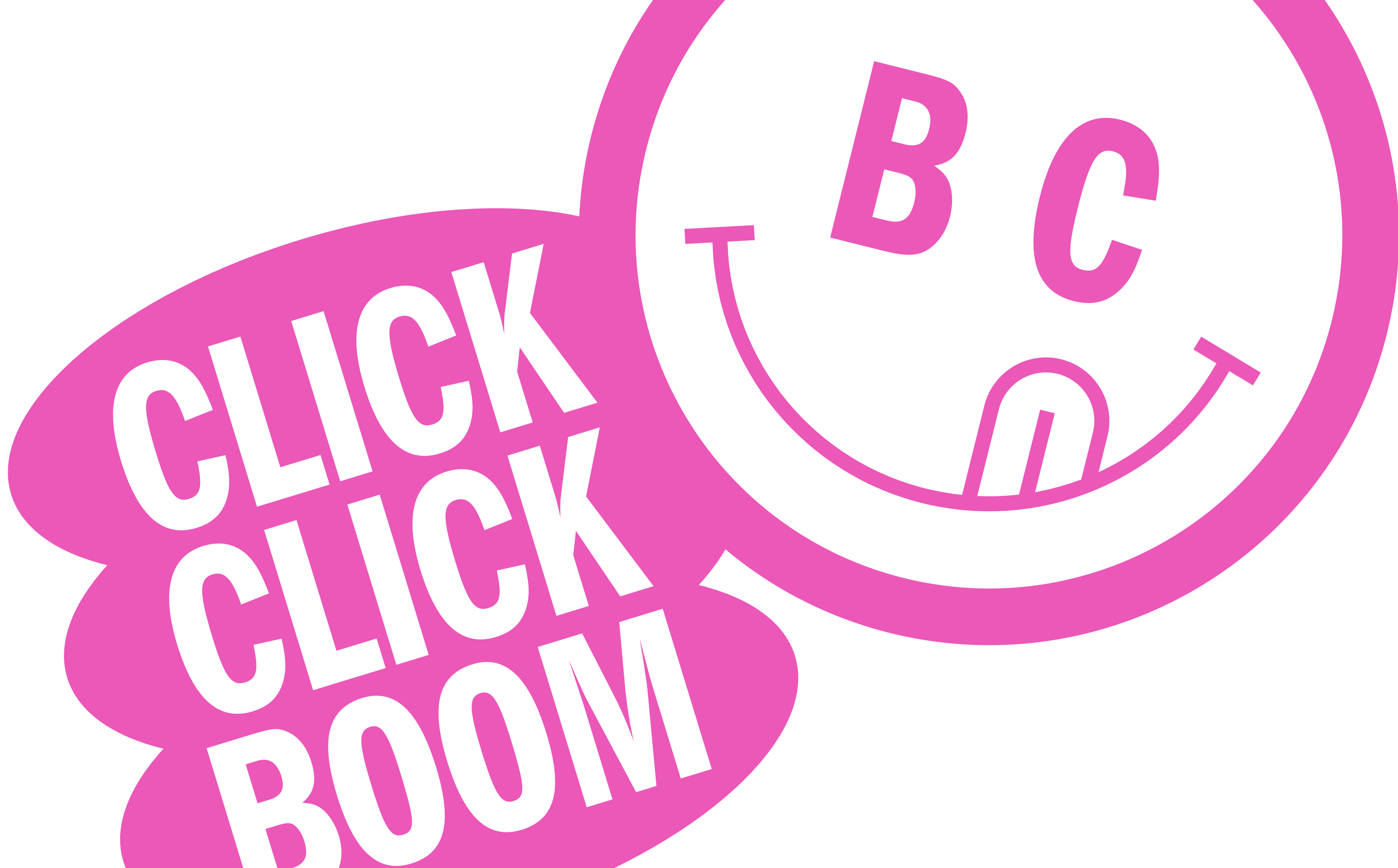


FOOD
FOCUSED
PHOTO
GRAPHY
MENU
2024

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HELLO!

My approach is to prioritise both your venue's uniqueness and the significance of your distinctive brand identity. This is why I approach each shoot with your specific brand in mind, steering clear of a one-size-fits-all strategy. Your visuals should echo the essence of your venue, offerings, and voice.

It goes beyond mere snapshots of food, staff, and spaces; it's about uncovering the nuanced details that make your food, staff, and space stand out. Every element, from the color palette and backdrops to lighting and composition, is given careful consideration.

The following pages detail three packages to fit your needs—whether it's menu photography for online ordering, social media imagery, or a comprehensive package.

THE BASICS



\$550

01. THE BASICS ONLINE ORDERING

This is the package every venue needs for their menu – whether it be for website, online ordering platform or delivery apps.

SPECIFICS

- Photography of up to one hour, and up to 20 dishes on a plain background – anything from white to wood to a colour of your choice.
- Deep etched, pure white background available on request.
- Additional dishes beyond first 20 priced at \$5 per dish. Additional time at \$220/hr or part thereof.
- All pricing is GST inclusive.

THE BASICS



B





02. THE SOCIAL STYLED FOOD

This is the package that sells your food. Ideal for spicing up your social media, website, print materials, Google listings, press releases, and EDM. In today's crowded media landscape, where everyone's vying for consumer attention, standing out has never been more crucial.

SPECIFICS

- Up to two hours, capturing a series of styled and creative images engineered to get mouths watering.
- All pricing is GST inclusive.

THE SOCIAL





03. THE WORKS BRAND SUITE

This package defines your brand by showcasing your venue's distinct personality, a key factor in becoming a local institution in a bustling city of restaurants. It goes beyond generic photos; it's about discovering and highlighting the unique details that set your food, staff, and space apart.

SPECIFICS

- Up to four hours, capturing a comprehensive set of images, including elements from the first two packages, along with wide shots of your venue, staff, service, atmosphere and vibe.
- All pricing is GST inclusive.



VISUAL FEAST!



THE WORKS



04. NEED MORE? FULL DAY SHOOT

So you need a whole day, eh? A full day is ideal for those larger enterprises, with multiple offerings and locations to capture, where a half-day just isn't going to cut it. This is a perfect fit for hotels, clubs, or larger food precincts/destinations.

SPECIFICS

- Up to eight hours, capturing a truly extensive set of images, including elements from all three packages, with enough time to comprehensively capture your business.
- Includes a half hour break.
- All pricing is GST inclusive.



WHAT'S INCLUDED

- Time and expenses for pre-production, encompassing an initial discovery call, if needed, to delve into your business, brand, and requirements. This includes crafting shot lists, conducting meetings, and ongoing communication.
- Processing & retouching.
- Delivery of all images in a custom online gallery. Downloads available in high resolution, as well as low resolution optimised for social media/web use.
- No cap on the number of images delivered — you'll receive every usable photo from the shoot. Content is king!
- A non-exclusive, perpetual-use license for works across all digital and print applications.

EXTRAS

RETAINER ARRANGEMENTS

Whether you update your menu quarterly, bi-monthly, or every 6 weeks, consider securing a retainer with me. This ensures peace of mind, knowing that I'll be readily available whenever you call. Let's discuss and customise a discounted rate that aligns perfectly with your needs.

- Consistency in work produced
- Guaranteed certainty of service
- Peace of mind with bookings
- Someone who understands the brand
- Someone who knows what you need
- More cost effective

INSTAGRAM REELS

Instagram now favors authentic, raw-looking reels content shot on a phone. If you're not handling it in-house, why not consider outsourcing? I can plan and capture compelling content for you, and if you prefer, I can also handle the posting on your socials. Feel free to inquire about pricing details.

VIDEO CONTENT

Need a landing page video for the website? Need some short, snappy, promo videos to get some buzz on the socials? Have an event you'd love a video for? Ask me about a tailored quote to fit your needs.



FAQs

HOW MANY PHOTOS WILL I RECEIVE?

Unlike some photographers with set image limits, I don't cap the number of images you'll get. You'll receive every usable photo from the shoot. The quantity depends on your offering and shoot content, but for a typical hour of on-location food photography for socials, expect over 60 images.

WHAT ARE YOUR TURNAROUND TIMES?

You'll typically get your gallery within two weeks of your shoot date, allowing for careful post-processing to ensure high-quality images that capture your brand essence. If you need images sooner, rush rates may apply.

WHERE CAN I USE MY PHOTOS?

I'll give you a PDF with details on uses and technical aspects when I deliver your gallery. Feel free to use the photos however you like—on your website, Google listing, social media, posters, billboards, bus ads, you name it!

HOW OFTEN SHOULD I BE POSTING TO SOCIAL MEDIA?

It varies based on your business, niche, and goals. A good benchmark is about 3 times a week, but the key is having a strategic content plan to ensure effective and sustainable use of social media. Let's chat—I'm here to assist, or connect you with social media experts.





SNAPSHOT

- Trusted by countless respected local brands and businesses, including: Goodberry's, Rydges Hotels, Vikings Group, Brodburger, Thredbo Alpine Hotel, Mooseheads, Fenway Public House and Tiger Lane — just to name a few.
- Over 40 5-star reviews on Google.
- Demonstrated ability to achieve results.
- Over five years experience.
- Committed to maintaining the highest level of customer service, providing the level of attention and care you only get from a dedicated, passionate small business.



“Ben was so much fun to work with!

He was great at creating energy and setting a scene, he really understood the vision we had and nailed it!

We would definitely work with Ben again in the future and could not recommend him more!”

Jade, Thredbo Alpine Hotel



“Ben is truly gifted and has a super talent to correlate with your brand and capture the vision spot on. He really is skilled in bringing concepts to reality. We contacted him for a full menu photoshoot for our restaurant — it was an absolute pleasure to work with him and I would highly recommend using his services for brilliant outcomes.”

Anmol, East Row Specialty Coffee



“Absolute pleasure to work – communication leading up to the shoot was great, and the final photographs exceeded our expectations. Thank you Ben!”

Nikolas, Lekkier Hospitality Interiors



“Ben is quick, professional, has a great eye for detail and lighting — he’s also an absolute pleasure to spend a few hours hanging around with.

The quality of the images he produces are exceptional and he always hits the brief perfectly.

Would 100% recommend.”

Natalie, Rydges Canberra



READY?

After going through this information, you probably have some questions. I get it—each venue has its unique needs. That's why we kick things off with a discovery call. It's a chance for us to get to know each other, dive into your brand and venue specifics, discuss your ideas, and start crafting a tailored shoot plan.

Ready to get started?
Shoot me an [email](#), and let's set it up!

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FEAST!



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