



## Food Styling: The Art of Preparing Food for the Camera

By Delores Custer

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**Title:** Food Styling

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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 foods 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](http://delorescuster.com).

## Users Review

### From reader reviews:

#### **Malissa Conlin:**

Spent a free time and energy to be fun activity to do! A lot of people spent their down time with their family, or their very own friends. Usually they accomplishing activity like watching television, gonna beach, or picnic from the park. They actually doing same task every week. Do you feel it? Will you something different to fill your personal free time/ holiday? Can be reading a book may be option to fill your totally free time/ holiday. The first thing that you will ask may be what kinds of reserve that you should read. If you want to consider look for book, may be the guide untitled Food Styling: The Art of Preparing Food for the Camera can be good book to read. May be it is usually best activity to you.

#### **Lily Winstead:**

In this period globalization it is important to someone to get information. The information will make professionals understand the condition of the world. The health of the world makes the information quicker to share. You can find a lot of references to get information example: internet, newspaper, book, and soon. You can view that now, a lot of publisher this print many kinds of book. Typically the book that recommended for you is Food Styling: The Art of Preparing Food for the Camera this publication consist a lot of the information with the condition of this world now. That book was represented so why is the world has grown up. The terminology styles that writer use to explain it is easy to understand. The actual writer made some investigation when he makes this book. Here is why this book suited all of you.

#### **Karen Taylor:**

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