

[Brand] [Product name]

[One or two sentences: what it is, who it's for and the one thing it does better than what's on the shelf now.]

- [Claim]
- [Certification]
- [Made in]
- [Diet or ingredient claim]

Hero photo: every item in the line on a clean background

Why it sells

- [Shopper need it serves.]** Who buys it and what they can't get today.
Lead with the shopper, not the feature.
- [What makes it different.]** One clear difference from the items it sits next to.
- [Value.]** Price per use, size or quality the shopper can see.
- [Easy for the retailer.]** Shelf life, pack, shipping or margin advantage.

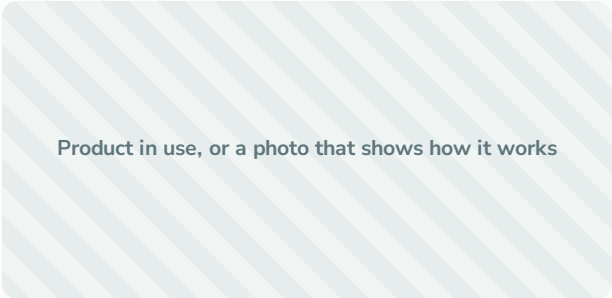
Items and pricing

Item	UPC	Pack	SRP	Cost
[Item, size, flavor]	[12-digit UPC]	[12]	[\$0.00]	[\$0.00]
[Item, size, flavor]	[12-digit UPC]	[12]	[\$0.00]	[\$0.00]
[Item, size, flavor]	[12-digit UPC]	[6]	[\$0.00]	[\$0.00]

SRP = suggested retail price. Cost = your price to this retailer or its distributor.

How shoppers use it

1. [Step]
[Short action.]
2. [Step]
[Short action.]
3. [Step]
[The result.]



Proven demand

[4.6 ★]
[Rating and where]

[+00%]
[Sales growth and period]

[00]
[Units per store per week]

[00%]
[Repeat rate or doors]

Pick the 4 numbers this buyer cares about most.

Retailer support

- [Retail media plan and budget]
- [Social, creators or PR]
- [Promotions: TPRs, features]
- [Demos and sampling]
- [Where it's sold today]

