

The Menu Photo Handoff



A practical guide to matching dish
photographs with the food you serve

MENUCRAFTERS

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the food you serve

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Begin with one real item

Choose a dish that is already being served and whose image causes uncertainty. Bring the current menu wording, the approved kitchen specification and the original photograph. Include the person who knows the dish and the person who can change the published asset. Do not begin by collecting hundreds of old images; finish one trustworthy handoff first.

Chapters one and two define what the picture must represent. Chapters three and four prepare the shoot. Chapters five and six turn a selected image into controlled files. Chapters seven and eight connect the files to live channels and future changes. The three extended cases then show how the method behaves when a plate, a delivery box and a breakfast pot create different problems.

Use four working sheets as the book's practical output: an item identity record, a shot brief, a review record and a channel change register. A small team can keep them in one document. A larger operation may use a database or asset manager, but the decisions remain the same. A spreadsheet is sufficient when each entry has an owner and a clear state.

The smallest complete handoff contains one current item record, one approved source image, the required exports and evidence that each export reached the right destination. It also says what is unresolved. A folder full of polished photographs without these connections is unfinished work.

Read the cases as exercises, not recipes. Their numbers and components exist to make decisions concrete. When you apply the method, replace every fictional detail with an approved fact from your own operation. Stop whenever the photograph and the actual serving disagree; editing the picture is not automatically the right repair.