine Type**
          - Any Caffeine Type**
            - Caffeinated (1,864)
            - Decaffeinated (1,373)
        - Coffee Format**
          - Any Coffee Format**
            - Whole Bean (2,796)
            - Ground (2,153)
            - Iced (4)
            - Instant (251)
            - Pods (532)
            - K-Cups (232)

The attributes below are used for browse classification.

Attribute	Definition	Accepted Values	Examples
<b>item-type</b>	Use this to specify what your item is. This field is primarily used for browse classification. If left blank, your item will not be found in the site. Refer to the ICG for allowed values.	Please refer to the ICG.	beluga-caviars-and-roes
<b>used-for1 - used-for5</b>	Use this to specify what your item can be used for. Used to further clarify what is the item used for. Refer to the ICG for allowed values.	Please refer to the ICG.	christmas
<b>other-item-attributes1 - other-item-attributes5</b>	Use this to specify other item attributes of your product. Recommended for further classification of your products in the Browse structure. Refer to the ICG for allowed values.	Please refer to the ICG.	angolan-cuisine
<b>item-specialty1 - item-specialty5</b>	Indicate any specialty designations for the product.	Please select a value from the Valid Values tab.	Gluten-free, sugar-free, low-carb, natural
<b>kosher-certification1 - kosher-certification5</b>	List any Kosher Certifications for the product.	Please select a value from the Valid Values tab.	Atlanta Kashrus Commission
<b>organic-certification</b>	Indicate if the product is Certified Organic (leave this field blank if the product is not Certified Organic). An organic seal identifies products with at least 95% organic ingredients.	certified-organic	certified-organic

Find the specific browse keywords that best describe your product in the Grocery Item Classification Guide. See the Seller Central Help page for information about [Using the Online Item Classification Guide](#). Here is a classification example.

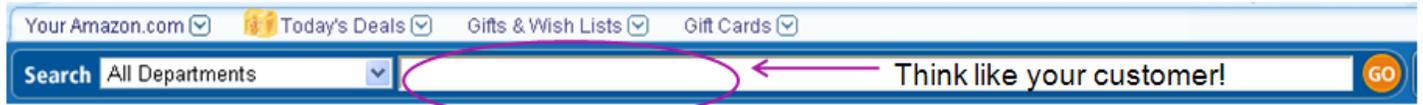
**Note:** The Item Type must have the same exact spelling and formatting as listed in the ICG

Terms that can go in the **ItemType** field:

- baking-carob
- baking-chocolate
  - baking-cocoa
  - chocolate-chips
    - milk-chocolate-chips
    - semi-sweet-chips
  - chocolate-syrup
  - dutch-chocolate
  - mexican-chocolate
- baking-mixes
  - biscotti-mixes
  - biscuit-mixes
  - blinis-mixes
  - blintz-mixes
  - bread-mixes
    - cornbread-mixes
  - brownie-mixes
  - cake-mixes
  - cookie-mixes
  - crepe-mixes
  - custard-mixes
  - french-toast-mixes
  - frosting-mixes
  - icing-mixes
  - muffin-mixes
  - pancake-mixes
  - pizza-dough-mixes
  - scone-mixes
  - waffle-mixes
- baking-thickeners
  - cornstarch
  - potato-starch

## Search

Search terms help customers find your products. Your product titles and company name are already searchable, so think about other words that describe your product. Think like Amazon customers when choosing your terms; use words they might enter into the search bar, including synonyms. Make sure they can find your products!



## Guidelines for listing your Search Terms

- Each product can have up to five search lines of 50 characters per field; that's 250 characters available for your search terms
- The words you choose are the terms our search engine uses when customers search the site
- The individual words of the title, seller, and brand are automatically included as search terms and do not need to add them to the keyword field
- Any combination of title words and search terms are fully searchable

## Examples

### Text-file feed

AJ	AK	AL	AM	AN
SearchTerms1	SearchTerms2	SearchTerms3	SearchTerms4	SearchTerms5

If you are using an inventory text file, the template fields for search terms appear as search-terms1, search-terms2, and so on. For more details about how to create effective search terms, see [Using Search & Browse](#).

## Add a Product in Seller Central

**Search Terms:**  
(Provide specific search terms to help customers find your product.)

fill this space with your search terms
you should fill up all 5 lines with words
you don't need to repeat your title words
customers search these words to find your products
word space word space word space

Example: Dark Chocolate, Apples, Cookies