

# Case Study - Image Farm

Imagefarm manufacture pre-frozen main courses for sale in mid to upper market pub and restaurant chains. Having tried almost everything they produce I have to say I was impressed.



With a food technologist we spent a number of days preparing and shooting their various ranges in an stylized fashion, similar to the very clean feel used by the current glut of food and cooking publications.

Its actually much harder than it looks and to produce 6 shots takes one very full day of shooting in addition to the day or more the design and preparation team spend behind the scenes finding props and deciding quite how to display the product to its best advantage.

