

Food Styling: The Art of Preparing Food for the Camera

By Delores Custer

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Author: Custer, Delores

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Editorial Review

Amazon.com Review

Based on her 30 years of experience in food styling for advertising, magazines, books, and films, Delores Custer presents the definitive lifelong reference on food styling—complete with lists of handy tools and vital equipment, recipes for artificial foods, and guidelines for running a successful food styling business.

Full of ingenious advice on styling in any media and packed with full-color photographs, *Food Styling* reveals every trick of the trade, from making a beverage appear to sweat to producing those perfect grill marks on meat without a grill. Filled with resources and organized in a simple problem-and-solution format, this is an ideal resource for both experienced food styling pros and first-timers alike.

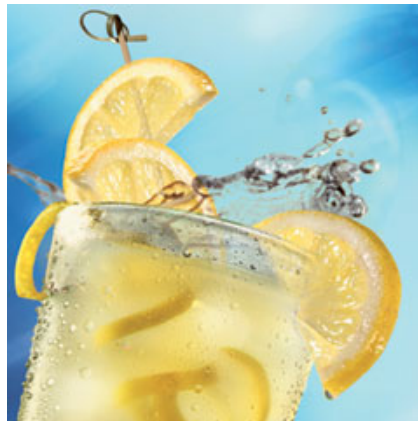
- This is the only book of its kind on the market, shedding light on the art and craft of food styling
- More than 300 full-color photos reveal the process of styling and the spectacular results, teaching and inspiring anyone interested in food and how it is presented in media
- The book features a timeline of 60 years of food styling, a glossary of important terms, and a listing of vital styling resources
- The only book the aspiring or professional food stylist will ever need, this exceptionally thorough resource covers challenges from flawless fried chicken to fluffy, cloudlike cake frostings—and everything in between

Whether you're looking to break into the food styling business or just touch up on the latest and most effective techniques, *Food Styling* is the ultimate guide to creating stunning culinary visuals.

Styling Techniques from *Food Styling*



Styling Eggs



Styling Drinks



Styling Cookies

From the Inside Flap

Behind every mouthwatering image of food is a dedicated food stylist whose job it is to consider, plan, and perfect every detail from the curve of an apple stem to the fan of a shrimp tail. In *Food Styling*, master stylist Delores Custer presents the definitive reference in the field—complete with detailed information on essential tools and useful equipment, step-by-step guidance on achieving the perfect shot, and a wealth of tried-and-true techniques for everything from voluminous frostings to mile-high sandwiches. Based on her thirty years of experience styling for advertising, magazines, books, television, and film, Custer shares her expert guidance on how to achieve stunning visual perfection for all media.

About the Author

Delores Custer has been a freelance food stylist and culinary educator since 1978. Today she styles for magazines and cookbook publishers, and in print advertising, public relations, television, and feature films. She has taught courses in Professional Food Styling, Recipe Writing, and Food Demonstration Techniques for Television at New York University, The Culinary Institute of America, The Institute of Culinary Education, and culinary schools around the world. Her food clients include Kraft Foods, General Mills, Unilever, Campbell Soup Company, ConAgra, Nestlé, Häagen-Dazs, Red Lobster, Subway, Cuisinart, Bacardi, and Budweiser. Her website is delorescuster.com.

Users Review

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Steve Garcia:

Precisely why? Because this Food Styling: The Art of Preparing Food for the Camera is an unordinary book that the inside of the publication waiting for you to snap this but latter it will jolt you with the secret the item inside. Reading this book alongside it was fantastic author who all write the book in such awesome way makes the content inside of easier to understand, entertaining method but still convey the meaning fully. So , it is good for you for not hesitating having this ever again or you going to regret it. This unique book will give you a lot of gains than the other book have got such as help improving your proficiency and your critical thinking method. So , still want to hold off having that book? If I were you I will go to the reserve store hurriedly.

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Ruth Hill:

In this era which is the greater man or who has ability to do something more are more important than other. Do you want to become considered one of it? It is just simple way to have that. What you are related is just spending your time almost no but quite enough to possess a look at some books. One of many books in the top list in your reading list is usually Food Styling: The Art of Preparing Food for the Camera. This book which can be qualified as The Hungry Hills can get you closer in becoming precious person. By looking upwards and review this publication you can get many advantages.

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