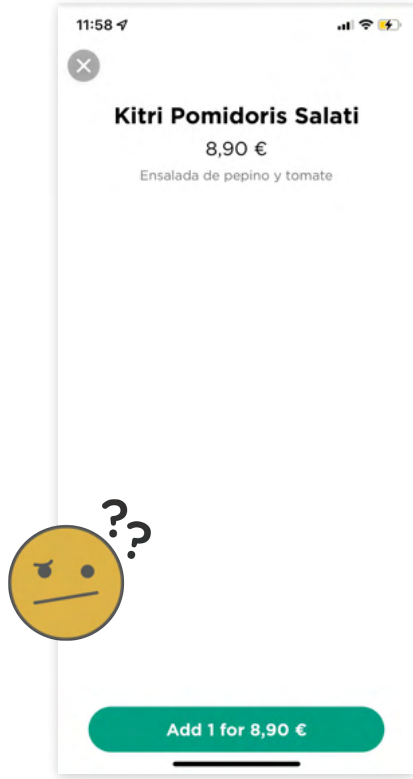
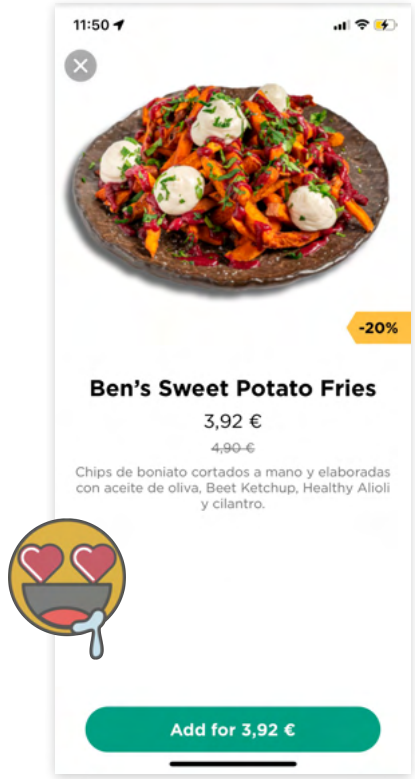


A guide to take high quality pictures with your smartphone

Glovo!



Did you know that **products with images tend to be purchased 3 times more often** than those without images?



And were you aware about the fact that **75% of online shoppers** rely on a product photo to make a decision?

Follow this guide and you will **learn how to take the best pictures for your menu easily from the comfort of your phone!**

FOLLOW THIS PROCESS

**LOG IN TO MENU
MANAGER**



**ADD OR
SELECT A
PRODUCT**



**PREPARE YOUR
SHOOTING SET**



LET'S SHOOT



**UPLOAD YOUR
PICS**



Content

1. Log into Menu Manager
2. Add or select the dish to add the missing pictures
3. Upload your photos to your menu using Menu Manager
4. Learn how to take quality photos
5. Take into account the Do's and Don'ts



Menu Manager



HOW TO EDIT YOUR MENU

01 LOG IN TO MENU MANAGER

Log in to <https://managers.glovoapp.com/hello> and complete the fields with your Glovo partner credentials and administrator password.

Scan here and
access Menu
Manager!



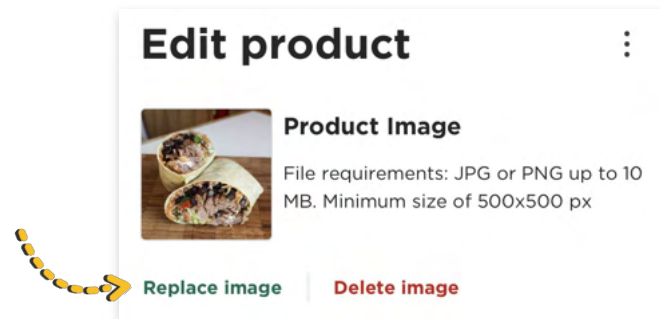
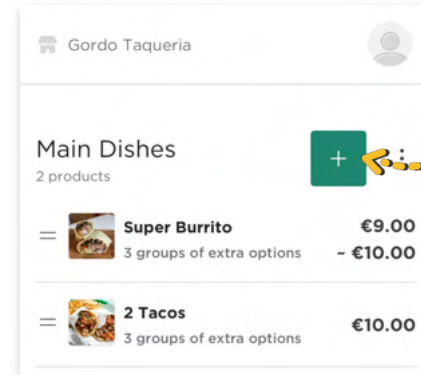
02 ADD OR SELECT A PRODUCT OF YOUR MENU

If you want to **add a new product** to your menu

On the top of the page you will see a “+” **button** where you can click to add a product. There you can upload your photos and create a new dish.

If you want to **edit an existing product**

Navigate your restaurant menu. **Add or replace the product picture by clicking on a product** and replacing its picture with a new one.



01 Prepare your set

03

TAKE YOUR OWN PHOTOS AND UPLOAD THEM INTO YOUR MENU

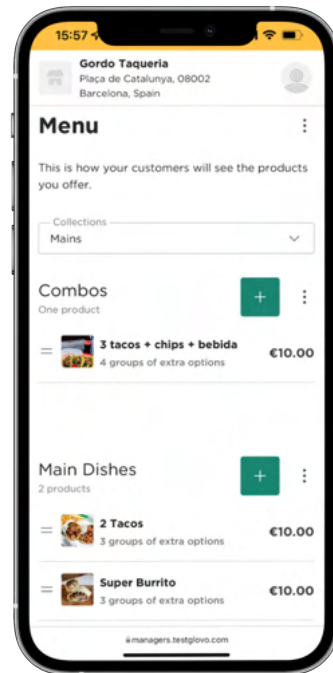
1

Log in to Menu Manager with your **Glovo partner credentials** and administrator password



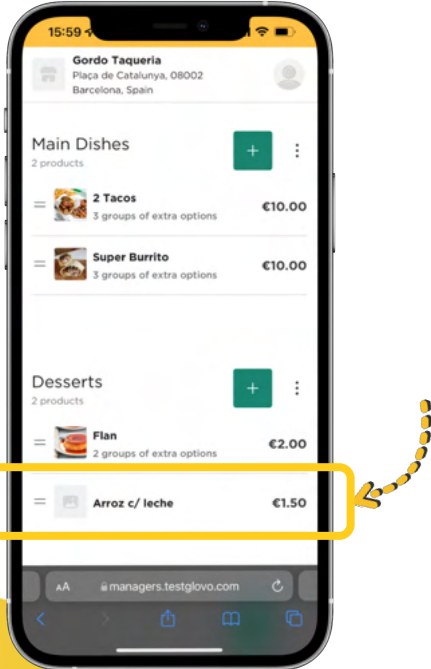
2

In Menu Manager, **scroll through your menu**



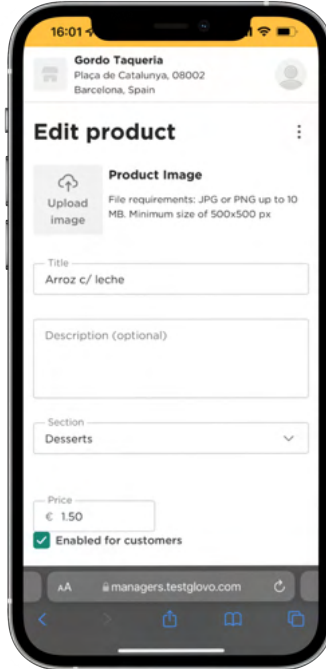
3

Select the product to which you want to add pictures



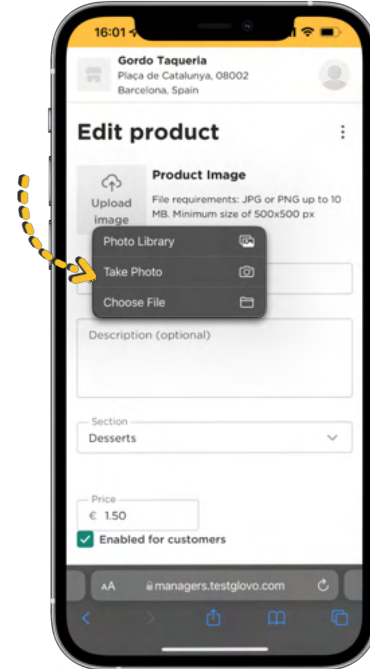
4

A panel will be opened in which **you will be able to edit your product**



5

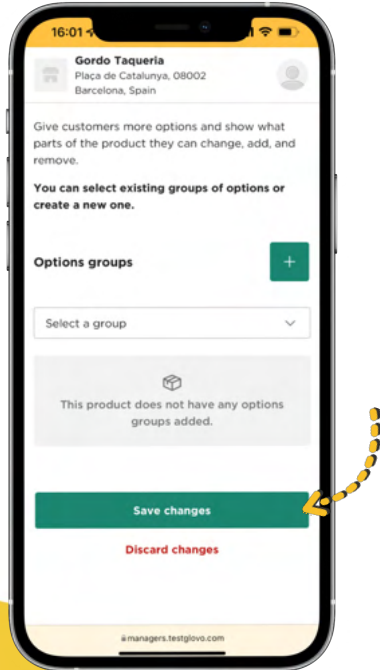
Upload a picture from your photo reel or take a picture of your dish in the moment by **clicking on "Upload Image"** in Menu Manager



Don't know how to take quality photos? Follow our [tips](#)

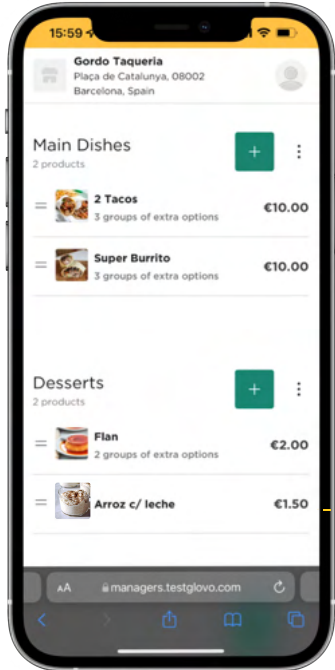
6

Once you upload the pictures, **click on “Save changes”**



7

See the new uploaded pictures in the menu of your restaurant in a matter of seconds!



Arroz c/ leche



€1.50



Photography Tips

TIPS TO TAKE HIGH QUALITY PICTURES

TAKE YOUR SHOOTING TOOLS

We're suggesting some useful tools that will make the difference. They're optional but very recommended if you want to get the best pics.



Tripod



Camera / Mobile phone



Photography box or similar

BUILD YOUR OWN PHOTO SET

Find a flat surface and a suited background



Use a table or any flat surface where your product fits properly, and place it as close as you can to a window to get good natural lightning



In order to have better quality images, use white backgrounds or backgrounds with plain colours or plain textures
In that way, you will eliminate distractions from your products and will give a clean look to your dish



To get a more detailed look to your product, place your product on **white paper sweep or white craft paper** to reflect natural light.

To create a sense of integrity, consistency, and to improve UX we suggest to always use the same background across the entire menu

BUILD YOUR OWN PHOTO SET

Use natural lighting



Natural light is great to make high quality pictures. **Find a window and place the flat surface next to it**

If you don't have any natural light or are shooting at night use artificial light instead.

Never use flash and always try to avoid dark shadows or reflections

02 Place your product

PLACE YOUR PRODUCT



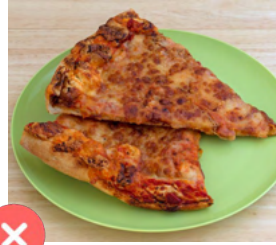
Show the deliciousness of your dish! Plate your food in such a way that the presentation of it looks tasty and tempting



Take the dish out of its packaging Packaging usually makes the photo look poorly presented. Take the dish out of there and present it on a plate!



Show your dish inside Make sure that the customer can clearly see the ingredients of the dish. Cutting wraps, burritos and sandwiches in two can help the users to identify all ingredients



Do not take too long to take the picture. Waiting for some minutes after the food is prepared can make the dish look bare and cold. Start taking the pictures of your product as soon as it is plated!



Center your dish Make sure that the dish is centered on the surface



Do not include in the photo items or ingredients that are not part of the dish you will serve. Place only the product you are going to display in your menu

03 Shoot!

TAKE A PICTURE OF YOUR PRODUCT

It's time to take pictures of your products! to do so, keep the following in mind:



Choose the most flattering angle for your product

Shoot your dish in a frontal plane
or at a 45 degree angle



Always show the full plate

Corroborate that the photo is not
cropped and that the entire
product can be seen

TAKE A PICTURE OF YOUR PRODUCT

It's time to take pictures of your products! to do so, keep the following in mind:



Make sure that all the ingredients and its portions can be seen clearly

The picture should be realistic and all the ingredients should be seen clearly

If it is a combo or menu, display the items side by side separately.

Except you are taking pictures of a combo, don't take pictures of many dishes at once.

RED FLAGS



Do not include **Watermarks** or titles of editing programs in the pictures.



Logos need to be also avoided

Don't take pictures of **poorly presented dishes** and **avoid using flash**



The picture should not be **blurred, pixelated, distorted,** or **stretched**

AND ALWAYS REMEMBER...

Products with images tend to be purchased 3 times more often.

Do you have a lot of products on your menu and don't know where to start?

Start by improving your top sellers!

Partners that have added pictures to their 5 top sellers have seen increased their sales by 18%!

Don't forget to improve your menu by adding photos and descriptions using our new tool Menu Manager



Scan here and
access Menu
Manager!



AND ALWAYS REMEMBER...

Products with images tend to be purchased 3 times more often. The lack of pictures in the menu make users leave to look elsewhere than those without images **9 out of 10 people stop buying** the dish they wanted to buy **when they see that it does not have a picture!** Instead, they replace the dish and fulfill their needs with another one that does have a picture.

Don't forget to improve your menu by adding photos and descriptions using our new tool Menu Manager

Scan here and access Menu Manager!

