

CAFÉS AND RESTAURANTS · PHOTO GUIDE

# Take better food photos on your phone

Six habits that make a plate look as good online as it does on the table.



AS TAKEN



THE FINISHED POST

Example: the same plate, photo as taken and the finished post. Example brand.

## Six habits, **one minute** each.

01

### Find the window

Shoot near a window in daylight, not under the kitchen lights. Turn off the flash. Soft side light shows texture in rice, crumbs and sauce.

02

### Clear the table

Move tissue boxes, phones, cables and cutlery holders out of frame. Keep one prop that belongs, like the drink that comes with the dish.

03

### Pick your angle

Flat dishes (pizza, bowls, platters) look best from straight above. Tall food (burgers, cakes, drinks) looks best from the side, at plate height.

04

### Get closer

Fill most of the frame with the food. Step in rather than zooming, so the photo stays sharp.

05

### Shoot it fresh

Take the photo in the first minute, while sauces shine and steam rises. Wipe the plate rim first.

06

### Take five, keep one

Take a few versions, a little left, right, higher and lower. Keep the sharpest one. Skip heavy filters so the food looks like what people will get.

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