



you are what you create.

## PRESS RELEASE

### StockFood launches Food-Blog „you are what you crEATe“

**Munich, 26. June 2014. Fresh, brash and outspoken. With their uninhibited photographic style and unbridled joy of experimentation, food bloggers have conquered a huge fan community on the net. No wonder that even the traditional media are rolling out the red carpet for the new stars. Food bloggers get their own columns, produce cookbook bestsellers and operate cooking shows for an audience of millions. The most interesting among them are now at the center of a new blog where the food image agency StockFood once again lives up to its reputation as a trendsetter.**

Under the motto *["you are what you crEATe!"](http://blog.stockfood.com)* (<http://blog.stockfood.com>) the food photography specialists from Munich present the shooting stars of the blogger scene. Their trendy images can also be exclusively licensed through StockFood. For the first time media and advertising clients have access to the most amazing images from numerous food blogs.

For more than three decades StockFood has been the leading agency for culinary images, features and videos. StockFood trend-scouts tirelessly search out new styles in the field of food photography. **Food blogs** are the most recent development in this fast moving industry. *"Perfectly Imperfect"*, a natural, unaffected photography style, has now emerged. It imbues images with unprecedented freshness and spontaneity (*StockFood reported on this new trend in March 2014*).

StockFood presents refreshing portraits of the food bloggers who display their most compelling images under the StockFood umbrella. In addition to newcomers to the net, this also includes professional food photographers who introduce their own food blogs at StockFood.

Among the first entries StockFood presents the 18-year old blogger Izy Hossack from London with her original blog "Top with Cinnamon" as well as two German photographers: Susanne Schanz writes a blog called "La Petite Cuisine", and Elisabeth Cölfen is known for "food: photo: love". An interview with Australian photographer Tanya Zouev introduces the international blogger scene. Her internet diary "The Cook who knew nothing" was a finalist in the *Best Australian Blogs 2013*. U.S. American Eva Kosmas also pays a visit with her blog "Adventures in Cooking", similar to Izy Hossack's blog, this was also short listed for the *Saveur Food Blog Awards 2013*.

One of the salient factors of all the blogs are their compelling recipes, peppered with personal reflections and spiced by lovingly reported gastro-travel experiences. This creates a fascinating cross-section of modern, high-class food photography.



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All images are available at StockFood and can be used for a wide range of professional applications. In addition, "[you are what you crEATe!](#)" keeps you abreast of the latest news and inspires readers with great recipe ideas.

The first entries are already online. Hundreds more will follow.

#### **About StockFood:**

StockFood is the leading food 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](http://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 more than 80 countries, on all continents, by a worldwide network of partner agencies. The company employs 60 people in its offices in Kennebunk, Maine (USA), Munich (Germany) and London (UK). StockFood belongs to the CulinArts Holding GmbH group of companies, which include several media services focused on food and lifestyle and specializing in production, distribution and publishing. ([www.culinarts.com](http://www.culinarts.com)).

*We will be happy to supply images free of charge, to be used in connection with stories about StockFood. One call is all it takes.*

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