

# Delicious Food Media

## For Your Brand



Celebrating over 25 Years.

make a food media **splash.**



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our President and CEO,  
Jeff Scheiber.

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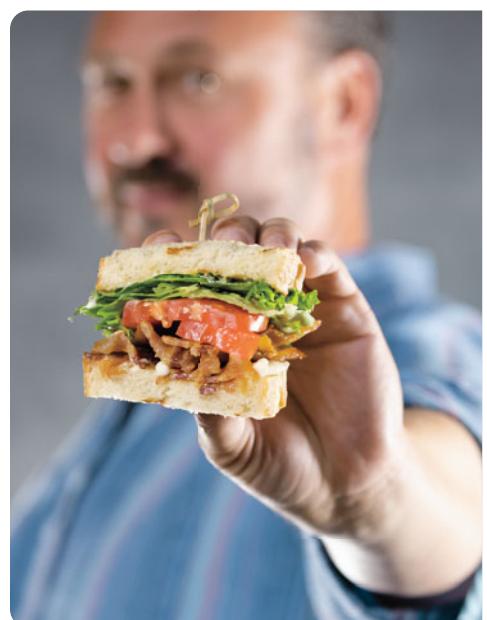
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# Welcome



Food not only fuels us; it satisfies cravings, defines cultures, puts smiles on hungry faces and bonds us together. Everyone has a connection to food, but not everyone can make ingredients shine like Vimax. As a full-service agency, Vimax breathes life into cutting edge food assets and adds powerful, proven strategy behind your marketing efforts.

The kitchen is the heart of the home, and our studio kitchens and surrounding offices are always beating with enthusiasm, our hardworking staff and an insatiable appetite for creating top-quality food content. At Vimax, food is the palette, and our team of food marketing artists produces food-focused masterpieces that captivate audiences and strengthen brands.



Diverse in experience and connected by a passion for food, the Vimax team is dedicated to presenting food at its best in any element.

If you need meal solutions, our recipe developers formulate the perfect blend of ingredients into trending recipes. To build your brand with a digital shopper marketing program or quarterly magazine, our designers lay out a cohesive cadence

with your brand in the forefront. Complement these strategies with flawless food photography, videos that highlight smooth drips and gorgeous glistens and elaborate hunger-inducing descriptions.

Each of these specialties builds upon the other at Vimax, resulting in the eye-catching, value-added food marketing tools that help your brand stand out. We're thrilled to give our clients the gift of food and are devoted to pouring our talents into helping your brand thrive.

We invite you to flip through the pages, get a taste of what we can do, and envision how we can create your custom masterpiece.

~ Jeff Scheiber, President & CEO



Scan the code and  
watch this book  
come to life!



We've got the recipe for  
**Your Food Marketing Success.**



Food is all we do.

Vimax Media is an industry-leading, full-service agency that specializes in creating compelling, custom-branded food content. Our experienced, talented, creative team of chefs, food stylists, photographers, videographers, graphic designers, food writers and editors is passionate about everything culinary.

We'll provide you with engaging content and marketing solutions that match your brand standards and speak directly to your customers.



# From sketch to reality.





Vimax Media President and CEO, Jeff Scheiber and Chairman Emeritus and Founder, Mike McGraw stand with pride in the warehouse of the building they purchased in December 2018 that was transformed into our new studio workspace.

**Creating award-winning content for 25 years!** Content creation drives the journey at Vimax Media, and it all starts in our state-of-the-art studios. From inspiring photography, stop-motion and slow-motion videos to high-speed captures, Vimax has the studio space, equipment and expertise to create brand-building content and marketing tools that move viewers to action. This Studio Portfolio illustrates a taste of Vimax's studio capabilities, and that's just where the brand magic begins. For a complete overview of our full suite of agency services, visit our new, upgraded website: [vimaxmedia.com](http://vimaxmedia.com).



## Movin' on up.

Custom media requires custom space. To keep up with your need for top-shelf, cutting-edge food media assets, we've moved to a bigger, better space. We've stepped up our game to offer more content on demand, featuring a studio built from the ground up with LA and NY sophistication but the practicality of Midwest pricing.

Our state-of-the-art, 9,000+ square foot facility features two studio kitchens; one residential-style with trending home kitchen design, cabinets and appliances, and one commercial-style that can be adapted to suit any creative vision or audience. Come see for yourself how we transform food into brand-building, value-added tools.



# Bringing recipes to life.

We add excitement to photos and videos with innovative and cutting-edge overhead shots, stop-motion, slow motion, and animation. We deliver photography and video in square, portrait, or any custom size for any channel. Our modern, clean and versatile kitchens allow us to create recipe photos and videos that resonate with home cooks, restaurant chefs or any vision or audience.





## WHAT'S OUR SECRET SAUCE?

The secret is that Vimax is your dedicated partner – an extension of your team that will work with you to consistently create the food assets you need to best serve your hungry customers. Our depth of experience, offerings and affordable value are unmatched in the industry. These distinct specialties come together to make your food content marketing strategy top-level.







*You provide  
the **steak**...*

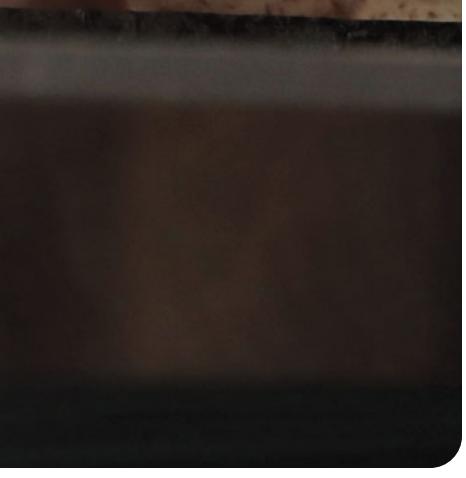
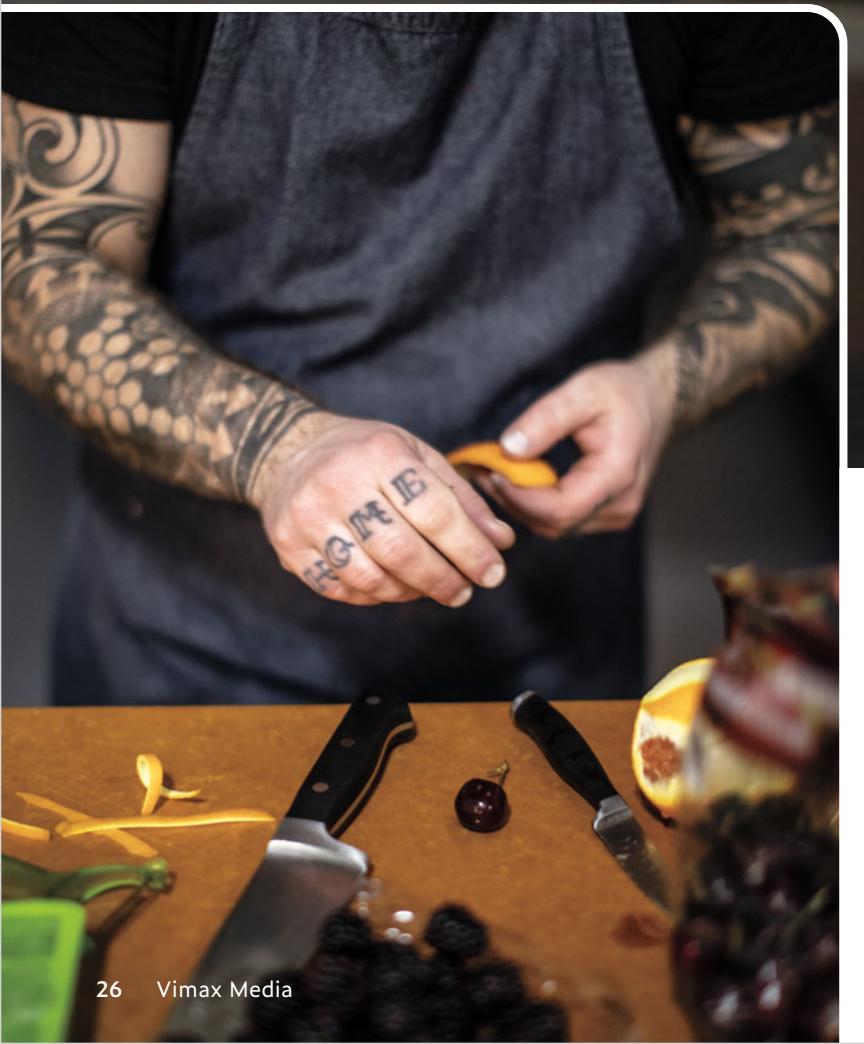
*...we bring  
the **sizzle**.*

*Food photos that make your audience want to eat the page...*



*...and lick the screen clean.*





# Perfection, from plate to **pixel**.

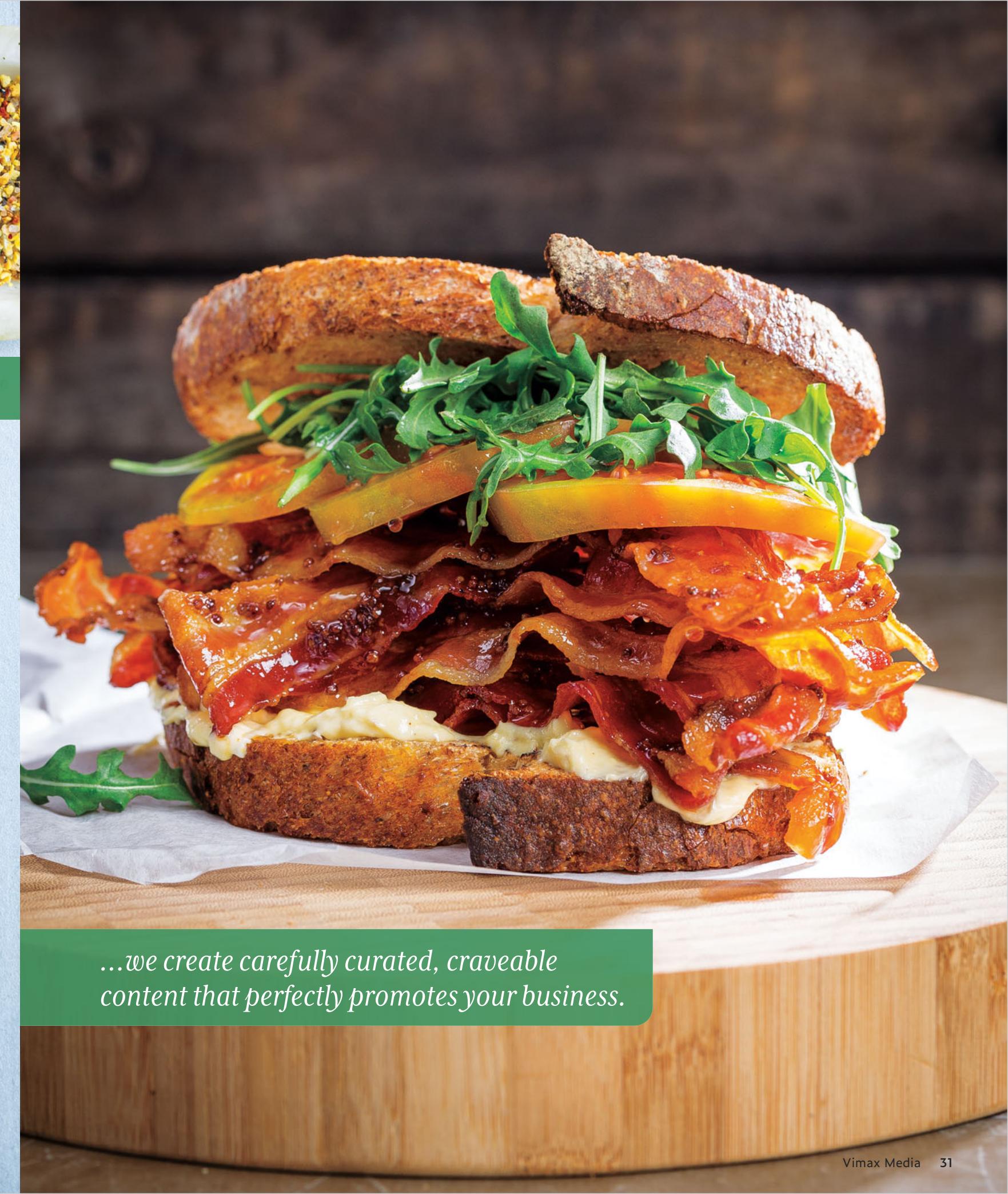
With a critical eye, our photographers use the latest equipment and tools to capture food in detail. From the perfect drip of yolk off of a fried egg to an overhead shot of fresh, vibrant lettuce wraps, Vimax photography is top-of-the-line and will leave your customers hungry for more.







*We don't just produce beautiful images and videos...*



*...we create carefully curated, craveable content that perfectly promotes your business.*



*No matter the season,  
our food photography...*

*...captures the essence  
of the ingredients to  
build your brand.*



## recipe development

### creating recipes from scratch



It starts with an idea.

Staying up to date with trending food concepts,  
our recipe developers create flavor-packed recipes  
from appetizers and entrées to beverages and desserts.

They will adapt recipes to nutritional guidelines,  
specialty diets, seasonality and any other specification  
to suit your marketing needs.





*The ingredients aren't  
the only stars at Vimax ;)*





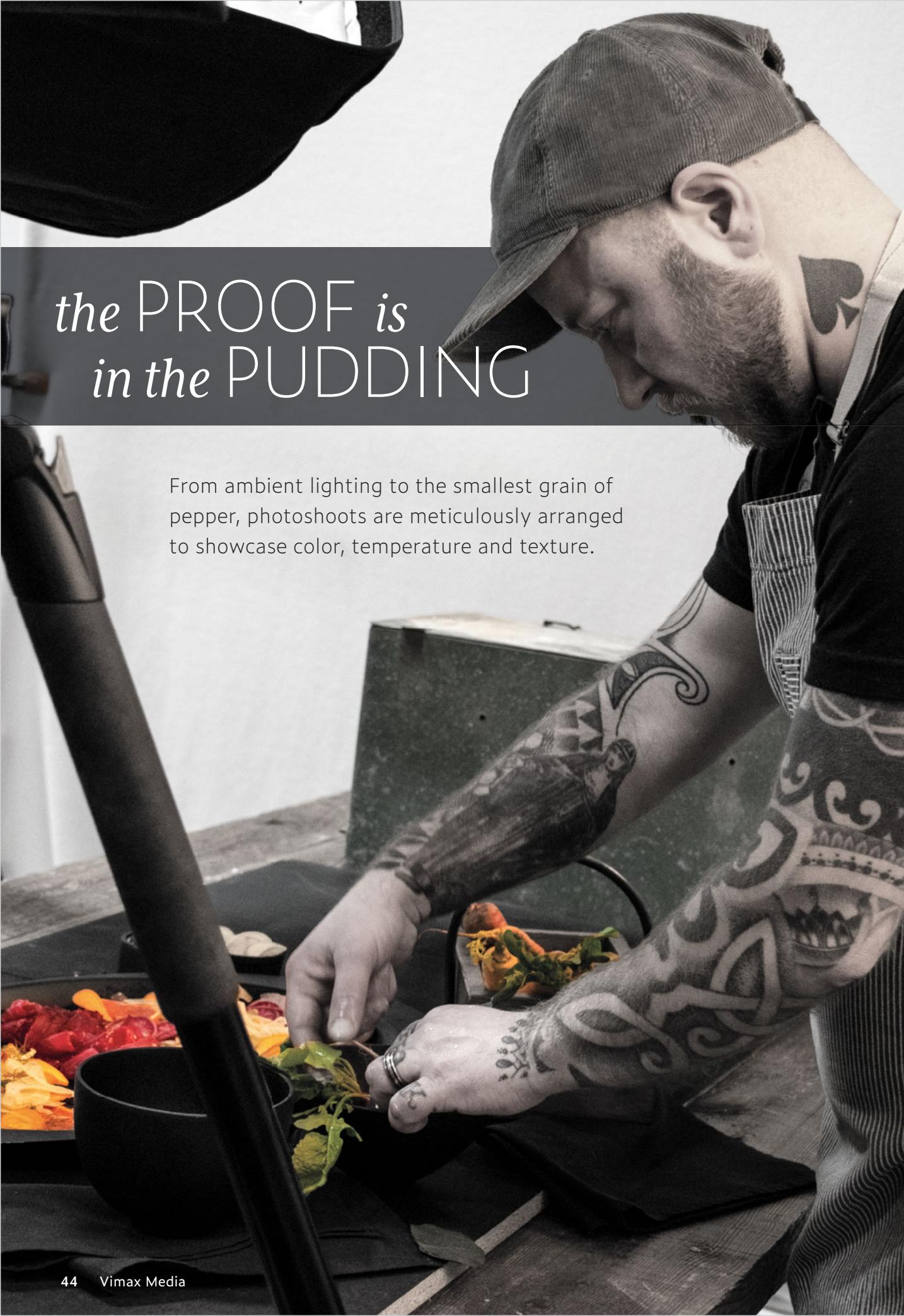


From conventional  
to cutting-edge,  
Vimax can artfully  
communicate any  
culinary vision.

# PALETTE to PALATE

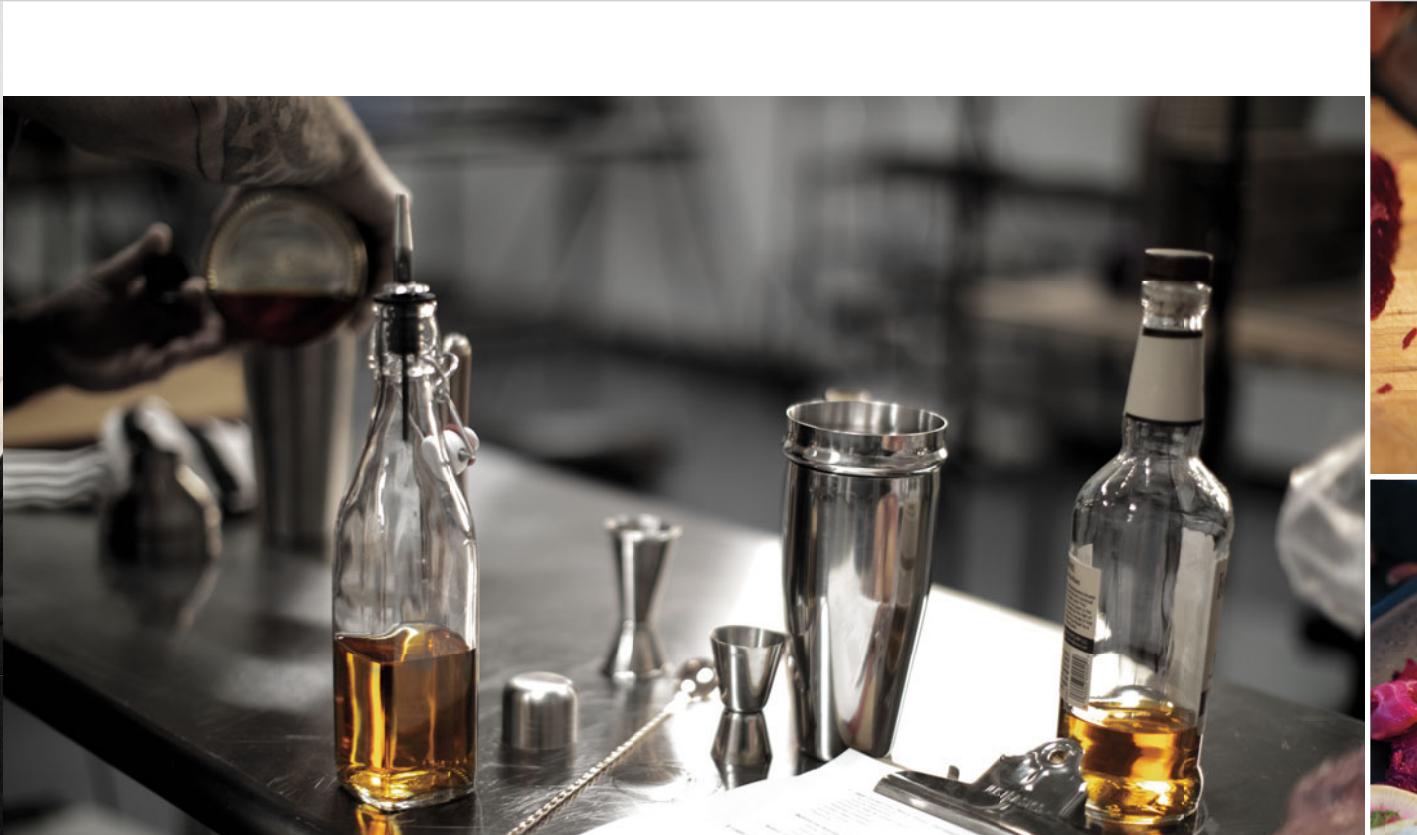
*Beetroot Cured Cod with  
Shaved Radishes, Red & Golden  
Beets, Carrots, Fennel, Roasted  
Grapefruit and Hazelnuts*

Beet juice extract, as a way to color  
foods, meets the demand for naturally  
sourced ingredients.



# *the PROOF is in the PUDDING*

From ambient lighting to the smallest grain of pepper, photoshoots are meticulously arranged to showcase color, temperature and texture.



# the CRAFT

Food is always the focus as culinary art and photographic art join forces to create something beautiful.



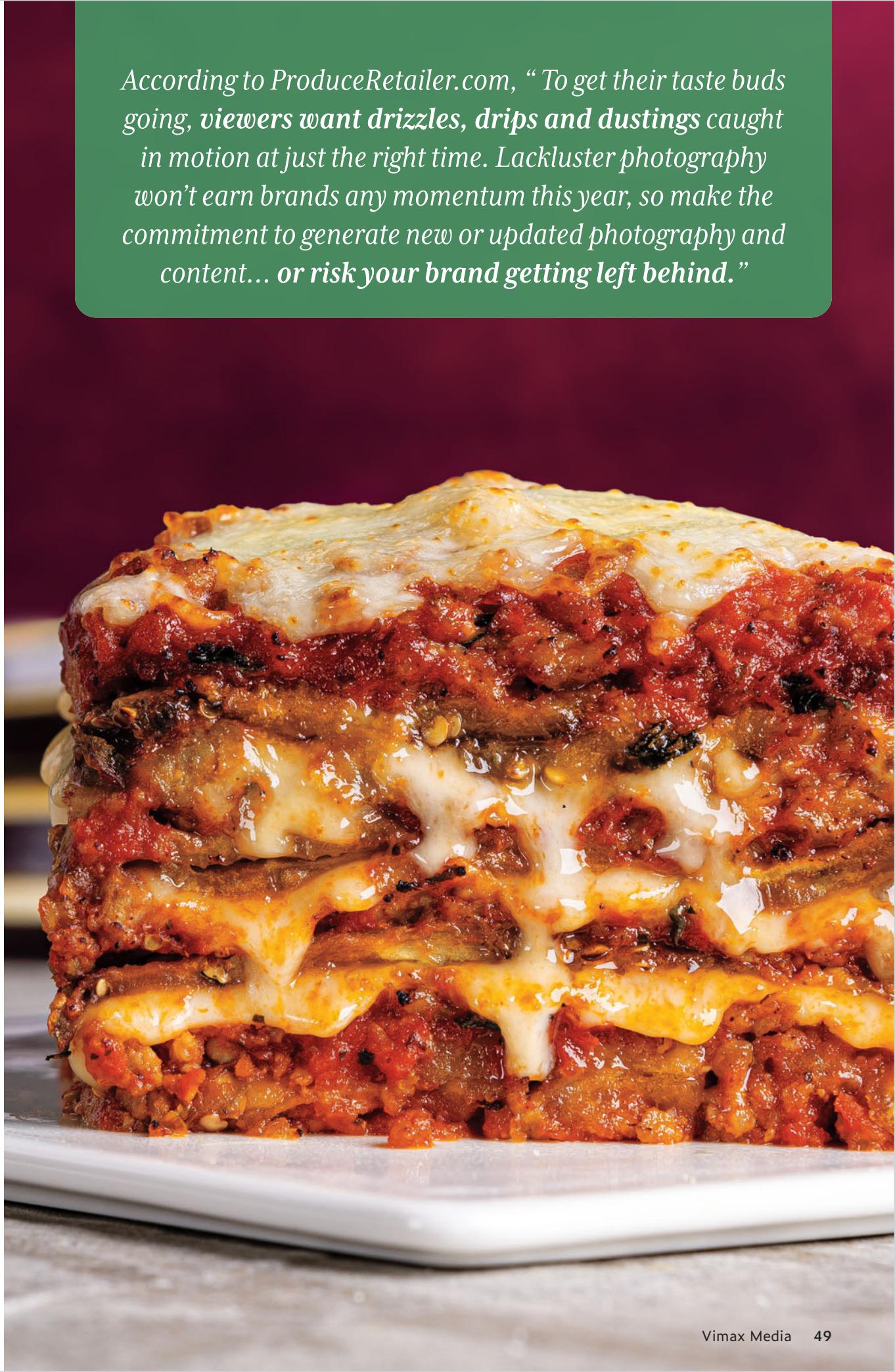
## Almond-Sponge "Naked" Layer Cake with Coconut-Vanilla Bean Buttercream

Fresh citrus, lavender, herbs and greenery add to the natural quality of this cake.

## more than just a PICTURE

Creating a timeless photo takes vision, originality and an inspiring environment. It requires careful planning and complete understanding of the message that is to be portrayed. A captivating image is engaging and memorable. As the old saying goes, pictures tell a story... **what do you want to say?**





According to ProduceRetailer.com, “To get their taste buds going, viewers want drizzles, drips and dustings caught in motion at just the right time. Lackluster photography won’t earn brands any momentum this year, so make the commitment to generate new or updated photography and content... or risk your brand getting left behind.”



Strengthen your strategy with our mouthwatering content, best-in-class agency services and devoted partnership.



**vimaxmedia**

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