



Extraordinary Photography for Extraordinary Food and Drink

Pricing Brochure

September 2026

We Make Your Customers Hungry



Carry your pride to the people who matter

Every artisan producer and hospitality venue builds something they're incredibly proud of. A recipe refined over years. A drink that has a story to tell. A space designed for people to linger and remember.

You know every detail - the flavours, the textures, the weight in the hand. You see it, taste it, feel it and know it's special. But your customers can't. Not until they see it properly.

That's what our photography does. It carries your pride to the people who matter, showing the quality you've created and the care behind it. Because when pride is seen clearly, it becomes something customers can't resist.

Julia Dallimore and Adam Jackson are award-winning food and drink photographers, creating images that sell.



Julia Dallimore

Both are experienced photographers and food stylists, giving clients the flexibility of working with either Julia or Adam, or both together for larger shoots.

Their work won British and European Photography awards in 2025, and two of their images are currently shortlisted for the 2026 British Photography Awards, with the winners still to be announced.



Adam Jackson

Choosing Your Shots

More images, or more time spent creating each one, you choose the balance.



Premium Shots

Efficiently photographed dishes or products, beautifully lit and presented, giving you more finished images from your shoot time.

Our standard packages include a guide to the number of images you can expect, but your shoot can include a combination of Premium Shots and Hero Images.



Hero Images

Individually styled sets, created around a dish or product, with more time spent on props, composition, lighting and detail.

Included With Every Shoot

Whichever package you choose, every shoot includes the same complete service from planning through to finished photography. You simply choose the package that gives you the right number and combination of Premium and Hero images.

One or Two Photographers Every shoot is led by Julia or Adam, with both photographers working together on larger packages. Whichever you choose, you receive the same JaxMore approach to styling, lighting and detail, with two photographers available when the scale of the shoot benefits from the additional creative input, speed and capacity.

Creative Planning & Pre-Production We start with a conversation about your venue, products or brand, what you need the images to achieve and how they'll be used. We define the brief, location and visual direction before the shoot.

Professional Lighting, Styling & Equipment We bring the lighting and equipment needed to create polished, consistent commercial photography. Food styling and set design form part of every shoot, from refining the dish or product to choosing props, surfaces and finishing details.

Landscape & Portrait Formats Wherever the composition allows, we create both landscape and portrait versions, giving you more choice across websites, social media, menus, advertising and other marketing.

Professional Editing & Finishing We individually edit every final photograph for tone, colour and detail, so every image arrives ready to use.

Files for Print & Digital Use You receive your finished images in both high-resolution print and web-optimised digital sizes, ready for everything from brochures and menus to websites and social media.

Perpetual UK Commercial Licence Your images include a perpetual licence for use across your own UK marketing, with no ongoing licensing fees.

Five Working Day Turnaround Your proof gallery will be available to view online, with files ready for download immediately.

Same JaxMore quality. Same complete service. You simply choose the scale of photography you need.



Discounts
available for
monthly or
seasonal
retainers.

Banquet Package

£2,000 (ex. VAT)

For hospitality venues and artisan producers who want a comprehensive pack of extraordinary images to use across all their activity

- Both Julia & Adam on your shoot - bringing additional creative input and greater production capacity, allowing us to work across a large and varied shot list while giving every image the attention it deserves.
- Premium Shots of up to 75 different dishes, products, interiors and behind-the-scenes moments.

OR

- Hero Images of around 18 dishes or products, in individually designed and lit sets.

OR

- A combination of Premium Shots and Hero Images to deliver your objectives.
- Up to 150 finished images
- Styling consultation at your venue or online
- *For location shoots, allow a full day on site, planned around service or your production schedule.*



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Feast Package

£1,400 (ex. VAT)

For hospitality venues and artisan producers launching something new, refreshing their brand, or creating a substantial image library for marketing, packaging, PR and digital channels.

- Both Julia & Adam on your shoot - bringing additional creative input and greater production capacity, allowing us to work across a large and varied shot list while giving every image the attention it deserves.
- Premium photography of up to 50 different dishes, products, interiors and behind-the-scenes moments.

OR

- Hero Images of around 12 dishes or products, in individually designed and lit sets.

OR

- A combination of Premium and Hero Shots to deliver your objectives.
- Up to 100 finished images
- Styling consultation at your venue or online

For location shoots, allow around six to seven hours on site, planned around service or your production schedule.

Signature Package

£700 (ex. VAT)

For hospitality venues and artisan producers refreshing their offering, launching something new, or adding to an existing image library.

- One JaxMore photographer, either Julia or Adam, throughout your shoot.
- Premium photography of up to 20 different dishes, products, interiors and behind-the-scenes moments.

OR

- Hero Images of around 4 dishes or products, in individually designed and lit sets.

OR

- A combination of Premium and Hero Shots to deliver your objectives.
- Up to 40 finished images
- Styling consultation at your venue or online
- Add a second photographer for £150, for greater creative input, and capacity for around 25 Premium Shots or 6 Hero Images.

For location shoots, allow around four hours on-site, planned around service or your production schedule.



Discounts available for monthly or seasonal retainers.

Appetiser Package

£500 (ex. VAT)

For hospitality venues and artisan producers who need a quick but impactful refresh of their image library, or specific campaign imagery.

- One JaxMore photographer, either Julia or Adam, throughout your shoot.
- Premium photography of up to 10 different dishes, products, interiors and behind-the-scenes moments.
- Up to 20 finished images
- 1:1 online styling consultation to plan the shoot

For location shoots, allow around two hours for the shoot.

Ideal for menu and product updates, seasonal changes, new additions and regular content, giving you a versatile collection of fresh photography without covering your entire range.

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Amuse Bouche Package

£350 (ex. VAT)

For hospitality venues and artisan producers taking their first step into professional photography, to experience the impact for themselves.

- One JaxMore photographer, either Julia or Adam, throughout your shoot.
- Premium photography of up to 4 products or dishes that will make the biggest impact
- Up to 8 finished images
- 1:1 online styling consultation to plan the shoot

For location shoots, allow around one hour for the shoot.

Mise en Place Package

£950 (ex. VAT)

For hospitality venues and artisan producers who want authentic photography without interrupting the work that makes them special.

Both Julia and Adam photograph every Mise en Place shoot, each with a different focus.

We capture food, drink and products exactly as they're created and presented, while a second camera documents the people, craft and atmosphere behind them.

No disruption. No staging. Just authentic visuals, created at the pace of your business.

- Pre-shoot planning call
- Around one hour for setup, followed by two to three hours of live photography during service, production or events
- Behind-the-scenes photography of the people, process and atmosphere
- Up to 30 finished images, telling the story of your business

Ideal for live service, tastings, demonstrations, factory tours, launches and events where stopping for photography simply isn't an option.



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Good to Know

A few practical details to make planning your shoot as straightforward as possible.

Studio or Location

We photograph in our Derby studio or on location at your venue or premises, depending on what works best for your shoot. If we travel to you, travel within 25 miles of our studio is included, and we'll work around your service or production schedule wherever possible.

Food Safe & Ready for the Kitchen

We both hold Level 2 Food Safety & Hygiene certificates, so we're comfortable working alongside your team in professional kitchens and food production environments.

Payment

We invoice for commissioned shoots, with full payment due before the shoot takes place. Payment can be made by bank transfer or PayPal, with PayPal Pay in 3 available where offered by PayPal.

Planning Photography Throughout the Year

If you need fresh photography regularly, book four equivalent packages together and you'll pay the standard price of three. It's an effective way to plan seasonal menus, product updates and ongoing campaigns across the year, while reducing the cost of each shoot.

What else can we Capture?

These can form part of any shoot. We'll agree what you need beforehand and allow the right amount of time for each set-up.



Flat Lay

A wider view of ingredients and layouts



Behind-the-Scenes

The rhythm and precision of service



Atmosphere

Capture the ambience of your venue



Bottle

Highlight your sommelier service and wine flights



Product

Clean, confident imagery for your
retail lines



Special Effects

Energy, movement, and atmosphere



You've already created something you're truly proud of.

Now let your customers see it.

Let's discuss your next shoot.



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