

# 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 hoursâ€"so you enjoy the richest flavor, every cup, every time."