

FOR YOUR BUYERS—A GUIDE TO PRODUCT STORYTELLING

Every product has a story to tell.

The following questions can assist buyers with product storytelling by helping to identify the product stories—and selling points—that need to be communicated to your customers.



What is the heritage or history of this product? _____

How did the idea for this product come about? _____

What happened and who was involved? _____

Is it made by a family run business? _____

How many years has it been produced? _____

Are there any interesting stories on why or how the company or the product was developed? _____

What methods are used to ensure quality and freshness? _____

Does the producer use any special techniques (ie: dry-aged beef, air-chilled chicken) and why does this make it better? _____

Is it made using a family recipe? _____

Is it handmade or hand-selected? (Note: In this day of mass-produced products, handmade and hand-selected products say that special care was given to the product.) _____

Does it use natural, sustainable or environmentally friendly production methods? (ie: cage-free eggs, 100% natural meat, organic produce, etc.)



Is it baked fresh, prepared in-store or made to order? _____

How often is it delivered to your markets? _____

Where is the product from and why is that a benefit to the customer? Note: Be as specific as possible. Imported goods tell the customer that this is a specialty product. Locally produced goods convey freshness, and inspire community support. _____

Is the product exclusive to your store, a signature item, or something that isn't easily found in other grocery stores? _____

What varieties, flavors and sizes are available? _____

What are some preparation tips, or recommendations for how the product can be enjoyed?



What other foods, condiments, wines, etc. complement the product? Why? _____

What are the best ways of preparing it? _____

What makes this product unique?

Is it made from a rare or hard-to-come-by ingredient? _____

Is it created in only a few parts of the world? _____

What are the health benefits? 

What vitamins and minerals does it contain? _____

Does it contain antioxidants? _____

Is it low in fat or saturated fat? _____

Does it contain omega-3 fatty acids? _____

Does it contain whole grains? _____

Is it low in sugar? _____

Is it made with all natural or organic ingredients? _____

What is the flavor and texture?

What ingredients give it its distinctive flavor and texture? _____

Next Steps:

- Be on the lookout for storytelling opportunities. When deciding between two products, consider asking yourself:
 "Which of these products has a more interesting story to tell?"
 "Which product story reinforces the unique attributes, values, and personality traits of our brand?"
 "Which one would I personally want to tell a story about?"
- Take a look at the product stories you're currently telling. In addition to providing basic information, do they clearly answer the two important questions your customers are asking: "What are the benefits?" and "Why should I care?"
- For any new products, signature items or specialty products, take the time to answer the questions provided. In doing this, you'll find the materials you need to tell authentic and compelling product stories.