

# SPILLOVER

Restaurant Digital Marketing Solutions



Photography  
Service

Promote Effectively.  
Grow Your Audience.



SPILLOVER

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Why not showcase your restaurant and menu on your website, online ordering and social media channels with professional photos taken by a Spillover approved photographer?

Our team handles the logistics and scheduling of your photo shoot so that all you have to do is focus on preparing your top dishes for their moment in the spotlight!

The Photo Shoot Service includes:

- 2-hour photo shoot on location
- Portfolio of ~50 photos\*
  - 20-25 images of food and drink items\*\*
  - 20-25 images of interior/exterior/kitchen/staff
- 2-week turnaround for photos
- High Resolution Photos hosted for you in an online digital gallery

\*General edit for color balance, exposure, etc. - no composite editing applied.

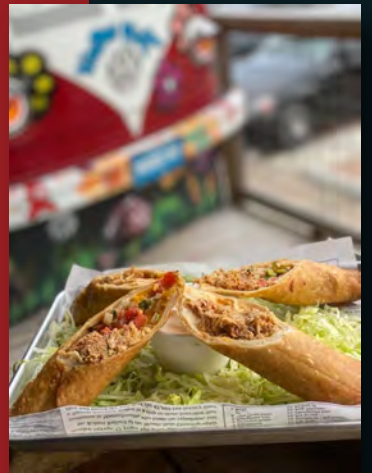
\*\*In order to shoot 20-25 items, all dishes must be prepared and presented to the photographer in a timely manner. eCommerce Store merchandize items are an optional extra.

# 1. Food & Drink Photos

Food and drink photos are what everyone wants to see adding color and detail to your website and online order menu! Using quality photos for your social media posts is the easiest way to share your dishes online while encouraging people to eat at your restaurant or place an order.

- Popular Dishes
- Popular Drinks
- Weekly Specials
- Appetizers
- Desserts
- Specialty items like Breakfast or Brunch

Tip: Make sure the photos are taken with even light



## 2. Interior Photos

Interior Photos help your customers get a feel for the ambiance and decor of your restaurant. We recommend capturing photos that show the atmosphere inside your dining rooms/patio, both with and without patrons.

- Dining Room
- Signage
- Detailed Menu Shots
- Table Tents
- Artwork & Murals
- Food photography within the space



## 3. Team Photos

Team photos let you present a more personal side to your restaurant and feature the character of your friendly service staff. These may accompany bios on the website or serve as nice action shots to use online. We recommend photos of the owner or general manager, the head chef and other staff.

- Owners
- Managers
- Staff
- Candid Shots
- Food/Drink "Action" Shots



## 4. To-Go Photos

Options are to take photos of the To-Go packaging and employees safely delivering to a guest inside or at their cars.

- To-Go Packaging
- To-Go Signage
- Curbside Pickup



## 5. Merchandise Photos

Merchandise images inform your visitors that they can purchase memorable items from their visit on your online store. Be sure to showcase your most popular items.

- Gift Cards
- T-Shirts
- Specialty Items





## Preparing for Your Photoshoot

We aim to schedule the photo shoot within two weeks of you booking a shoot. Below is a guide to help you prepare:

### 1. Employee Attire

- Make sure all staff are properly and professionally dressed. Similar colors or company shirts.

### 2. Popular Dishes

- Have your top 20-25 dishes/drinks prepped and ready to go.
- Consider showcasing your most popular dishes and different menus (breakfast, lunch, dinner).

### 3. Staged Table Settings

- Set up a table for the photographer, considering any additional items you'd like in the shot like branded dinnerware, logos or table tents.
- Include employees to show action with the food
- Take shots with patrons – you can have friends and family act as patrons.

We recommend you have patrons sign a photo release: template can be provided by Spillover.

### 4. Multiple Owners/Managers

- Please make sure to coordinate this event with key individuals you wish to be present.

### 5. Restaurant Cleanliness

- Please display a clean kitchen space.

## Book Your Photoshoot