



We're family.

FOOD STYLING GUIDE

SAN REMO PASTA 2024

OBJECTIVES

Establish an approved and consistent standard for all content created and produced for San Remo Pasta.

Elevate the brand image and perception of San Remo Pasta through visually appealing and appetising food styling.

Showcase the unique features and quality of San Remo Pasta products and recipes.



FOOD STYLING: OVERVIEW

- Pasta is to be the front focus at all times.
- Dish should look glossy and fresh – never dry or plastic-like.
- Ensure ingredients do not detract focus from the pasta.
 - Pasta is not hidden behind heavy sauces or ingredients.
 - Do not over garnish
 - Do not over sauce
- Correct plate/dish selection is essential in ensuring the pasta fills the space and is size appropriate, has a lip where needed, and the colour tones compliment the dish or the cooking method (i.e. One-pot, cast iron, or baking dish).
- Pasta to be plated in a neat presentation, with a realistic portion size.
 - If it is a long pasta, it should be spiralised upwards, or in neat ropes.



RED

Assembled in the centre of the bowl/plate/dish.
(Example photo 3)

Minimal sauce and ensure ingredients aren't overpowering – pasta is the focal point (See all photo examples)

Use a white or lightly coloured plate or bowl to contrast with the vibrant red sauce, allowing the pasta to pop visually.

Ensure focal point of the image or video draws to defined pasta. (Example photo 2)



1



3



4



5



2

WHITE CREAMY

Assembled in the centre of the bowl/plate/dish.

Minimal sauce and ensure ingredients aren't overpowering – pasta is the focal point.

Ensure white/creamy sauce is smooth in texture, coating the pasta evenly, without being overly thick or runny. (Example photos 1 & 2)

If long, ensure pasta is in ribbons or styled neatly. (Example photo 1)



SHORT SOUPS & SALADS

For soups, ensure the pasta is visible and evenly distributed throughout the broth. Should be easily identifiable among other ingredients.

For salads, make sure the pasta is the focal point. Arrange other ingredients in a way that complements rather than overshadowing it.

Ensure complementing ingredients where possible, are smaller than the pasta.



CHEESY BAKE

Ensure there is not too much cheese throughout/on top of the dish – pasta is the focal point. (Example photo 1)

Ensure the 'cheese pull' is stringy and not in a clunk (Example photos 2 & 5)

Ensure bakes are not burnt on the top layer.

Garnishing to be light and realistic. (Example photo 3)



FOCUS ON LONG

Styled upwards in a pasta twirl or in 'pasta ropes'.
(Example photos 3, 4 & 9)

Minimal sauce – ensure the strands of pasta are the focal points.

Choose a plate with a wide rim or shallow bowl to showcase the long strands of pasta and allow room for garnishes and accents. (Example photos 2 & 5)

When serving with meatballs, meatballs are not too large or overpowering for the dish.

When serving with meat, meat is distributed evenly and in proportion to the size of the dish. (Example photos 5, 6 & 9)

CREAM/WHITE SAUCE OR SEAFOOD



MEATBALLS



BAKING

LASAGNA & CANNELLONI

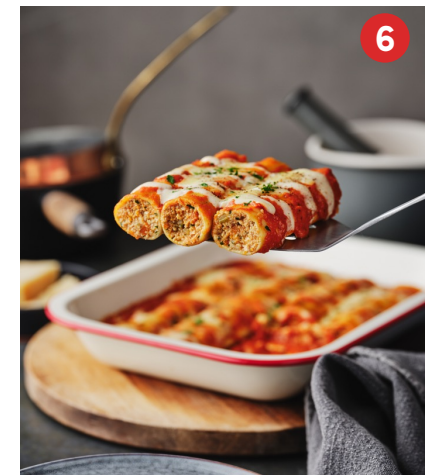
Garnish appropriately with basil/parsley etc. to add pop of colour. (Example photos 2, 3 & 4)

Bake Lasagna in rectangular dishes only as circular/oval dishes will not work with the pasta sheets.

Ensure lasagna and cannelloni are not burnt on the top layer.

Fill cannelloni as much as possible to photograph round tubes – ensure they do not become flat/soggy. (Example photos 5 & 6)

Where possible, capture with San Remo Packaging. Logo must be visible. (Example photos 3 & 5)



FRESH

Assembled in the centre of the bowl/plate/dish.

Ensure pasta does not look dry.

No tears/rips in the pasta.

Minimal sauce and ensure ingredients aren't overpowering – pasta is the focal point.



PORTION SIZES

'Family' sized portions to be considered as a main meal for approx. 4-5 people.

Typically implied through a complete serving dish, or multiple stacked plates.

'Single serve' portion to be considered as a main meal for 1 person.

Plate/serve wear to hold a realistic portion.

TO SHARE/FAMILY



SINGLE SERVE



GARNISHING

Food styling garnishing will be often appear heavier than day-to-day garnishing to allow for photography to maintain aesthetic appeal and colour dynamics to complement the pasta.

For approved garnishing please see prior slides.



Over the top garnishing (herbs, cheese, etc.)

REJECTABLE CONTENT – EXCESSIVE GARNISHING



Cheese melt is overpowering and inconsistent across dish



Too many topped ingredients and overflowing the bowl



Overpowering garnishing with whole cherry tomatoes sitting on top

REJECTABLE CONTENT

Dated content or unappealing



Halloumi display is unappealing



Lasagna is burnt



Dish looks undercooked



Dish and pasta look too yellow



Spaghetti strands look unappealing and not enough pasta for the bowl



Choice of dish makes lasagna unappealing and unidentifiable – not practical for serving up



Unappealing dish



Lasagna looks unappealing

REJECTABLE CONTENT

Untraditional or messily styled



Choice of serving pasta on baking tray not accepted



Messily styled & fork upside down



Poor styling and colouring



Untraditional dish

REJECTABLE CONTENT

Sauce too heavy or coagulated



Overuse of oil



Sauce not mixed in

REJECTABLE CONTENT

Sauce too heavy or coagulated



Cannot identify that it's curly fettuccine



Too cheesy, cannot identify pasta clearly



Cannot identify that it's shells



Cannot identify that it's gnocchi without packet



Cannot identify penne clearly – ingredients blocking



Focus is more around ingredients and not the pasta

SET STYLING

- Bright 'natural' and 'clean' lighting.
- Ensure edges of plate/bowl are clean – no sauce/marks.
- Ensure no marks/scratches/scuffs/splatter sauce on bench.
- Relevant ingredients to be included around dish.
- Use of clean cutlery and fabric serviettes to compliment around dish.
- No people's faces – only hands/upper body.



Rejectable Content:
No plain backgrounds or block colours – draws attention away from dish and appears too plain/bland.

PACK PRESENTATION

- Pack clearly visible in shot (can be partial pack also).
- Pack can be slightly blurred if necessary.
- Avoid light reflecting off packs where possible.
- No tears or dents on boxes, or rips on packs.
- No broken pasta visible in packs.



FOCUS & DEFINITION

- Ensure pasta shape and texture is clearly identifiable and defined.
- Highlight the texture of the pasta, whether it's smooth, ridged, or textured, to add visual interest and appeal.
- Cook the pasta to the perfect al dente texture to prevent it from appearing mushy or overcooked in the photo.
- Ensure that the color of the pasta is vibrant and accurately represented.





If you understand it, you know it