

PRESENTATION OF RATING SYSTEM

	Option 1a (HowGood colors, multiple icons)	Option 2a (HowGood colors, simple divider)	Option 3a (HowGood colors, radial divider)	Option 4a (HowGood colors, hue)	Option 5a (HowGood colors)
no rating					
good					
very good					
great					
	Option 1b (FreshDirect colors, multiple icons)	Option 2b (FreshDirect colors, simple divider)	Option 3b (FreshDirect colors, radial divider)	Option 4b (n/a)	Option 5b (HowGood colors)
no rating					
good					
very good					
great					

Placement Option 1: Top Left (appears below other bursts, if any)

 <p>FreshDirect Arugula, Farro & Family Tree Farms Blueberry Salad</p> <p>9.8oz \$5.99/ea</p> <p>- <input type="text" value="1"/> +</p> <p>add to cart</p>	 <p>Bberri 100% Organic Blueberry Juice</p> <p>8oz \$4.99/ea</p> <p>- <input type="text" value="1"/> +</p> <p>add to cart</p>	<p>SAVE! 2 FOR \$8.00</p>  <p>★ ★ ★ FreshDirect Ultimate Veggie Burger</p> <p>2pk, 3.8oz ea \$4.99/ea (\$5.99)</p> <p>- <input type="text" value="1"/> +</p> <p>add to cart</p>	 <p>Blue Diamond Almond Breeze Unsweetened Vanilla Almond Breeze, Single Serve</p> <p>11oz \$1.59/ea Any 2 for \$3.00</p> <p>- <input type="text" value="1"/> +</p> <p>add to cart</p>
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Placement Option 2: Top Right

 <p>FreshDirect Arugula, Farro & Family Tree Farms Blueberry Salad</p> <p>9.8oz \$5.99/ea</p> <p>- <input type="text" value="1"/> +</p> <p>add to cart</p>	 <p>Bberri 100% Organic Blueberry Juice</p> <p>8oz \$4.99/ea</p> <p>- <input type="text" value="1"/> +</p> <p>add to cart</p>	<p>SAVE! 2 FOR \$8.00</p>  <p>★ ★ ★ FreshDirect Ultimate Veggie Burger</p> <p>2pk, 3.8oz ea \$4.99/ea (\$5.99)</p> <p>- <input type="text" value="1"/> +</p> <p>add to cart</p>	 <p>Blue Diamond Almond Breeze Unsweetened Vanilla Almond Breeze, Single Serve</p> <p>11oz \$1.59/ea Any 2 for \$3.00</p> <p>- <input type="text" value="1"/> +</p> <p>add to cart</p>
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Placement Option 3: Bottom Left

 <p>FreshDirect Arugula, Farro & Family Tree Farms Blueberry Salad</p> <p>9.8oz \$5.99/ea</p> <p>- <input type="text" value="1"/> +</p> <p>add to cart</p>	 <p>Bberri 100% Organic Blueberry Juice</p> <p>8oz \$4.99/ea</p> <p>- <input type="text" value="1"/> +</p> <p>add to cart</p>	<p>SAVE! 2 FOR \$8.00</p>  <p>★ ★ ★ FreshDirect Ultimate Veggie Burger</p> <p>2pk, 3.8oz ea \$4.99/ea (\$5.99)</p> <p>- <input type="text" value="1"/> +</p> <p>add to cart</p>	 <p>Blue Diamond Almond Breeze Unsweetened Vanilla Almond Breeze, Single Serve</p> <p>11oz \$1.59/ea Any 2 for \$3.00</p> <p>- <input type="text" value="1"/> +</p> <p>add to cart</p>
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Placement Option 4: Bottom Right

 <p>FreshDirect Arugula, Farro & Family Tree Farms Blueberry Salad</p> <p>9.8oz \$5.99/ea</p> <p>- <input type="text" value="1"/> +</p> <p>add to cart</p>	 <p>Bberri 100% Organic Blueberry Juice</p> <p>8oz \$4.99/ea</p> <p>- <input type="text" value="1"/> +</p> <p>add to cart</p>	<p>SAVE! 2 FOR \$8.00</p>  <p>★ ★ ★ FreshDirect Ultimate Veggie Burger</p> <p>2pk, 3.8oz ea \$4.99/ea (\$5.99)</p> <p>- <input type="text" value="1"/> +</p> <p>add to cart</p>	 <p>Blue Diamond Almond Breeze Unsweetened Vanilla Almond Breeze, Single Serve</p> <p>11oz \$1.59/ea Any 2 for \$3.00</p> <p>- <input type="text" value="1"/> +</p> <p>add to cart</p>
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Placement Option 5: left of Add to Cart button

  <p>FreshDirect Arugula, Farro & Family Tree Farms Blueberry Salad</p> <p>9.8oz \$5.99/ea</p> <p>- 1 +</p> <p> add to cart</p>	 <p>Bberrri 100% Organic Blueberry Juice</p> <p>8oz \$4.99/ea</p> <p>- 1 +</p> <p> add to cart</p>	<p>SAVE! 2 FOR \$8.00</p>  <p>★ ★ ★ FreshDirect Ultimate Veggie Burger</p> <p>2pk, 3.8oz ea \$4.99/ea (\$5.99)</p> <p>- 1 +</p> <p>add to cart</p>	 <p>Blue Diamond Almond Breeze Unsweetened Vanilla Almond Breeze, Single Serve</p> <p>11oz \$1.59/ea Any 2 for \$3.00</p> <p>- 1 +</p> <p> add to cart</p>
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Placement Option 6: right of Add to Cart button

  <p>FreshDirect Arugula, Farro & Family Tree Farms Blueberry Salad</p> <p>9.8oz \$5.99/ea</p> <p>- 1 +</p> <p>add to cart </p>	 <p>Bberrri 100% Organic Blueberry Juice</p> <p>8oz \$4.99/ea</p> <p>- 1 +</p> <p>add to cart </p>	<p>SAVE! 2 FOR \$8.00</p>  <p>★ ★ ★ FreshDirect Ultimate Veggie Burger</p> <p>2pk, 3.8oz ea \$4.99/ea (\$5.99)</p> <p>- 1 +</p> <p>add to cart</p>	 <p>Blue Diamond Almond Breeze Unsweetened Vanilla Almond Breeze, Single Serve</p> <p>11oz \$1.59/ea Any 2 for \$3.00</p> <p>- 1 +</p> <p>add to cart </p>
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Placement Option 7: below title, with "HowGood" logo

  <p>FreshDirect Arugula, Farro & Family Tree Farms Blueberry Salad</p> <p> HowGood</p> <p>9.8oz \$5.99/ea</p> <p>- 1 +</p> <p>add to cart</p>	 <p>Bberrri 100% Organic Blueberry Juice</p> <p> HowGood</p> <p>8oz \$4.99/ea</p> <p>- 1 +</p> <p>add to cart</p>	<p>SAVE! 2 FOR \$8.00</p>  <p>★ ★ ★ FreshDirect Ultimate Veggie Burger</p> <p> HowGood</p> <p>2pk, 3.8oz ea \$4.99/ea (\$5.99)</p> <p>- 1 +</p> <p>add to cart</p>	 <p>Blue Diamond Almond Breeze Unsweetened Vanilla Almond Breeze, Single Serve</p> <p> HowGood</p> <p>11oz \$1.59/ea Any 2 for \$3.00</p> <p>- 1 +</p> <p>add to cart</p>
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Placement Option 8: below customer rating, with "HowGood" logo

  <p> HowGood FreshDirect Arugula, Farro & Family Tree Farms Blueberry Salad</p> <p>9.8oz \$5.99/ea</p> <p>- 1 +</p> <p>add to cart</p>	 <p> HowGood Bberrri 100% Organic Blueberry Juice</p> <p>8oz \$4.99/ea</p> <p>- 1 +</p> <p>add to cart</p>	<p>SAVE! 2 FOR \$8.00</p>  <p>★ ★ ★ FreshDirect Ultimate Veggie Burger</p> <p> HowGood</p> <p>2pk, 3.8oz ea \$4.99/ea (\$5.99)</p> <p>- 1 +</p> <p>add to cart</p>	 <p> HowGood Blue Diamond Almond Breeze Unsweetened Vanilla Almond Breeze, Single Serve</p> <p>11oz \$1.59/ea Any 2 for \$3.00</p> <p>- 1 +</p> <p>add to cart</p>
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"ABOUT HOWGOOD RATINGS" HOP UP

Modal window appears on hover (desktop) or tap (touchscreens).
(alternate condensed versions on following page)

IT'S BACK



FreshDirect
Arugula, Farro & Farms Blueberries

HowGood
9.8oz
\$5.99/ea

- 1 +

add to cart

About HowGood Ratings

HowGood (howgood.com) is a company that independently rates the sustainability and environmental friendliness of food products based on 50 to 70 industry specific metrics. Their research allows us to look into a variety of aspects of a food and its parent company, ranging from ingredient sourcing and manufacturing, to environmental responsibility and animal welfare, to treatment of workers and adherence to labor laws. The goal of their research is to accurately identify the best food products on the market based on their overall goodness.

Products are evaluated based on the following:

- Environmental Record
- Growing Practices
- Animal Husbandry
- Production (type)
- Production (degree)
- Distribution Impact
- Social Impact
- Labor Record
- Labor Policy
- Corporate Governance

HowGood Ratings

 GREAT  VERY GOOD  GOOD

FOR \$8.00



FreshDirect
Eggie Burger

HowGood
2pk, 3.8oz ea
\$4.99/ea (~~\$5.99~~)

- 1 +

add to cart



Blue Diamond
Almond Breeze Unsweetened Vanilla Almond Breeze, Single Serve

HowGood
11oz
\$1.59/ea
Any 2 for **\$3.00**

- 1 +

add to cart

"ABOUT HOWGOOD RATINGS" HOP UP

Alternate condensed versions.

About HowGood Ratings

HowGood independently rates the sustainability and environmental friendliness of food products. Products are evaluated based on ingredient sourcing and manufacturing, environmental responsibility, animal welfare, treatment of workers, and adherence to labor laws. HowGood's goal is to accurately identify the best food products on the market.

 GREAT  VERY GOOD  GOOD



About HowGood Ratings

HowGood independently rates the sustainability and environmental friendliness of food products. Products are evaluated based on ingredient sourcing and manufacturing, environmental responsibility, animal welfare, treatment of workers, and adherence to labor laws. HowGood's goal is to accurately identify the best food products on the market.

 GREAT  VERY GOOD  GOOD



 **HowGood**

HowGood independently rates the sustainability and environmental friendliness of food products. Products are evaluated based on ingredient sourcing and manufacturing, environmental responsibility, animal welfare, treatment of workers, and adherence to labor laws. HowGood's goal is to accurately identify the best food products on the market.

 GREAT  VERY GOOD  GOOD

