

BAKERIES AND DESSERT SHOPS · PHOTO GUIDE

Take better bake photos on your phone

Six habits that make a cake or a loaf look as good online as it does in the case.



Six habits, **one minute** each.

01

Use window light

Shoot near a window in daylight and turn off the flash. Side light shows the crumb, the flaky layers and the shine on a glaze.

02

Show the inside

Cut a slice, tear a croissant or break a cookie in half. The inside is often the part that makes people want one.

03

Match the angle to the bake

Shoot tarts, pizzas and boxes of pastries from straight above. Shoot layer cakes, stacked cookies and tall drinks from the side, at table height.

04

Keep the background calm

A plain board, a marble top or a clean tray works better than a busy counter. Move price tags, bags and cables out of frame.

05

Shoot it at its best

Take the photo when it is fresh out of the oven or just finished, before cream softens or chocolate melts. Wipe smudges off the plate or stand first.

06

Show it in a hand

A hand holding a cookie or a slice shows the size and makes it feel real. Keep nails and sleeves tidy and the bake in focus.

Or let Suara do it for you.

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