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PRESS RELEASE

Sainsbury's chooses food image agency StockFood as main supplier of photography for new website

London, 22nd July 2009. On 27th July 2009 Sainsbury's will go live with a redesigned website, www.sainsburys.co.uk, featuring the finest food photography from food image specialist StockFood.

Not many retailers can afford to target faster growth in a recession. Sainsbury's have continued to grow, against economic downturn and stiff competition from other high street supermarket brands, leaving their sales up 7.8% in the first 12 weeks of this year. This growth is due to a mix of clever initiatives, but would be impossible if Sainsbury's did not place great importance on high quality design in their branding campaigns.

One of these initiatives is the upcoming re-launch of the Sainsbury's website, which attracts customers by inspire them to create new recipes and offers them the opportunity to purchase groceries online. Sainsbury's have turned to StockFood to provide mouth watering photography to entice their clients. In comparison to commissioned shoots stock imagery is a cost effective way of keeping a fresh look in their marketing without compromising on style. Many of the celebrity food photographers who have been commissioned in the past for Sainsbury's campaigns also have stock imagery represented in the StockFood collection. Sainsbury's has therefore made the most of this top quality resource for the generic images needed in this latest project.

Other benefits of using StockFood's extensive food collection instead of commissioning a bespoke shoot include a saving on time as no photographer briefing or art direction is necessary. Visiting a ready-made collection also offers the prospect of a wide range of creative inspiration, as over 500 professional photographers are contributing to the StockFood database. New design concepts can therefore be discovered that will give every project the edge. Most importantly designers have the opportunity to see the image before making any payment, which completely reduces any risk of disappointment.

Steven Skamarski, Digital Brand Manager at Sainsbury's commented: "We've worked with StockFood to assist in sourcing food photography for supplementing a selection of recipes for sainsburys.co.uk. StockFood are very competitive on price, have provided a fast turnaround on providing assets, and the team is friendly and efficient. Their image bank is very extensive and covers a variety of styles and food types for recipe photography and product shots. Main strengths - StockFood have a great team, their website is easy to use and navigate and they have an extensive library of good quality imagery."



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About StockFood – The Food Image Agency:

StockFood is the leading photo agency specialising in food. It offers the media, publishers, and marketing and design professionals the world's largest food image database at www.stockfood.co.uk. Over 500 top international photographers contribute food images to an ever-expanding collection (Rights-Managed and Royalty-Free). As well as food & beverage, StockFood's archive provides images in the categories of food & people, flowers, decoration, and wellbeing. StockFood's offices in Munich, Kennebunk, Maine (USA) and London (UK) employ around 45 staff. Through a global network of partner agencies the company is represented in over 60 countries on 5 continents.

The attached image can be published in the context of a report about StockFood free of charge. Other images are also available and can be sent on request. Just give us a call!

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