

## Biotiful Dairy

Natasha Bowes launched Biotiful Kefir in 2012 and the brand has skyrocketed to success, quickly finding shelf space in many of the UK's largest supermarkets.

As their product range expanded, Katie from Bio-tiful asked me to create packshots of their newest products, based on previous shots, replicating the exact highlights and shadows.

Using a variety of light modifiers, bounce cards and flags, I created a lighting setup to match their previous product shots which was easily recreated, allowing ad hoc shots of new variants to be photographed as Katie posted them to me.

*"It was a pleasure to work with Gavin, he was incredibly professional and executed our brief perfectly. We have received great feedback on the final photos and would definitely like to work together again."*

biotifuldairy.com  
twitter.com/BIOTIFUL\_DAIRY  
awww.instagram.com/biotiful\_dairy/





## Cool Chile Co.

Dodie Miller founded the Cool Chile company in 1993 with the sole aim of providing the best dried Mexican chillies to the UK market. Since then, they have gone from strength to strength and in 2016 they worked on a full brand makeover, including a fresh website and new packaging designs.

Kelly, who runs the show, called me to start shooting their delicious products and beautiful new designs for their online store and as a stock of marketing images, ready for their next press release.

From homemade sauces to potent Mezcal, the aim was to find a consistent lighting style and shooting format which was spacious enough to capture the smallest tin to the tallest bottle.

With the spec set in place, the team at Cool Chile can send products to me for a quick shoot and turnaround, getting them onto their website pronto!

[coolchile.co.uk](http://coolchile.co.uk)  
[twitter.com/CoolChileCo](https://twitter.com/CoolChileCo)  
[instagram.com/coolchileco/](https://www.instagram.com/coolchileco/)



