SPECIALIST TRACK: MARKETING FOR CATERERS, BARS AND FOOD TRUCKS

Your food and drink photo plan

Lesson: Food and drink photography · about 15 minutes

Plan the images you need, how you will shoot them and how you will keep them honest.

Your business (name, service, main city):

1. **Find the best light in your kitchen, venue or truck and describe where you will shoot and at what time of day.**

2. **List your menu items and choose the best angle for each.**

3. **Decide which hero images you need from a professional shoot and which daily images your team will shoot, with a budget for each.**

4. **Adapt the ten-shot event list for your business and note who will shoot it at your next event.**

5. **Review your current photos and list any that no longer show food or drinks you serve, or that show alcohol in a way the AGCO guidelines would not allow.**

Check: can you now

- Photograph dishes and drinks with natural light and the right angle for each type of item
- Plan a shot list that covers menus, service, people at work and the moments clients want to picture
- Keep photos accurate, licensed and responsible, including images that show alcohol

One change you will make this week