

# Unique Selling Proposition (USP) Statement Sample

## DEFINITION

A Unique Selling Proposition (USP) is a clear statement that describes the distinct benefit your product or service offers, explaining what makes it better or different from the competition.

Sample USP Statement

"FreshBrew delivers handcrafted, organic coffee beans sourced directly from local farmers, ensuring unmatched freshness delivered to your door within 48 hours"so you enjoy the richest flavor, every cup, every time."