

Amazon US Food & CPG Listing Portfolio

End-to-end Seller Central setup for food products - built around compliance, approval readiness, and conversion-focused listing SEO.

Category approval	Food compliance	SEO copy + keywords	UPC/GTIN guidance	A+ Content
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What I'll set up for your brand

- New ASIN creation or listing optimization (title, bullets, description).
- Compliance-ready documentation checklist for food/CPG.
- Category approval support (gated categories, documentation).
- Backend keywords + attribute completion (flat file when needed).
- A+ Content guidance and build support.

How I work (no suspension surprises)

- 1) Audit: category + restrictions + required attributes.
- 2) Compliance pack: labels, claims, safety/quality docs.
- 3) Listing build: SEO + images + variation logic.
- 4) Launch checklist: buy box readiness + policy checks.
- 5) Post-launch: indexing check + keyword tuning.

Operational performance snapshot (from Seller Central)

Account Health Rating: **496 (Healthy)** | Valid Tracking Rate: **99.34%** | On-Time Delivery Rate: **98.69%** | Ordered product sales (Jan 1 to Feb 18, 2026): **\$118,429.47**.

ASIN examples can be shared upon request (or under NDA), since many brands prefer not to publish them publicly.

Compliance and approval expertise (food/CPG)

Food listings on Amazon US fail for two main reasons: missing documentation (approval/gating) and non-compliant claims/labels. My process is built to reduce policy risk before the ASIN goes live.

Food compliance checklist I validate (before publishing)

- Label accuracy: ingredients, net quantity, manufacturer/distributor details, and country of origin (as applicable).
- Allergens: clear allergen statement and correct attribute mapping.
- Expiration and lot/traceability readiness (especially for perishables).
- Health/supplement claims: avoid prohibited disease claims; keep claims consistent with the label and evidence.
- Safety/quality documents when required: COA, spec sheets, SDS (only if applicable), and supplier documentation.
- Product images match the physical packaging and do not include restricted text.

Category approval and gating support

- Identify the correct browse node and any gated subcategories.
- Prepare and submit approval documentation (invoices, brand authorization, compliance docs).
- Handle follow-up responses and resubmissions until approved.

Listing SEO framework (built for search + conversion)

- Title: high-intent keyword + core product form + count/size + key differentiator (no keyword stuffing).
- Bullets: benefits first, then proof points (ingredients, origin, quality, usage).
- Description: brand story + use-cases + trust builders (certifications, sourcing, quality control).
- Backend: search terms, subject matter, and full attribute completion (flat file if needed).
- Images: label legibility, lifestyle, infographic for use/benefits, and comparison chart when allowed.

UPC/GTIN and variation structure

- Confirm UPC/GTIN strategy (GS1 vs exemption eligibility) and prevent mismatches that trigger suppression.
- Variation logic: only when products are truly related (size/flavor) and Amazon policy supports it.
- Parent/child setup via flat files to avoid broken variations and indexing issues.

Deliverables, timeline, and what I need from you

Below is the exact output you receive for each product, plus a realistic timeline for a new food brand launch.

Deliverable	What you get
Listing build (Seller Central)	Title, bullets, description, images plan, attributes completed, variation setup (if applicable).
Keyword package	Primary + secondary keywords, backend search terms, and indexing checks after launch.
Compliance pack checklist	Document list by category (labels, invoices, COA/spec sheets, allergen/expiration info).
Category approval support	Submission guidance + follow-ups until approval is granted (timing depends on Amazon).
A+ Content (if eligible)	Module outline + copy + image notes; build support inside Seller Central.

Typical timeline (per product set)

- Day 1-2: Category + restriction audit, attribute requirements, and documentation checklist.
- Day 2-5: Listing copywriting + keyword research + images plan (or image feedback).
- Day 5-7: Build in Seller Central + flat file (if needed) + internal QA.
- Day 7-14: Category approval cycles and revisions (varies by category and documentation).

To start quickly, I need

- Product label photos (front/back) + ingredient list + net weight/size.
- Nutrition facts (if applicable) and allergen information.
- Any certifications (organic, non-GMO, halal, etc.) with proof if you want them mentioned.
- UPC/GTIN plan (GS1 UPCs) or proof for exemption eligibility.
- Supplier/manufacturer details and invoices if approval is required.
- Your target competitors (3-5 listings) and price positioning goals.

Next step: Share 1 product sample (label + size + category) and I will reply with the exact approval requirements and a launch plan for that SKU.

Operational note: I align listings to Amazon policies and approval requirements. For regulatory/legal interpretation (FDA/FTC claims), please do final review with your legal team.

Proof screenshots (Seller Central)

Recent snapshots showing account health, shipping performance, and sales performance.

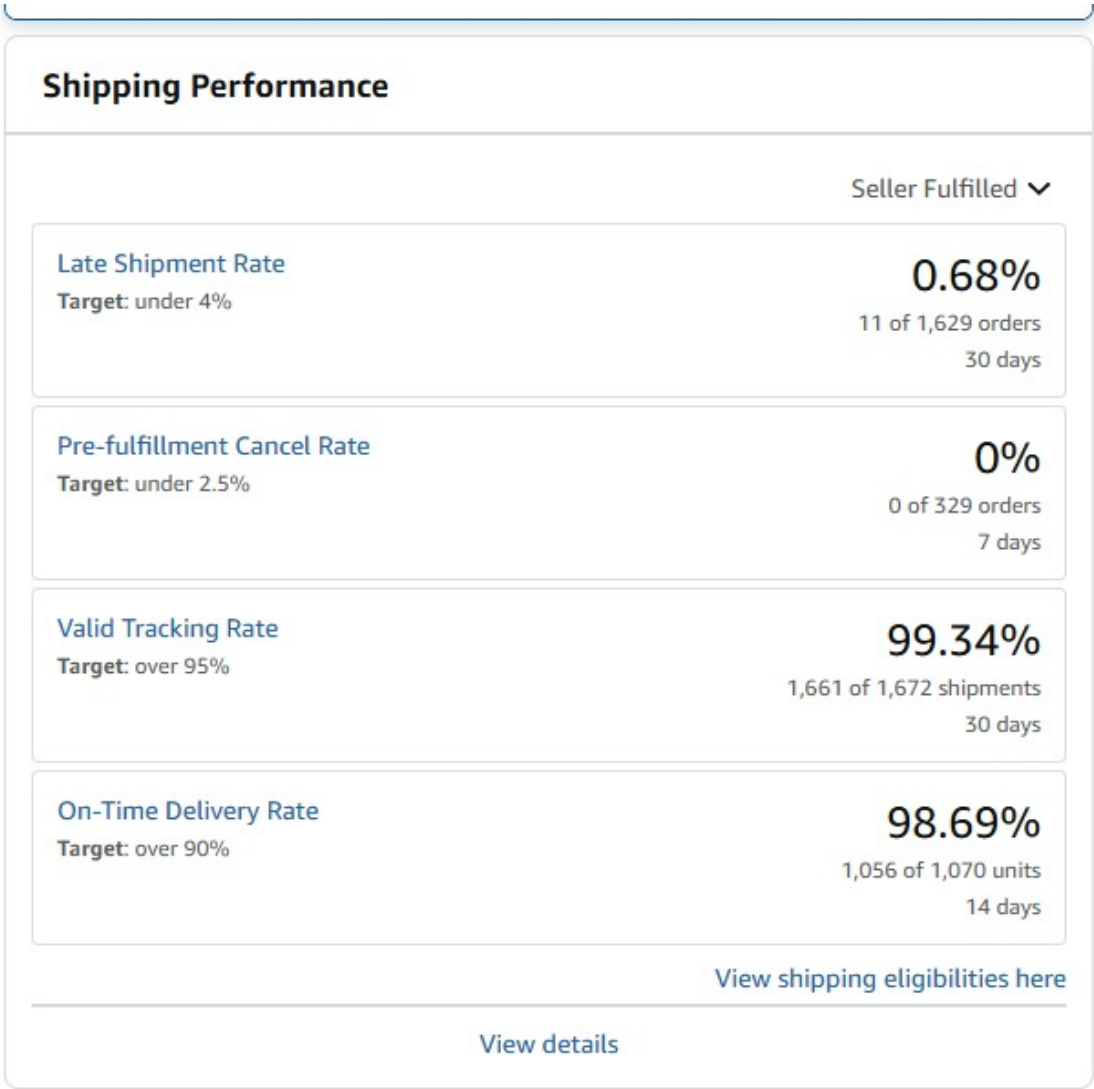
Account health



Account Health Rating: 496 (Healthy).

Proof screenshots (Seller Central)

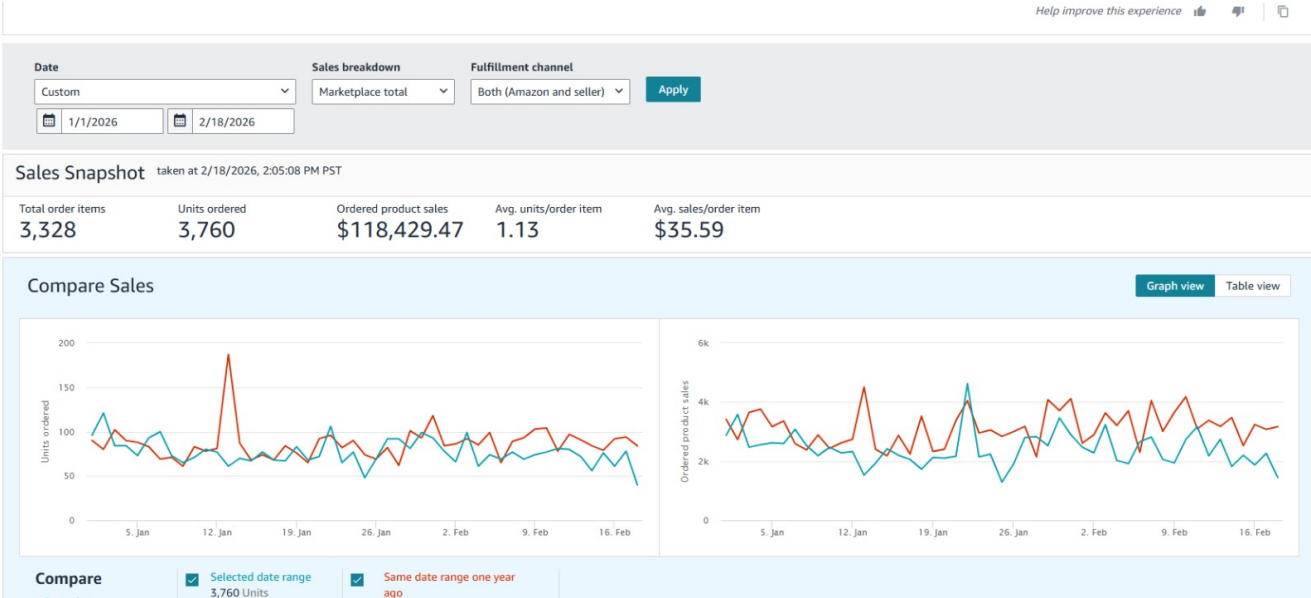
Shipping performance (seller fulfilled)



Late shipment: 0.68% | Pre-fulfillment cancel: 0% | Valid tracking: 99.34% | On-time delivery: 98.69%.

Sales performance snapshot

Date range shown: Jan 1, 2026 to Feb 18, 2026. Ordered product sales: \$118,429.47.



Sales snapshot view showing units ordered, sales, and comparison chart.