



THE CULINARY
CAMERA

Call **01502 218828** or **07787 383332**



**7 THINGS YOU MUST DO TO GET THE BEST
FROM YOUR FOOD PHOTOGRAPHER!**

WELCOME TO

7 Things You MUST Do to Get the Best from Your Food Photographer!

So, it's time to get your food photographed by a professional! That's a great business move and one used by the most successful brands, bloggers, and restaurants to give them an edge over their competition.

But if it's the first time your food is being photographed, it can all feel a bit daunting. When creating mouth-watering images, there are so many things to consider. But don't worry! This short guide will tell you what to expect on the day and how to prepare to make the most of your first food photo shoot.

Enjoy!

Denise Brady



1. YOUR BRAND BRIEF

Before the shoot, we'll have a brainstorming session, and I'll ask you to come up with a brief but detailed description of your brand and what it stands for. For example: What is your goal in business? What is your USP? Who are your customers? Are there any specific colours you wish to incorporate in your shoot?

I'll use this brief to find ways to bring your brand across in your images - painting the perfect picture of what it is, you do that sets you apart from your competition. These images will provide an essential glimpse for future diners into what it would be like to eat in your restaurant, purchase your products, or make your recipes.





2. MAKE YOUR CHOICE

You'll need to decide which dishes you'd like to be photographed during our photoshoot. Is there a particular dish or dishes that you're known for? What is the most popular dish at your eatery or on your website? Are you bringing in a new menu?

You'll probably want a mix of starters, mains, and desserts - so make your choices and stick to them so you're not panicking as the shoot approaches.

3. BE PREPARED!

It may seem obvious, but ensure you have everything you need to make the dishes for the shoot. You wouldn't be the first restaurant owner/chef/foodie to rush around looking for that much-needed but now strangely illusive ingredient you thought you always had in stock. The better prepared you are, the better the day will go.

Of course, I can bring props and various items to enhance the image - and we will discuss that at our brand briefing.

4. KEEP IT FRESH!

Freshly cooked food always looks more appetising than food that's been left to stand for ages. That's why you'll prepare the dishes on the day of the shoot. And, of course, seeing the food being cooked gives me lots of opportunities to take some great shots of the entire process - from ingredients to the finished dishes.

Doing it this way means you'll have loads more images/content to use, including lots of action shots! We will create a shoot list, too, so you know what order everything is going to be shot, with timings.



5. STAY HYDRATED

Try to stay hydrated on the day of the shoot (and for a few days before if you can). It isn't always easy, as we know, but it will ensure you look your best in the photographs and help prevent tiredness on the day of the shoot.

Also, if you and/or your staff are to be in the photographs, we ask that you prepare your outfits, ensuring that they're steamed, pressed and on hangers, all ready to go. That way, I can bring out the absolute best in everyone, not just the food!



6. REST UP

You may be nervous or excited the night before your shoot. There's a lot to prepare, and endless lists may be running through your head. However, if you feel exhausted, it will show in the photographs, so do try and go to bed as early as possible so you look and feel well rested on the day.

7. AND... RELAX!

The day of the shoot has arrived, all the preparation is over, and now it's all about relaxing and enjoying the experience. You and your staff will be doing what you do best in the kitchen - so have fun and enjoy the day.

I'll be directing you on how to pose to ensure you get the best possible shots and will take a mix of images from different angles to give your audience a better view of what you do. This will showcase your dishes in the best possible light.



CAN I HELP YOU?

If you've read this and like the idea of having a professionally taken set of multi-purpose food photographs for your website, promotional materials, blogs, advertisements, social media, and more, let's chat and see if we can work together!

To discuss a photoshoot or to learn more about how a food photographer can make your business look amazing - call me on **07787 383332** or email: denise@culinarycamera.co.uk



Scan here to visit my
portfolio page

**MOUTH-WATERING
FOOD PHOTOGRAPHY**



THE CULINARY
CAMERA



THE CULINARY CAMERA
hello@culinarycamera.co.uk
Tel: **01502 218828** or **07787 383332**
culinarycamera.co.uk