

## Zenfolio and the art of Food Photography

The leading global provider of websites for photographers is to partner Pink Lady® Food Photographer of the Year 2017

Zenfolio, one of the world's leading providers of image storage and personalised websites for tens of thousands of photographers, has once again joined forces with Pink Lady® Food Photographer of the Year.

Zenfolio celebrate their 10th anniversary this year, and continue to go from strength to strength with recognition across the industry, by way of three new trade awards, Best Professional Product and Best Website Provider in the Societies' awards and Best Website Provider in the Photography News 'Gear of the Year' awards.

As part of their continued support and promotion of Pink Lady® Food Photographer of the Year, Zenfolio have also recruited a new Ambassador to their UK team, with specific focus on promoting the art and diversity of food photography.

"Pink Lady® Food Photographer of the Year is fast becoming one of the world's most well-respected and creative niche photo contests," says **Advanced Photographer Magazine**.

Launched in 2011, the awards are open to all – professional and amateur, old and young from across the world – and have attracted more than 30,000 images and films since their inception. The feature on its 2016 winners run by **BBC News Online** was seen by 500,000 people in the first 24 hours.

This year, the judges include legendary chef Gary Rhodes, David Loftus, photographer to Jamie Oliver, Rein Skullerud, Head of the World Food Programme Photo Unit and Wajmah Yaqubi, Global Photo Director, BuzzFeed. The winning images will be shown in the world-renowned Mall Galleries, London next April.

**[www.zenfolio.com](http://www.zenfolio.com)**

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### **Editors' Notes:**

- Pink Lady® Food Photographer of the Year 2017 closes for entries **Sunday 5 February 2017**
- Shortlisted entries will be announced **Wednesday 29 March 2017**
- Winners will be announced at the Mall Galleries, London on **Tuesday 25 April 2017**
- **Headline sponsor Pink Lady®** apples take 200 days of tender loving care to produce. From 'pip to perfection', only the very best pass the rigorous inspection tests to receive the Pink Lady® classification. This time on the tree helps Pink Lady® apples to develop their unique personality, distinctive blush, sweet flavour and crisp texture. Pink Lady® apples are also packed with goodness – they are a natural source of energy and a single apple supplies a quarter of your day's vitamin C. For more information visit [www.pinkladyapples.co.uk](http://www.pinkladyapples.co.uk)
- **Champagne Taittinger** is delighted to be the celebratory toast for Pink Lady® Food Photographer of the Year 2016 and also sponsor of the **Food for Celebration** category. Taittinger is one of the few major Champagne Houses to be owned and actively managed by the family named on the label.
- **Errazuriz Wine Photographer of the Year** is sponsored by Errazuriz, the premier family wine estate of Chile. Don Maximiano Errázuriz founded Viña Errázuriz in 1870 in the Valle de Aconcagua, 100km north of Santiago. [www.errazuriz.com](http://www.errazuriz.com)
- **InterContinental London Park Lane** is the sponsor of the Food at the Table category. Situated at one of the capital's most prestigious addresses, InterContinental London Park Lane presents modern luxury accommodation in the heart of Mayfair. Inspired by its location overlooking the Royal Parks, the hotel

delivers elegant natural interiors and award-winning seasonal cuisine. The flagship InterContinental Hotels & Resorts® property combines exemplary service with a Concierge team that brings insider London to life. [www.parklane.intercontinental.com](http://www.parklane.intercontinental.com)

- **Marks & Spencer Food Portraiture** and **Marks & Spencer Food Adventures** is sponsored by Marks & Spencer, renowned for their brilliant use of sumptuous food imagery, which makes them the perfect partner for this category [www.marksandspencer.com](http://www.marksandspencer.com)
- **One Vision Imaging Limited**, the exclusive photographic printers to the London 2012 Olympics and Rio 2016 [www.onevisionimaging.com](http://www.onevisionimaging.com) sponsor all print and framing for the Awards
- **Partridges** are sponsor of the **Food for Sale** category. Partridges have a long-standing association with Chelsea and are proud to be holders of the Royal Warrant, By Royal Appointment Grocers to H.M. the Queen - [www.partridges.co.uk](http://www.partridges.co.uk)
- **Production Paradise**, the world's largest online photographers' directory [www.productionparadise.com](http://www.productionparadise.com), are sponsors of the **Food off the Press** category for previously published work.
- **unearthed® Food in Film** category is sponsored by unearthed®, the food brand for people who love to discover, known for bringing great regional specialities from across Europe to the shelves at accessible prices. [www.discoverunearthed.com](http://www.discoverunearthed.com)
- **World Food Programme** sponsors the **Food for Life** category. The World Food Programme is the food assistance arm of the United Nations and the world's largest humanitarian organization promoting food security and working towards the Global Goal of Zero Hunger [www.wfp.org](http://www.wfp.org)
- **Startisans Food in the Street** is sponsored by Startisans, the award-winning venture supporting the Capital's most exciting new food businesses. Startisans is run by Alex and Kitty Shepherd, also involved in running Partridges of Sloane Square and Shepherds Markets.

## Supporters for 2016 are:

- **Zenfolio** - provides everything you need for your online photography business. Every account comes with a fully customisable portfolio website, marketing tools, and integrated e-commerce. [www.zenfolio.co.uk](http://www.zenfolio.co.uk)
- The chosen partner charity is **Action Against Hunger UK**, a humanitarian organisation committed to saving the lives of malnourished children
- Pink Lady® Food Photographer of the Year is owned by **The Food Awards Company**