

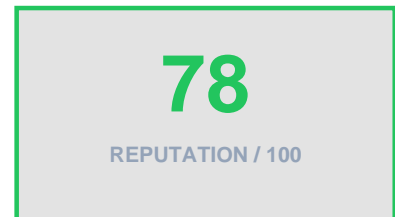
AI Reputation Analysis and Signal Evaluation - Del Monte

BRAND AI REPUTATION

Food, Restaurants & Delivery Reputation: Del Monte (delmonte.com)

https://delmonte.com

Industry: Food, Restaurants & Delivery



FOOD, RESTAURANTS & DELIVERY

57.6 Avg Reputation

Based on 2707 businesses audited.

REPUTATION LEVEL

HIGHER REPUTATION THAN AVERAGE

Del Monte has 20.4 points more reputation than the average for Food, Restaurants & Delivery.

EXPERT VERDICT

Del Monte delivers a masterclass in legacy brand substance, largely avoiding the 'hot air' typical of modern food startups. While its marketing slogans are generic, its technical transparency regarding product safety, ingredients, and social impact is forensically sound. The only significant weakness is the reliance on decade-old proof points to support current health claims.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

20

67% Reputation

The site exhibits a dual nature in its information density. The homepage relies on fluff-heavy headings such as [H1] Mealtime made simple and [H3] Quality, but the Our Story page provides high substance through specific technical details. It lists major allergens, explains the derivation of modified food starch from corn, and provides a granular table for can sizes (303, No. 2, etc.). However, the repetition of the 'Can do' slogan across four [H1] sections on the homepage adds 2 points for concept repetition without new info.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

Minor semantic drift is noted between the hero signal and sub-page delivery. The homepage [H1] promises simplicity and inspiration, which is effectively supported by the Vegetables sub-page and the extensive FAQ section regarding product usage. A slight disconnect exists on the Where to Buy page, which is flagged as insufficient with only 17 characters, failing to deliver the substance suggested by its high discovery score.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

17

85% Reputation

DIAGNOSIS: TRUST THEATRE

Trust theatre is minimal. The review_count of 0 on the homepage and 2 on the story page indicates no attempt to fabricate social proof. The site provides 4 proof links on the homepage, including external validation from the Upcycled Food Association and Feeding America. Most claims are backed by specific partnership outcomes, such as the 10 million pounds of food donated to Feeding America, though some technical proof (BPA and GMO certifications) is dated 2015-2016 and is now stale as of 2026.

EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to assertions is high. For every vague claim like 'passionate for quality', the site provides 2-3 specific points of evidence, such as the 'Nourishing Families by Nourishing Schools' program target of 7.5 million students or the 'USDA Process Verified' status for sweet corn. This density of named organizations and specific numbers significantly suppresses the BS score.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

9

60% Reputation

The site matches several patterns in the industry dictionary, including 'Our Story', 'Quality ingredients', and 'Sustainability'. The generic_claims 'fresh and delicious' and 'quality products' are used frequently. While the value proposition of being 'The Original Plant-Based Food Company' is somewhat unique, the surrounding language about 'family farmers' and 'picked at the peak' is highly copy-pastable across the CPG food industry, earning a score of 6.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

14

93% Reputation

DIAGNOSIS: AUTHORITY GAPS

Authority is well-established through robust Organization schema that includes SameAs links to high-authority sources like Wikipedia. A minor gap exists in the lack of Person schema for the leadership or experts mentioned in the partnership sections. However, the technical implementation is clean with a functional heading hierarchy and valid JSON-LD, minimizing identity BS.

EVIDENCE: PERFORMANCE VS. CLAIMS

There is a slight disconnect between the marketing tone of 'Growers of Good' and the age of the evidence provided. The site relies on a 2012 Oregon State Study to support nutritional claims and 2016 data for BPA conversion. In the context of a 2026 audit, these performance claims, while specific, lack contemporary verification, suggesting a 'set it and forget it' approach to digital proof.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Food, Restaurants & Delivery Reputation: Del Monte (delmonte.com)

Reputation: 78 / 100

INDUSTRY CLASSIFICATION

The site aligns well with the Food and produce category, specifically Consumer Packaged Goods (CPG). While it does not function as a restaurant, it utilizes several culinary templates and generic claims found in the restaurant pattern dictionary to market its canned goods.

"The score of 78 is driven primarily by the high information density of the FAQ and Story pages, which counteract the commodity clichés found on the homepage. The most significant points were accumulated in Information Density (10) due to generic headings and Commodity Fingerprint (6) for industry-standard phrasing. The site successfully avoids the high-BS categories by providing specific metrics and external partnership links."

ANALYSIS DISCLOSURE & SOURCE ATTRIBUTION

This analysis is part of a non-adversarial audit conducted by 1 Euro SEO. The results are intended as professional feedback to help improve any website's machine-readability and authority signals. The evaluation is free, and any company can request a fresh audit at any time.

Any company can use the insights for free and improve its voice. When a company has updated its content, it can always submit a new audit request, which will be reflected in a new current score.

You are encouraged to visit the live site at <https://delmonte.com> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: May 29, 2026

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