GUIDE TO CATERING FOOD PHOTOGRAPHY

(with examples!)

nuphoriq

Congrats!

You're planning on or have already hired a food photographer! This is going to help you in all facets of your business from website to flyers and we couldn't be more excited for you!

The subsequent pages have the various types of photos you want to request from your photographer. This will aid in ensuring that you (and we) have a variety of angles, food types, and photo styles.

Remember that the photos shown are just examples. We are in no way indicating that you must have these particular food items in these exact angles or styles. Use your best judgement as you know your food best.

Ask yourself these questions before deciding what food items to feature:
What sells more?
What you want to sell more?
What have customers complimented you on?

Consider your top 2-3 food group items that you're a pro at selling. You do not need to have 30 photos of each menu option at different angles. However, you do need to vary the dishes photographed to show the range of your culinary experience.

ANGLE

OVERHEAD

STRAIGHT-ON

The Process (Ingredients)

The main focus of these types of photos is showcasing your ingredients - either in raw form or during the cooking process. This type of photo isn't for everyone, but if your brand messaging includes an emphasis on ingredients (i.e. signature ingredients or farm-to-table caterer) or a cooking method, then you might want to consider having 2-3 different ingredient setups.

Suggested Number of Menu Items: 5-10

Examples of angles and orientations:

Overhead
- Landscape
- Portrait

Straight-on
- Landscape
- Portrait

Angle
- Landscape
- Portrait

Disclaimer One ingredient setup doesn't have to have all of these angles and orientations (landscape/portrait). Your photographer should consider the ingredients themselves and which angles would accentuate them best.

ANGLE

STRAIGHT-ON

OVERHEAD

PHOTOS: BG EVENTS & CATERING

Beauty

The main focus of these types of photos is showing your final product in all its glory. It should be the most beautiful way you present your food. No, this doesn't have to be the way you serve it at events (more on that later). Think about the types of photos you'd want to use in an ad or perhaps as the showcase image on your website. Be sure to include props whenever relevant. It's always helpful to have photos with plenty of negative space. This will give us plenty of space to work with when designing awesome collateral for you.

Suggested Number of Menu Items: 5-10

Examples of angles and orientations:

Overhead
- Landscape
- Portrait

Straight-on
- Landscape
- Portrait

Angle
- Landscape
- Portrait

Disclaimer One menu item doesn't have to have all of these angles and orientations (landscape/portrait). Your photographer should consider the ingredients themselves and which angles would accentuate them best.

STRAIGHT-ON

OVERHEAD

ANGLE

Let's Eat

The main focus of these types of photos is to sell the experience of using your catering services. There's always going to be some kind of action in the photo. This style is taking the beauty shot one step forward: cutting a slice of cake and showing some of those crumbs or getting up close to really see the details of a menu item. This is also a great style of photo to include people enjoying the dish or even a hand reaching into the photo frame.

Suggested Number of Menu Items: 5-10

Examples of angles and orientations:

Overhead
  Landscape
  Portrait
Straight-on
  Landscape
  Portrait
Angle
  Landscape
  Portrait

Disclaimer One menu item doesn't have to have all of these angles and orientations (landscape/portrait). Your photographer should consider the ingredients themselves and which angles would accentuate them best.

OVERHEAD

ANGLE

STRAIGHT-ON

Served

The main focus of these types of photos is to show exactly how you serve your food. Chafing dishes may not be the most photogenic, but it's important to have these photos in your library so people understand how they'll receive their orders. They help build trust between you and your customers. And we all know how important that is.

Suggested Number of Menu Items: 5-10

Examples of angles and orientations:

Overhead
Landscape
Portrait
Straight-on
Landscape
Portrait
Angle
Landscape
Portrait

Disclaimer One menu item doesn't have to have all of these angles and orientations (landscape/portrait). Your photographer should consider the ingredients themselves and which angles would accentuate them best.

Food Photography Guide to Planning

Print out as many versions of this and the following page to have handy during your photo shoot, in case you need to be more hands-on.

Course *(circle your selection)*
Breakfast, Lunch, Entree, Desserts, other

Menu Item *(write in your selection)*

Style *(circle your selection)*
The Process, Beauty, Let's Eat, Served

Angles:

    Overhead
        Landscape
        Portrait
    Straight-on
        Landscape
        Portrait
    Angle
        Landscape
        Portrait

Disclaimer One menu item doesn't have to have all of these angles and orientations (landscape/portrait). Your photographer should consider the ingredients themselves and which angles would accentuate them best.

Question to Ask Your Photographer

1. Do you bring your own props? (not food containers, but backgrounds, lighting, etc)
2. How involved do you need me to be?
3. Should all the food be ready right away? Should it be cooled?
4. Any specific tips for ingredients? (e.g. don't use melted cheese because it'll look like plastic after sitting out for a while)
5. Do you need to see my menu before we meet and current images?
6. How quick will I get my final photos?
7. Do I have full rights?