ezCater Photo Guide

2025

Welcome!

Congratulations on taking this simple and essential step to make your ezCater menu pop with photography! The purpose of this guide is to demonstrate why images are an important aspect of your ezCater menu.
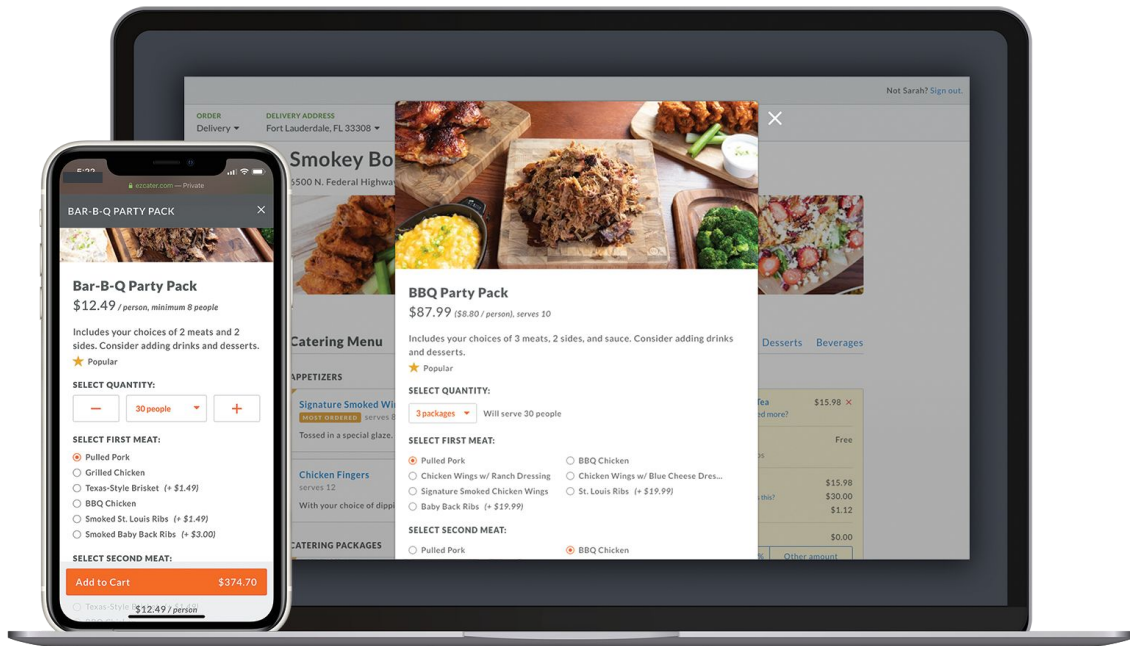
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The Importance of Photos

The best way to communicate what the customer receives when placing an ezCater order is through photography. It's direct and sends a quick, clear message.

In fact, ezCater ordering data has shown that the **more photos on the menu, the better!**

This is because **customers find photos more important than both menu item descriptions and user reviews** when determining where to order from.

Questions? Contact our photo team at photos@ezcater.com.

30%

Menus with photos convert up to 30% more than menus without photos.

Brooke | A/A | Existing Customer

*"I think pictures are definitely helpful. [...] I'm a visual person so when you say that we're going to order burgers and it's a burger bar, I'd like to see how they set that up, depending on certain clients setup is key for us and **if it doesn't look appetizing or presentable we probably wouldn't pick that option**."*

Menu Page Photo Placement

① Banner Photo
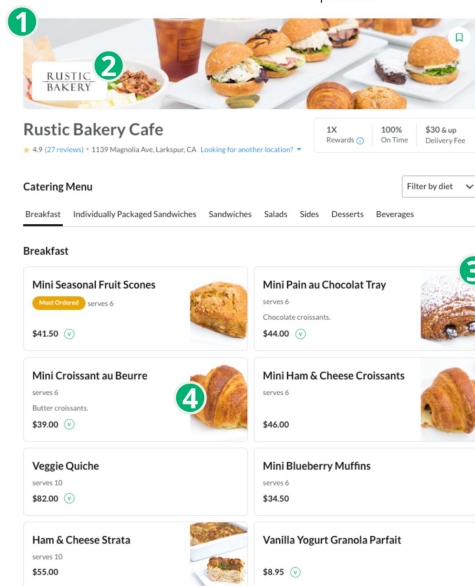Displayed at the top of your ezCater menu. This image is also used in the search results.

③ Menu Items
These are your menu items. Their descriptions and photos (if applicable) can be seen by clicking into them.

⑤ Inside a Menu Item
Once a menu item is clicked on, a small window will pop up with its description and photo (if applicable).

② Brand Logo
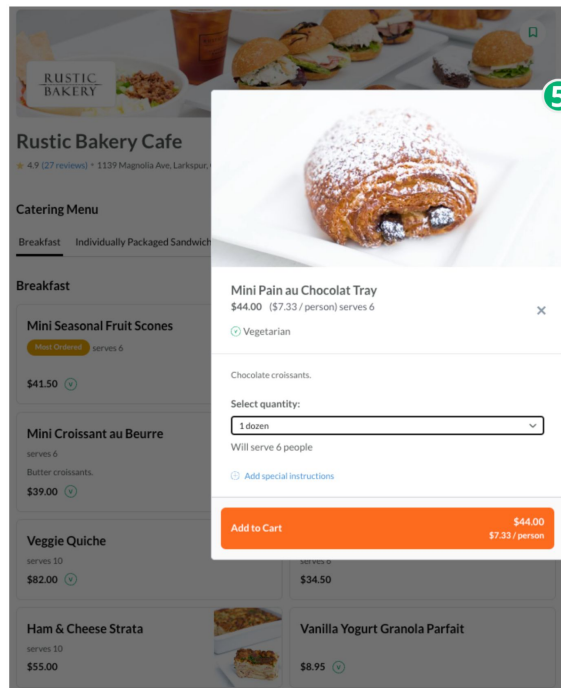Used to represent the branding of your restaurant, this is located just below the banner.

④ Photo Thumbnails
If a menu item has a photo attached, its thumbnail will be displayed here providing a preview.

Banner and Logo

A banner is meant to make your menu shine! A photo highlighting a handful of your menu items gives the customer a quick glimpse of your tasty offerings.

Photos taken farther back with the food centered work best for how our system crops photos. This allows for great placement across desktop and mobile displays.

A banner is the first thing customers see when they view your menu. They will also see it in search results.

A logo is used to represent your brand.
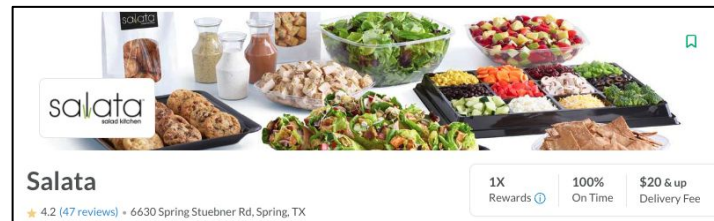
Horizontal logos work best and appear bigger than vertical, round, or square logos.
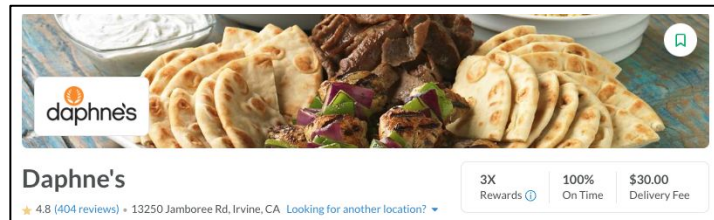
We recommend an aspect ratio of 3:1 for logos.

Please see additional banner information and other photo examples on the ezCater Photos Help Center Page.

Menu Item Photos

Sandwich Boxed Lunch
$10.00 / person

INDIVIDUAL PACKAGING

Each box includes your choice of sandwich, chips, and a chocolate chip cookie.
★ Popular

Photos must match menu item descriptions. Displaying additional items in the photo can mislead customers. Photos should display everything included with an item and nothing extra.

Customers appreciate seeing the packaging their food will come in. While photos of items in pretty bowls and plates appear aesthetically pleasing, we recommend using your packaging.

Catering package photos should reflect the correct portion size. If photos displaying full package and portions aren't available, an appropriately sized individual serving created from the package will also work.

Menu items like catering packages, boxed lunches, or entrees should be prioritized for photos.

Please see our complete list of technical requirements on the ezCater Photos Help Center Page.

Adding Photos to your ezCater Menu

The next three pages explain different ways you can add photos to your ezCater menu. Here's a quick overview:

1. **Have photos already?** Send them over to us for review (see page 9 for submission guidelines)

2. **Want to take your own photos?** Use your smartphone (see page 10 for some quick tips)

3. **Interested in a photo shoot?** Book your own, or reach out to ask about photo shoot opportunities in your area (see page 11 for more info)

Sending in Photos

Before sending in photos, please ensure they meet the following criteria:

- **Photos should be bright, crisp, and horizontal** at a minimum of 1200x800 pixels
- **Photos should only highlight the food itself** (no people, text, watermarks, restaurant space, or kitchen/food prep areas can be displayed)
- **The files are labeled as their menu item names** (this ensures we are correctly reviewing the photos)

Photos can be submitted for review by uploading them to our submission form. If you have more than five photos to send:
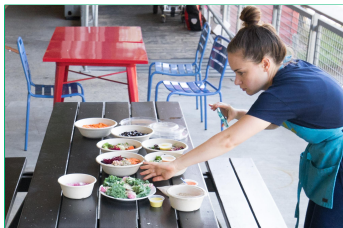
- Email us at photos@ezcater.com
- Use a file-sharing website (DropBox, We-Transfer, Google Drive, etc)

Visit the ezPhotos Help Center Page for even more helpful photo information!

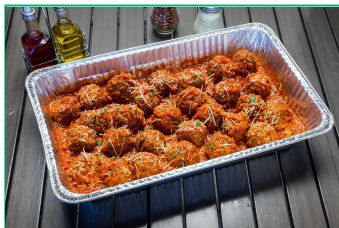ez cater 9

Taking Your Own Photos

Here are four quick and easy steps to take successful photos for your ezCater menu.

Rely on lighting
Set up a table by a window with plenty of natural light (or go outside in a shaded area).

Style your food
Your menu items should be freshly prepared and placed neatly on their plates or in packaging.

The right angle
Hold your camera or phone horizontally. An angle at 45° works best for most foods. You can also do a straight-down shot.

Create the banner
Gather a few popular menu items and center the food for the photo. An aerial shot works great for a banner.

When using your phone, please do not use portrait mode or apply any filters.

Photos can be submitted for review by uploading them to our submission form.

Schedule a Free Photo Shoot

If you are already partnered with ezCater, you may be eligible for a **free photo shoot!** Aside from making your menu pop with scrumptious food photography, our team firmly believes having photos on your menu will help with orders. Here are some quick details:

- **A photographer will come to your location** for a one-hour photo shoot, capturing menu items and a banner
- **You prepare the food.** We'll send a shot list in advance suggesting the best items to have photographed
- **Photos are typically uploaded within two business days.** Your menu will sparkle with beautiful and helpful photography

Photo shoots are also available for our Relish partners!

Click here to see a complete list of cities where we are offering photo shoots.

Book your own photo shoot or email our team at photos@ezcater.com to learn more.

Photography Do's and Don'ts

Do's

Great lighting

Focus is on the food

Displays packaging

No restaurant interior or food prep areas.

No AI, stock, or other brand-owned photos.

No photos with text, watermarks, or logos.

No photos that are zoomed in or close up.

Additional Resources

- Catering Partner Help Center
    - Resources for updating account settings, menus, delivery, and much more!
- How to update your ezCater menu
    - Learn about various ways to update your menu
- Delivery Solutions
    - ezDispatch and Delivery Management
- ezCater Lunch Rush Blog
    - Stories from the worlds of food and business
- ezManage Support
    - Need help with ezManage? Our Partner Success team can help