KPM Brand Shop Content Guidelines

Recipe Submissions:

Any content that does not meet the following guidelines will not be selected. Kroger reserves the right to select which content will be featured on the site and in any other promotional materials.

General Recipe Submission Guidelines:

- Content must be submitted by CPGs participating in the KPM Brand Shops program.
- All content provided to Kroger should have unlimited usage and be **exclusive to Kroger**.
- All content submissions should be submitted in Word document format.
- **Photography/images should be delivered cropped** per image guidelines below.
- Recipes should feature the supplier's brand in a fun and inspiring way. The content should not be an advertisement for your brand but instead allow Kroger to recommend your brand to customers through a credible recipe.
- All recipe ingredients should be able to be purchased at a Kroger store. Branding for any items outside of the sponsoring CPG should be removed.
- Content will live on the CPGs designated Brand Shop page. Content will also will also live in the Kroger recipe library and content archive on Banner.com.
- Final copy and image assets should be delivered **6 weeks** prior to requested update go live.

Recipe Formatting:

Each recipe has 5 sections, in the following order:

1. Title - Capitalize the first letter of each word, except articles (the, a).
2. Recipe Description Copy
3. Time Block
4. Ingredients
5. Directions

Recipe Description Copy

- **Recipe Description Copy vs. Directions:** Recipe Description Copy (also known as Romance Copy) is an introduction to the recipe that describes it in an appetizing way. The copy should be enticing, appetizing and engaging copy, rather than a simple description of what the recipe is. It's great to include information about what occasions the recipe is good for, how simple it is to prepare, or what role it might serve in a meal. Directions are the steps to prepare the recipe. Avoid giving preparation directions in the Recipe Description Copy, and vice versa.

- **Stay Positive:** Use only positive language in both Recipe Description Copy and Directions to inspire the Customer. For example, instead of saying "don't forget to stir constantly," say "remember to stir constantly." Or, instead of "Getting tired of the same old salad day after day?" say "Here's a great new twist on the traditional dinner salad."

- **Spacing:** Use single spaces between sentences, not double spaces

- **Inches:** Use " instead of inches. For example: use a 9"x9" glass baking dish.

- **Brand Names:** Use initial caps for brand names. You may use a ™ or ® symbol if appropriate: Pillsbury®, Private Selection®.

- **Product Names:** When a product is used in conjunction with a brand name, use initial caps: Pillsbury® Refrigerated Pie Crust.

- **Measurements:** Spell out all measurements in, and Directions (selected measurements are abbreviated in ingredient lists; see below).

- **Fractions:** Use numeral symbols for fractions instead of spelling out. Do not put spaces between mixed numbers that use fractions: 1¼ lbs., 2⅓ cups. Measurements such as "15.4 oz." are acceptable, however.

Time Block

Format and fill out the following fields:

Prep: Time that includes steps like chopping, slicing, grilling, stirring, etc.
Cook: Time where food is being baked, boiled, fried, grilled, or otherwise actively cooked.
Total: A TOTAL time of all the tasks put together (prep, cook, rest, freeze, etc.)

Kroger Recipes Template:

Title
[title of the recipe]

Recipe Description Copy
[150-300 characters of teaser/romance copy for the recipe/article]

Prep: X min **| Cook:** X min **| Total:** X min
[If unknown, estimate]

Ingredients:
[List form and no subheader breakouts]

Directions:
1.
2.
3.

_____

Article Submissions:

Any content that does not meet the following guidelines will not be selected. Kroger reserves the right to select which content will be featured on the site and in any other promotional materials.

General Article Submission Guidelines:

- Content must be submitted by CPGs participating in the KPM Brand Shops program.
- All content provided to Kroger should have unlimited usage and be **exclusive to Kroger**.
- All content submissions should be submitted in Word document format.
- Content can be written (word copy docs) or visual (photos, photo step-by-step).

- Word count for articles should be limited to 300-500 total.
- **Photography/images should be delivered cropped** per image guidelines below.
- Content should feature the supplier's brand in a fun and inspiring way. The content should be authentic to the Kroger brand as well as the providing CPG brand. Articles should be created as editorial content. The content should not be an advertisement for your brand, but instead allow Kroger to recommend your brand to customers through credible information.
- Content must feature a product that is available in majority of stores.
- Branding for any items outside of the sponsoring CPG should be removed.
- The CPG is responsible for the costs and contracts with all models and content talent. Kroger is not liable for any incremental costs the CPG incurs in sharing and promoting this content on Kroger channels.
- Photography should be delivered cropped per image guidelines below.
- Content will live on the CPGs designated Brand Shop page. Content will also will also live in the Kroger recipe library and content archive on Banner.com.
- Final copy and image assets should be delivered **6 weeks** prior to requested update/go live.

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Image Submission Guidelines - Article & Recipe:

Single Piece of Content:

- Hero Image- 980x400 Jpeg
- Headline
- Intro Copy
- Article Copy
  - Best to format article with steps (1,2,3) or bullet points

Multiple Pieces of Content:

- Topic Page
  - Hero Image needed in size 980x400 jpeg
  - Cropped Content images 500x500 jpeg or png
  - Article Sub-copy
- Individual Articles
  - Hero Image- 980x400 Jpeg
  - Headline
  - Intro Copy
  - Article Copy
    - Best to format article with steps (1,2,3) or bullet points

TECHNICAL REQUIREMENTS

- Images:
  - + Provide original uncropped image file, high resolution
  - + Provide image file sized/cropped to 500px x 500px, file size under 200kb
  - + JPEG (.jpg) format, sRGB

SPECIFICATIONS

- Lighting:
  - + Clean, uniform lighting. Natural lighting is preferred. Avoid heavily flash-filled or dark/gray photos.
  - + Reflections should appear balanced and realistic.
  - + Images must retain realistic coloring that is representative of the food.

- Angles:
  - + A range from 45° angle to an overhead or 90° camera angle. Whatever captures the best image.
  - + Avoid tilting the camera, it can cause uncomfortable angles.

- Crop:
  - + Allow for wider/open shots of the composition, keep most plate edges in frame if possible.
  - + Do not stretch or distort the image.

- Styling:
  - + Family kitchen setting; counter tops and kitchen tables.
  - + Food should always be the focal point and take up at least 1/3 of the composition.
  - + Beautiful, yet classic and attainable in any home.
  - + Dishes should be clean and neutral.
  - + Recipes may also be shown in the cookware; pan or serving dish when it makes sense.
  - + Images should be fully styled and propped featuring fresh ingredients and garnishes.
  - + Cutlery, glassware and linens can be used to compliment the table setting.
  - + The recipe should look tasty and fresh; good enough to eat!
  - + The image must not contain overlaid text, graphics, logos or inset images.
  - + Images of step-by-step recipes should appear true to the finished dish to promote authenticity.

EXAMPLES