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PRESS RELEASE

StockFood sponsors the photography competition "Pink Lady® Food Photographer of the Year Award 2014"

Munich, 22. November 2013. [StockFood](http://www.stockfood.com), the world's number one food image agency, supports the 2014 "Pink Lady® Food Photographer of the Year Award". The prestigious competition is dedicated to demanding food photography and provides a worldwide platform for the most successful food photos. Ambitious professional and amateur photographers can submit their food images until 31. January, 2014. The winner will be selected in London in April, 2014.

StockFood CEO Pete A. Eising has plenty of reasons to celebrate. Following the successful international relaunch of the company website, www.stockfood.com, he is once again one of the competition's judges and is proud to join the team of experts judging the "Pink Lady® Food Photographer of the Year Award". "For some 35 years our firm has striven to deliver excellent food photography to our media and advertising clients," says Mr Eising. "We have always been on the cutting edge and continue to research new trends and style changes worldwide." Following this firm philosophy, StockFood is going to sponsor the competition category "Food off the Press" that honours current publication in books, magazines, newspapers and advertising.

This year's competition includes three new categories in addition to 13 already existing ones: "Food Bloggers", "Food Politics" and the motion picture category "Food in Film", sponsored by Unearthed®, extend the spectrum to 16 topics. *Food in Film* is designed to honour short food films that include documentary and fictional themes.

"An Apple a Day", sponsored by the main sponsor Pink Lady® is again among the categories. This famous apple brand awards the "most creative and beautiful apple photography". The category for mobile phone photography is called "Food Sn-apping" and is awarded to the most original food snap shot, spontaneously taken with a mobile phone. For every image submitted in this category £2 will be contributed to the charity *Action against Hunger*.

Other topics include "Food in the Street", "Food in the Field", "Food and its Place" and "Food for Sale". One of the most popular categories, "Food for Celebration", co-sponsored by Champagne producer Taittinger will again be among this year's topics. This category honours the importance of food in festive occasions around the world. Marketing director Vitalie Taittinger takes her place along with StockFood owner Pete A. Eising among the 27 prominent jurors from the international food, media and photography world. The jury also includes leading food photographer David Loftus, (responsible for Jamie-Oliver cookery books), Roy Meiklejon, president of the British



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Institute of Professional Photography, Elizabeth Galbraith, creative director of the BBC Food Group, Steve Rowe, Executive Director of Marks & Spencer and journalist and food critic Jay Rayner.

The winners in the various categories, as well as the overall winner will be announced on 23 April, 2014 in a festive ceremony at the London's "Mall Galleries". The winner can look forward to the title "Pink Lady® Food Photographer of the Year 2014" along with a cash prize of £5,000 (approximately 6,200 €). Last year, 5,500 photographers from more than 50 countries participated. Among them were a large number of the more than 1,000 licensed photographers whose work is in the StockFood collection.

Photographers from all over the world have until 31. January, 2014 to enter their food photos and take advantage of this competition as a global platform for their work. Interested participants can find information about the 2014 competition on www.stockfood.co.uk/pink-lady or on the main sponsor's website www.pinkladyfoodphotographeroftheyear.com/2014/.

About StockFood:

StockFood is the leading food photography specialist among image agencies, offering creative professionals in media, marketing, advertising and publishing the largest food image database on the internet at www.stockfood.com. This includes an unmatched range of rights-managed and royalty-free images, videos and features from over 1,000 internationally renowned photographers and film producers. Expert recipe texts, created by an in-house team, are available for all images, videos and features. StockFood was established in Germany in 1979 and is now represented in nearly 80 countries, on all continents, by a worldwide network of partner agencies. StockFood's head office is based in Munich (Germany), with further offices are in Kennebunk, Maine (USA) and London (UK), employing approximately 60 staff in total. StockFood is part of CulinArts Holding GmbH, a firm group, which unites a number of companies specialising in food and lifestyle in the production, distribution and publishing sectors (www.culinarts.com).

living4media, a subsidiary of StockFood, is the premium site for home and living images. The collection includes interiors, decorating, DIY, gardens and lifestyle, bringing together the work of the world's foremost interior photographers and agencies under one roof. Its international portal, www.living4media.com, offers the living4media collection worldwide. living4media is represented worldwide by an international network of partner agencies in around 50 different countries.

Image material of your choice can be supplied free of charge for use in any media coverage of StockFood. Do give us a call!

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