

1. CORE PRODUCT IDENTIFICATION

Requested Core Product: Fruit Bars

Reference Product: Pure Organic 28 Layered Fruit Bars Variety Pack

Reference Brand: Pure Organic

Recommended Core Product: Fruit Bars

Product Type: Individually Wrapped Snack Bars

Everyday Market Category: Snacks & Bars

Storage Type: Shelf-Stable

Preparation Type: Ready to Eat

Typical Customer Uses: Lunches, travel, school or work snacks, grab-and-go snacking, pantry stocking

Core Product Decision:

Fruit Bars is the correct customer purchasing level. It identifies what the customer wants without unnecessarily limiting fulfillment to one brand, package count, fruit assortment, bar construction, or package configuration.

The reference product's **Pure Organic brand, 28-count configuration, layered format, raspberry lemonade/strawberry banana/pineapple passionfruit assortment, organic positioning, real-fruit claim, package weight, certifications, and other SKU-specific characteristics** are intentionally excluded from the Core Product.

2. CUSTOMER-FACING PRODUCT CONTENT

CORE PRODUCT TITLE

Fruit Bars

CORE PRODUCT DESCRIPTION

Convenient, individually wrapped fruit bars for lunches, travel, work, school, or everyday snacking. Available products, package sizes, and fruit varieties may differ based on local availability.

ABOUT THIS PRODUCT

Fruit bars provide a convenient, ready-to-eat snack option for stocking the pantry or taking on the go. Your selections help guide the shopper toward an appropriate qualifying product available at the time of shopping.

GENERAL PRODUCT DETAILS

Product Type: Fruit Snack Bars

General Format: Individually wrapped bars, typically sold in multipacks

Storage Type: Shelf-Stable

Preparation: Ready to Eat

Typical Uses: Grab-and-go snacks, lunches, travel, work, school, pantry stocking

General Characteristics: Portable, individually portioned snack format

3. CUSTOMER PREFERENCES

Two controls are sufficient.

Pack Size

- Smaller Pack
- Larger Pack
- Any Pack Size

Flavor Preference

- Variety Preferred
- Any Flavor

Customer Preference Guidance

Package sizes, flavors, and varieties may vary by available product. Your selections guide fulfillment, and the shopper will select the closest qualifying Fruit Bars product available.

4. PRODUCT INFORMATION & SAFETY

Product Information Notice:

Product brands, ingredients, allergens, nutrition information, package sizes and product labeling may vary. Review the product packaging received for the most current information, especially for food allergies or dietary restrictions.

No ingredients, allergens, Nutrition Facts, certifications, dietary claims, or other SKU-specific information from the Pure Organic reference product should be assigned to the Fruit Bars Core Product.

5. PRICING IMPLEMENTATION

Recommended Pricing Method: Price by Pack Size

Recommended Price Structure

Smaller Pack: Operator-established price

Larger Pack: Operator-established price

Any Pack Size: Use the operator's designated default Fruit Bars price and fulfill with the qualifying package associated with that default price tier.

Relationship Between Options and Price

Flavor preference should **not** normally change the price. Pack size is the primary pricing variable because the amount of product being purchased can materially change acquisition cost.

Operator Pricing Guidance

Establish separate retail prices for the Smaller Pack and Larger Pack using locally available qualifying Fruit Bars products and the operator's desired margin.

For **Any Pack Size**, designate one of those configurations as the operational default rather than allowing the shopper to select an unpredictably priced package.

No acquisition price was provided, so none should be fabricated.

6. VARIABLE-WEIGHT HANDLING

Fixed Price Product

Fruit Bars are normally sold as packaged goods rather than by variable weight. Variable-weight handling is not required.

7. SEO

SEO Product Title:

Fruit Bars | Convenient Individually Wrapped Snacks

Meta Description:

Shop convenient fruit bars for lunches, travel, work, school and everyday snacking, with flexible pack-size and flavor preferences.

Image Alt Text:

Brand-neutral package of individually wrapped fruit bars with colorful fruit imagery and several wrapped bars displayed in front.

8. WIX-READY IMPLEMENTATION CONTENT

CORE PRODUCT

Core Product Name:

Fruit Bars

Core Product Description:

Convenient, individually wrapped fruit bars for lunches, travel, work, school, or everyday snacking. Available products, package sizes, and fruit varieties may differ based on local availability.

About This Product:

Fruit bars provide a convenient, ready-to-eat snack option for stocking the pantry or taking on the go. Your selections help guide the shopper toward an appropriate qualifying product available at the time of shopping.

Category:

Snacks & Bars

CUSTOMER OPTIONS

Pack Size:

Smaller Pack

Larger Pack

Any Pack Size

Flavor Preference:

Variety Preferred

Any Flavor

Customer Preference Guidance:

Package sizes, flavors, and varieties may vary by available product. Your selections guide fulfillment, and the shopper will select the closest qualifying Fruit Bars product available.

PRODUCT INFORMATION

General Product Details:

Shelf-stable, ready-to-eat fruit snack bars commonly sold as individually wrapped bars in multipack packaging. Suitable for grab-and-go snacking, lunches, travel, work, school, and pantry stocking.

Product Information Notice:

Product brands, ingredients, allergens, nutrition information, package sizes and product labeling may vary. Review the product packaging received for the most current information, especially for food allergies or dietary restrictions.

PRICING

Pricing Method:

Price by Pack Size

Price Structure:

Smaller Pack — Operator-established price

Larger Pack — Operator-established price

Any Pack Size — Operator-designated default price/configuration

Pricing Implementation Guidance:

Establish separate prices for Smaller Pack and Larger Pack. Assign Any Pack Size to a predetermined default configuration and price so fulfillment does not create an unpredictable customer charge. Flavor preference does not normally affect pricing.

SEO

SEO Product Title:

Fruit Bars | Convenient Individually Wrapped Snacks

SEO Meta Description:

Shop convenient fruit bars for lunches, travel, work, school and everyday snacking, with flexible pack-size and flavor preferences.

Core Product Image Alt Text:

Brand-neutral package of individually wrapped fruit bars with colorful fruit imagery and several wrapped bars displayed in front.

9. FINAL CORE ASSET SUMMARY

EVERYDAY MARKET CORE ASSET

Core Product: Fruit Bars

Category: Snacks & Bars

Product Type: Individually Wrapped Snack Bars

Customer Preferences: Pack Size + Flavor Preference

Pricing Method: Price by Pack Size

Price Structure: Operator-established Smaller Pack and Larger Pack pricing with a predetermined default for Any Pack Size

SEO Status: Complete

Wix Content Status: Complete

Asset Status: Ready for Implementation

10. COMPLETED DELIVERABLE CHECKLIST

- ✓ Core Product established at the broad **Fruit Bars** level
- ✓ Reference SKU characteristics separated from the Core Product
- ✓ Customer-facing title and description completed
- ✓ About This Product content completed
- ✓ Two customer preference controls established
- ✓ Core Product safety/information notice completed
- ✓ Pricing implementation structure completed
- ✓ Fixed-price handling confirmed
- ✓ SEO title, meta description, and image alt text completed
- ✓ Wix-ready implementation content completed
- ✓ Core Product image direction developed
- ✓ Asset ready for implementation