

ROSS
WILSON

RESTAURANT CONTENT PROPOSAL

Proposal: A collaboration between food, location and people

The food is what people come for, the staff are who create the experience and the restaurant is what customers will remember.

Ross Wilson and Donovan Marais, combine talents to do a full content package.

Providing marketing material for more than just one post but an array of unique imaging to showcase every well thought out detail.

We propose a photographic package that captures more than just the meals provided by the restaurant. We capture the small details that the owners and staff are proud of. From the selection of garnishing to the interior design. From the head chef to ground staff. Each component makes the business what it is and should be proudly presented for customers to see.

Food



- **Food** is the product which we will focus on the most. We can use the available ambient light at the restaurant or set up an artificial studio. The advantage to this is to not create a separation between our photoshoot and what a person will see when their dish is delivered at the table. What you see is what you will get.



DESSERT

SUMMER CHEESECAKE | 95
Milk Chocolate | Caramel

SUMMER MAGNUM | 65
Yoghurt | White Chocolate | Caramel

ION MERINGUE | 90
Caramel | Lemon Meringue | Lemon Butter

AMISU FOR TWO | 140
Ice Cream | Strawberry | Caramel

CHOCOLATE (N) | 90
Chocolate Mousse | Orange | Pistachio

CRÈME BRÛLÉE (N) | 95
Chocolate | Pomegranate | Hazelnut

DEET & SAVOURY | 115
Fried Skunk Fruit | Caramel and Onion Marmalade | Strawberry Honey

KEY PANNA COTTA (VQ) | 75
Ice Cream | Strawberry | Pomegranate

Food Details



Food Details



Portraits



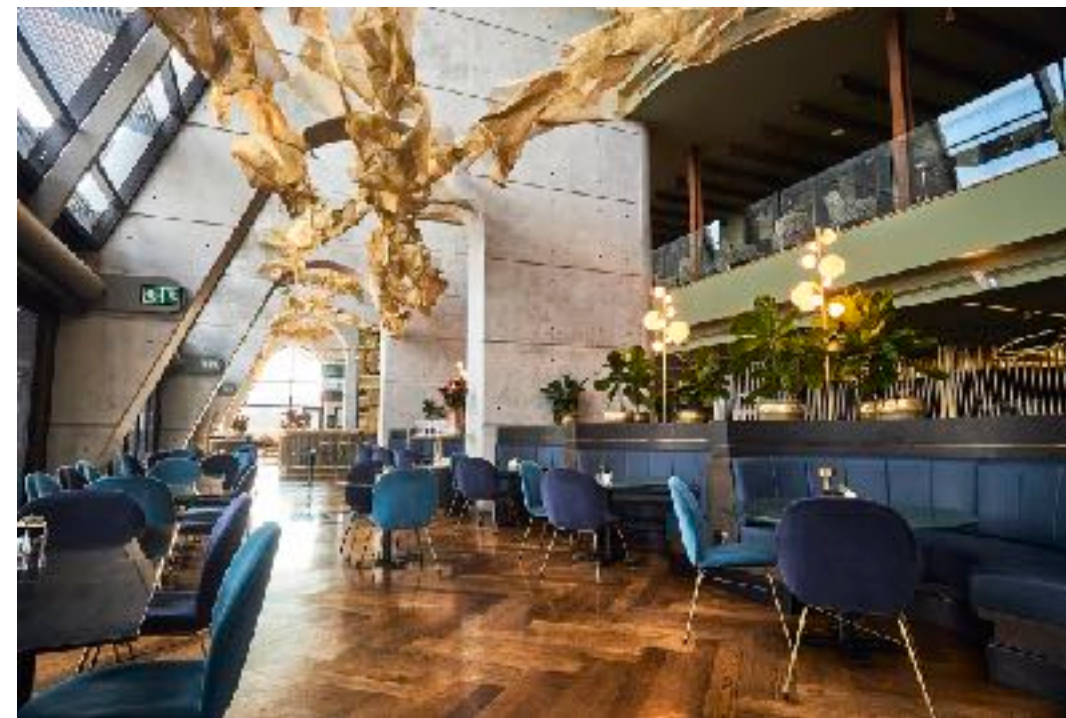
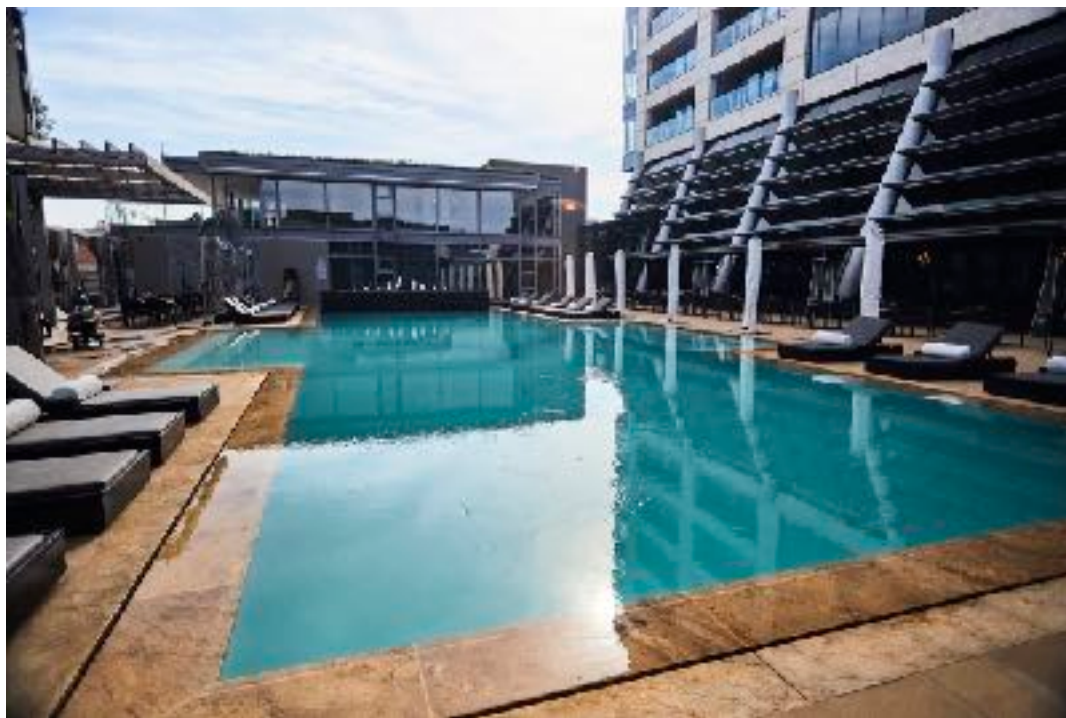
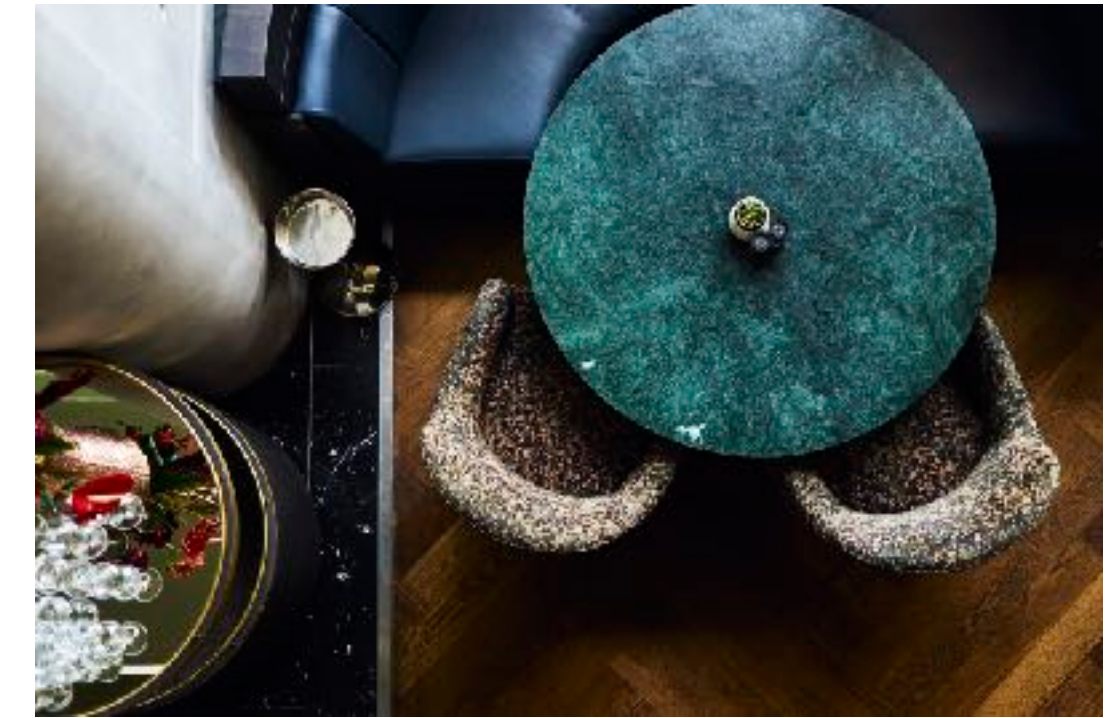
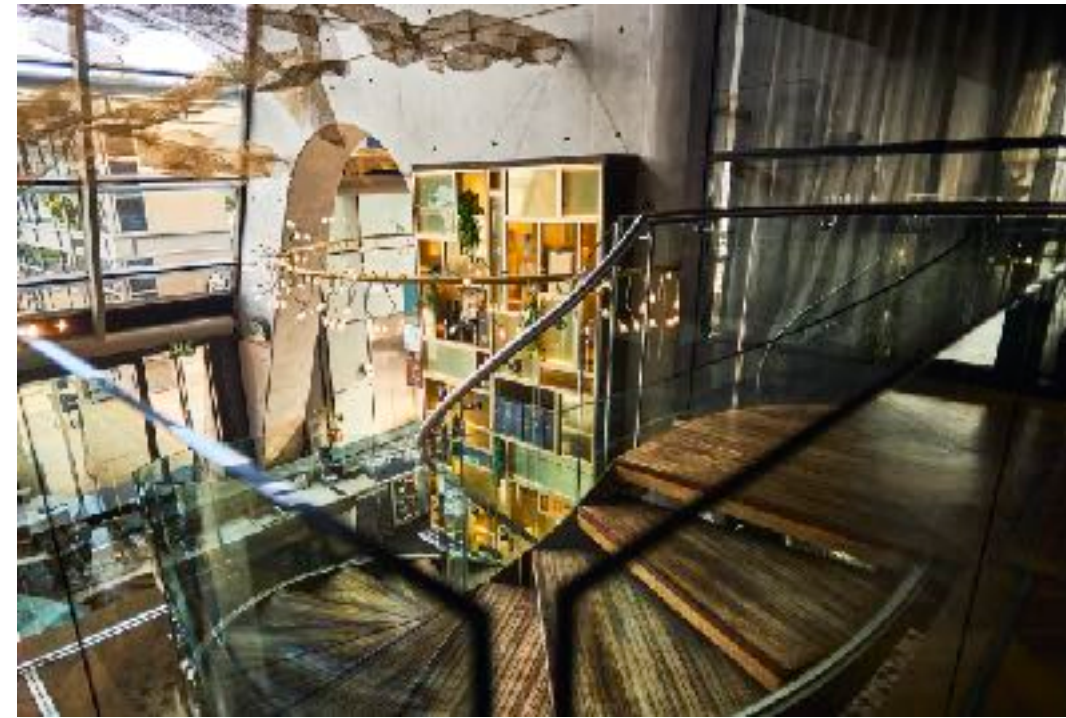
- **Portraits** of the staff currently working at the restaurant . Photographed at their usual work stations. Focusing on the happy friendly faces one can expect to encounter when visiting. People are the main business and component to a great experience and focusing on the staff it is a big key to drawing in first time customers and keeping the regulars coming back.



Location



- **Location** photos of the restaurant in the available light to showcase the amazing layout of the exterior architecture and amenities. The interior design and accompanying elements will have their own detailed close ups of key features which can be used as fillers when posting this content.

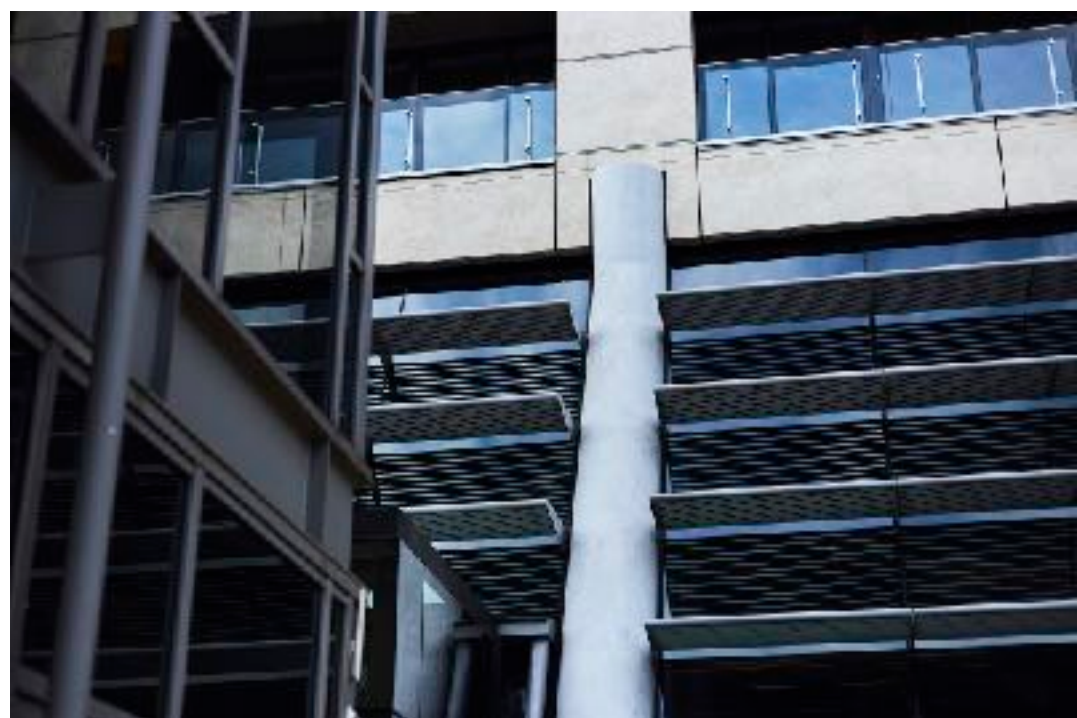
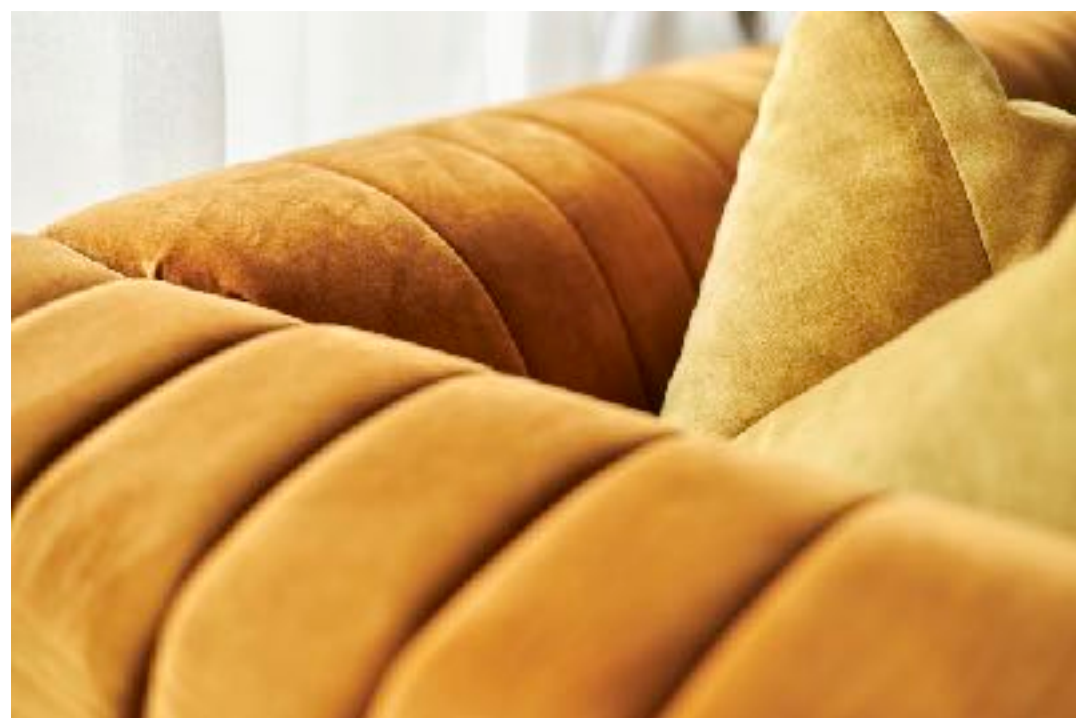


Location

Details



Location Details



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Contacts Us

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