

# COMPANY PROFILE + PORTFOLIO



Food-o-grafia



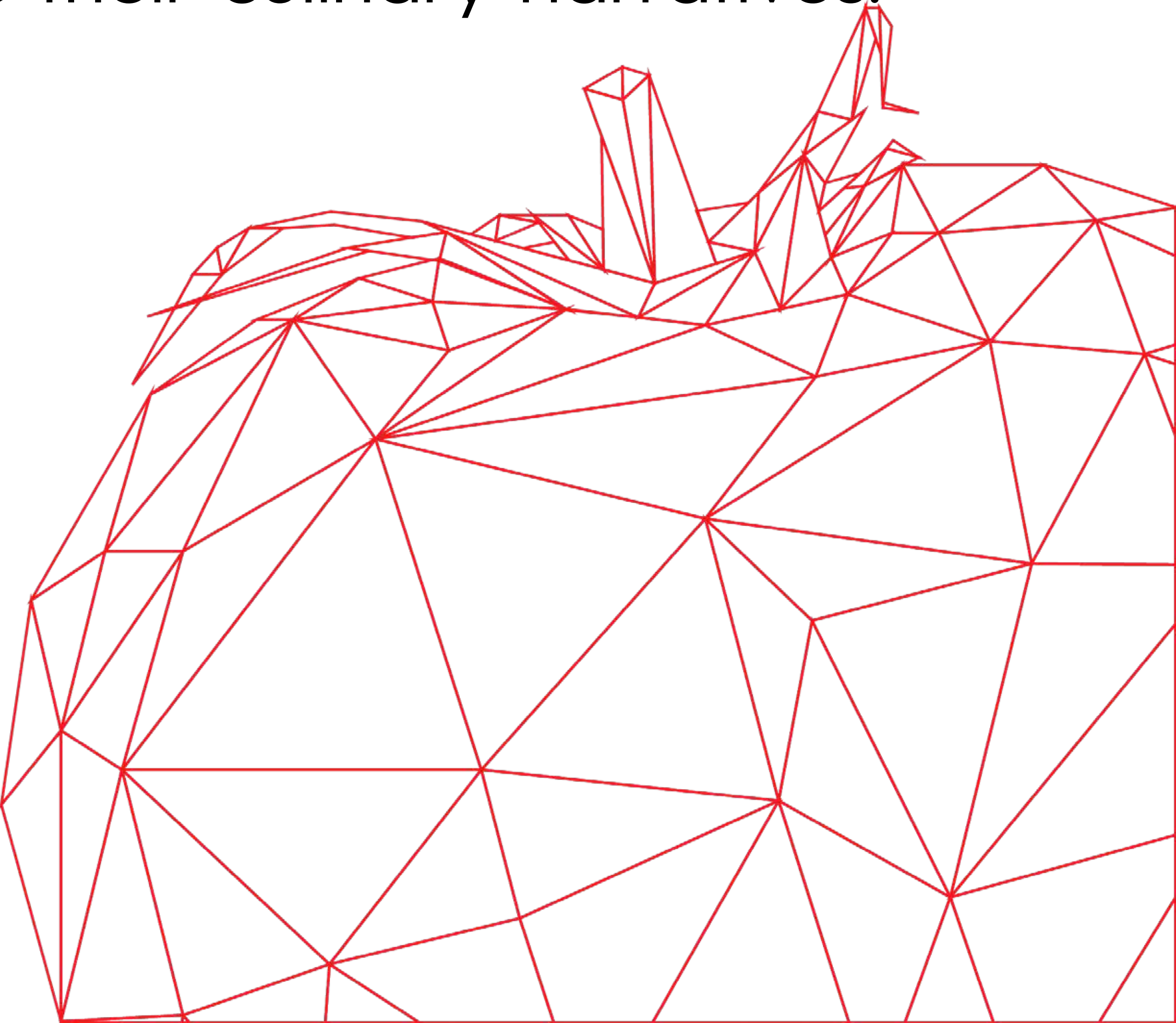
**THE SPECIALISTS  
OF MAKING  
FOOD**   
**LOOK GREAT!**







Food-o-grafia is a creative agency specializing in the art of culinary storytelling through capturing bespoke still imagery and motion. Established in 2016, our journey began with a vision to transform the way we experience and perceive food. As a boutique agency, we bring a unique blend of creativity, craftsmanship, precision, and passion to every project, making us the go-to choice for those who seek to elevate their culinary narratives.





# THE FOUNDERS



## El-Said Ashour, Founder & CEO Photographer

**Education:** BSc. Fine Arts, Architecture  
MSc. Human Resources Education  
**Previous Work:** Corporate Executive

Ashour brings a unique blend of structured vision, business expertise and creative flair to Food-o-grafia. His passion for photography and design adds an artistic touch to our culinary storytelling, elevating every project to a visual masterpiece.



## Amal Mansour, Co-Founder Food Stylist & Art Director

**Education:** BSc. Fine Arts, Graphics  
**Previous Work:** Graphic Designer,  
Photographer

The artistic force behind Food-o-grafia. With a background in design and a passion for the art of food styling, she orchestrates visual narratives that tantalize the senses. Amal's artistic prowess transforms each dish into a work of art, making Food-o-grafia a celebration of creativity and flavor.





**WE PROMOTE A  
BETTER  
LIFE  
THROUGH FOOD**



We started "Food-o-grafia" with an intent to promote a better life through food.

**A Better Life for Us** by doing what we are passionate about, what we are really good at, and what we believe can create a positive impact on us and our stakeholders.

**A Better Life for our Clients** by helping them promote their brands and grow their businesses, and by giving a delightful experience throughout our transactions.

**A Better Life for our Team** by creating a fun, decent and progressive workplace where they can deliver meaningful work while develop their skills and capabilities.

**A Better Life for our Partners** by being mutual, thinking Win/Win and unlocking new opportunities and possibilities for them through our collaboration.

**A Better Life for our Audience** by providing interesting and inspiring content that satisfies their artistic senses, and fits with their preferred lifestyles.

**A Better Life for our Community** by thinking and acting humanly as much as commercially, and helping people in every possible way throughout our process.





# WE MAKE LIFE BETTER BY LIVING BY OUR PRINCIPLES



**INTEGRITY** We act with honesty, trust and integrity. Our actions are consistent with our words and our words are our bond.

**QUALITY** We are defined by quality. We are committed to excellence and dedicated to providing it in all our professional endeavors.

**CREDIBILITY** We meet our commitments. We do what we say we'll do and we always follow through.

**AUTHENTICITY** We boldly express ourselves through what we do. We keep it real, and we stand up for what we believe.





# SERVICES

Food Photography

Food Styling & Art Direction

Video Production for Food

Courses & Workshops





# PORTFOLIO

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www.food-o-grafia.com





FARM FRITES

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**talabat**

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پریٹزو  
**Pretzo**  
PRETZELS

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FRESH  
FOOD  
MARKET

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LYCHEE

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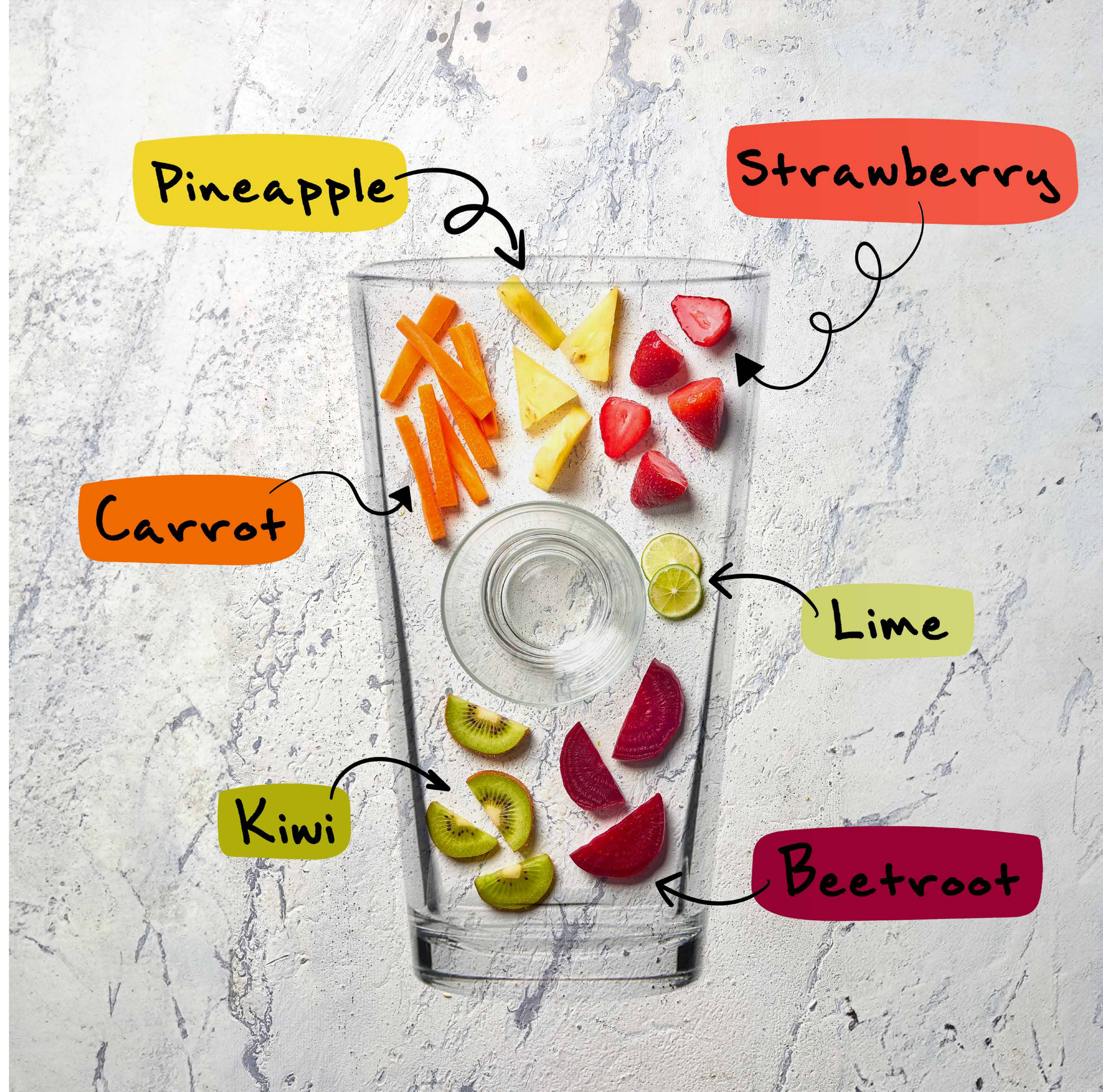
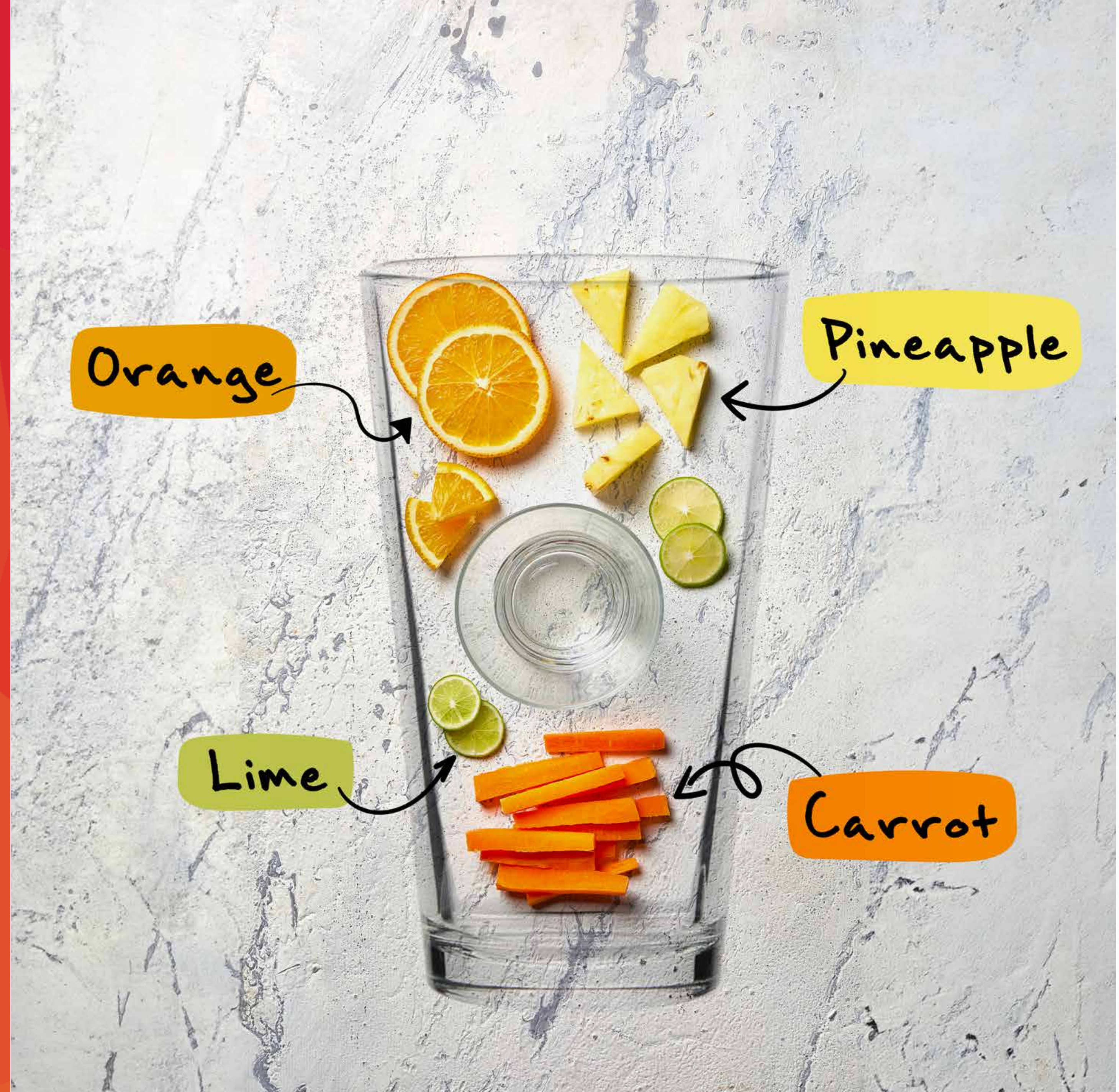
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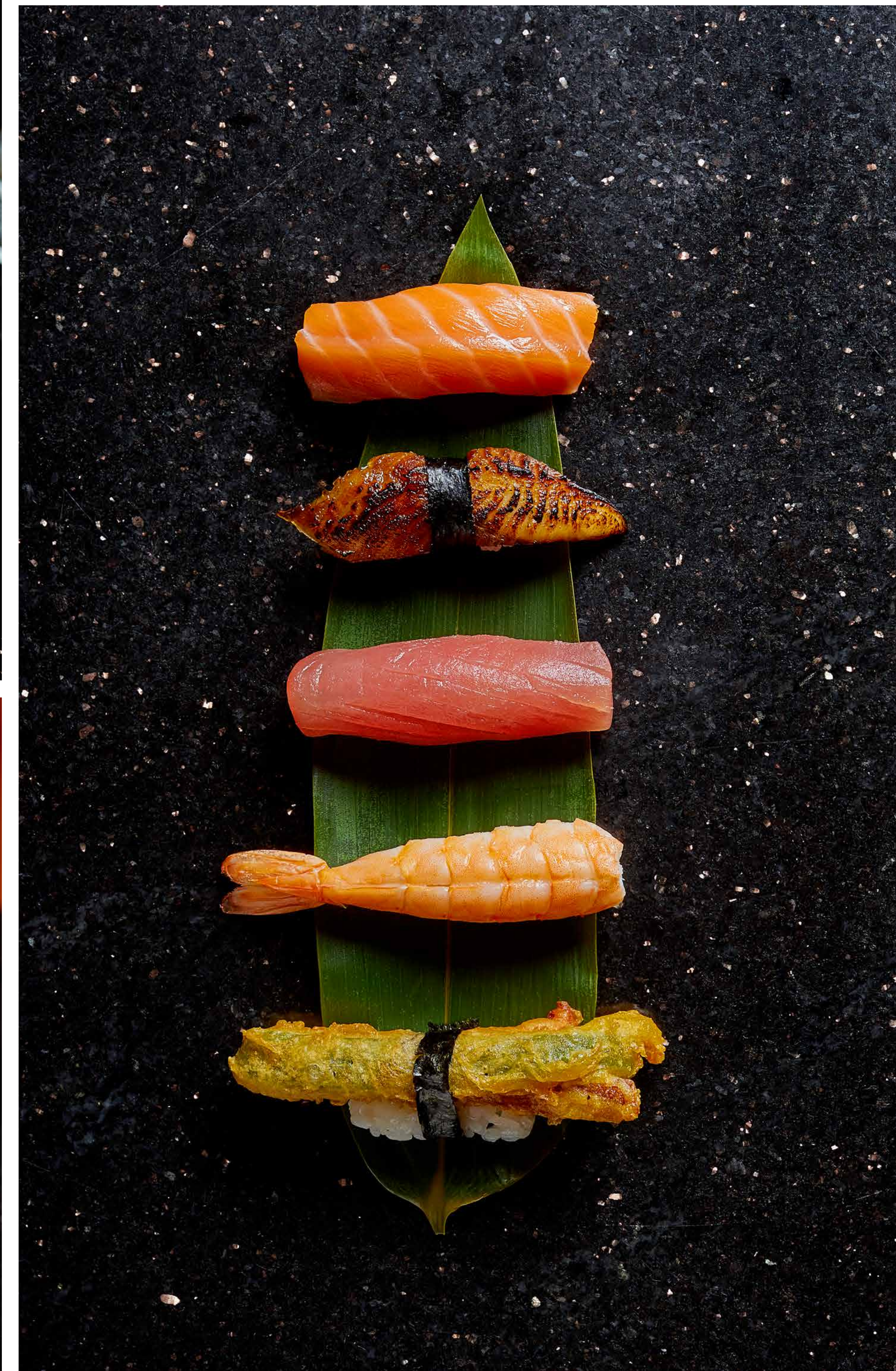
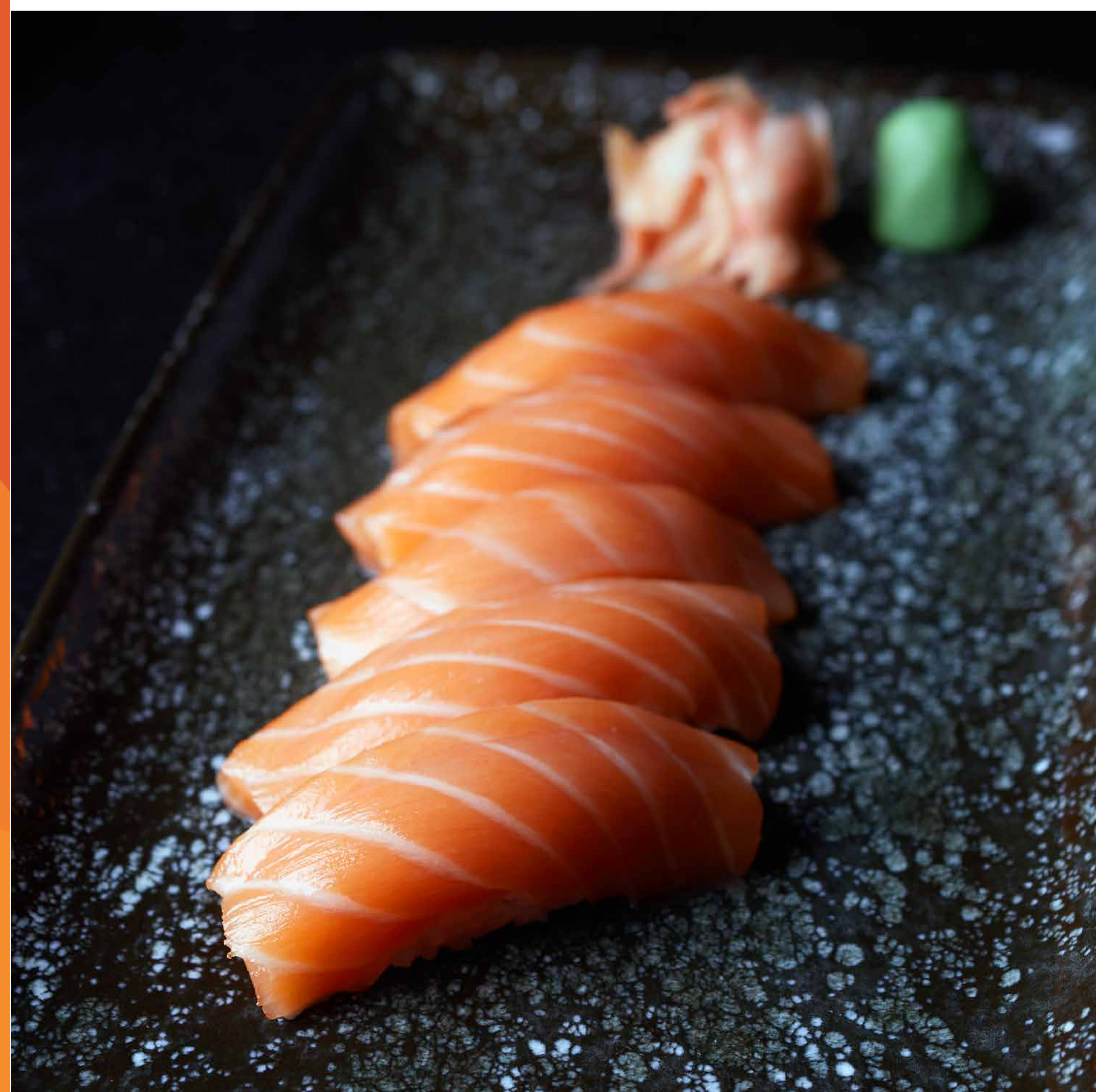












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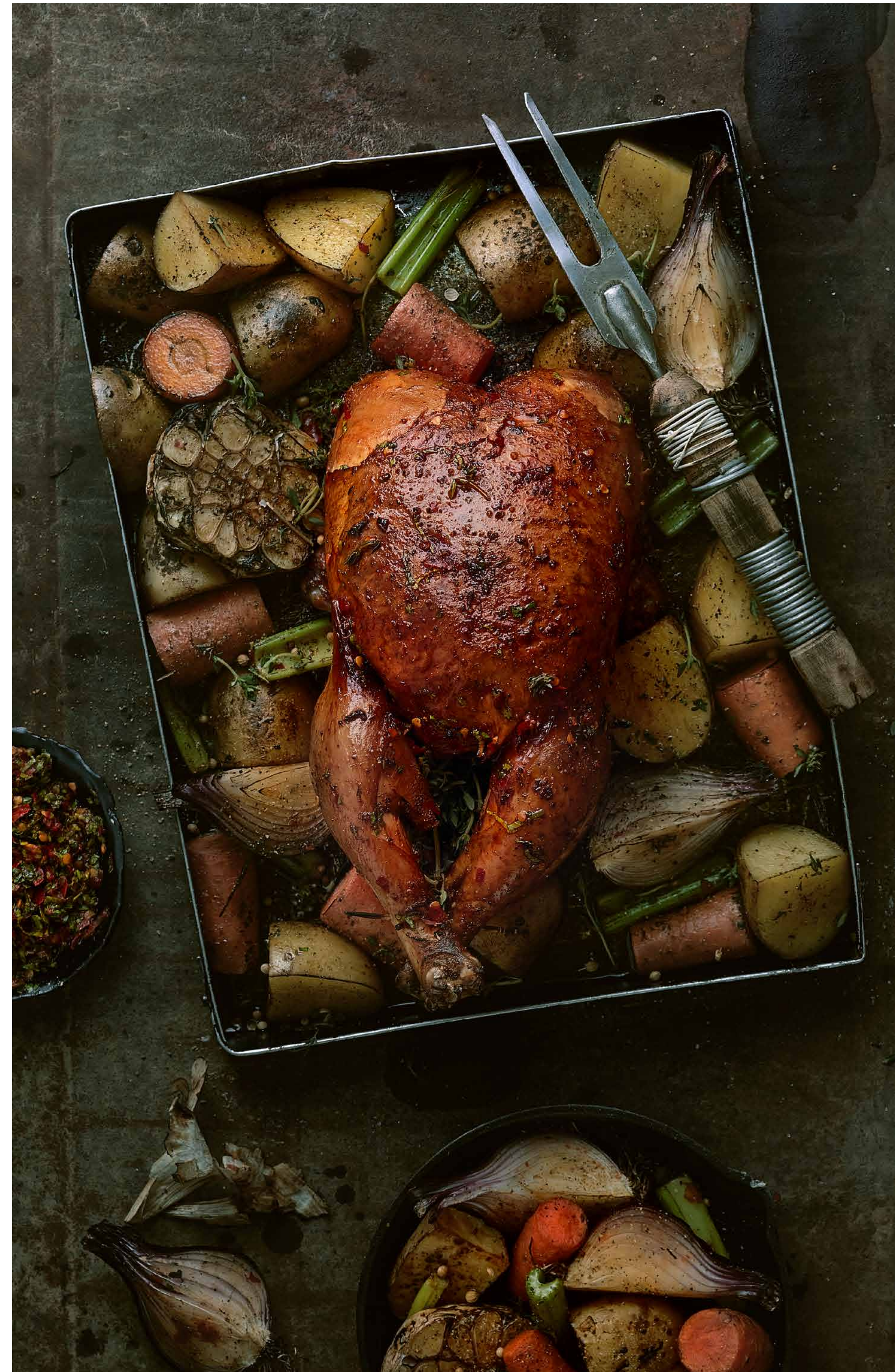
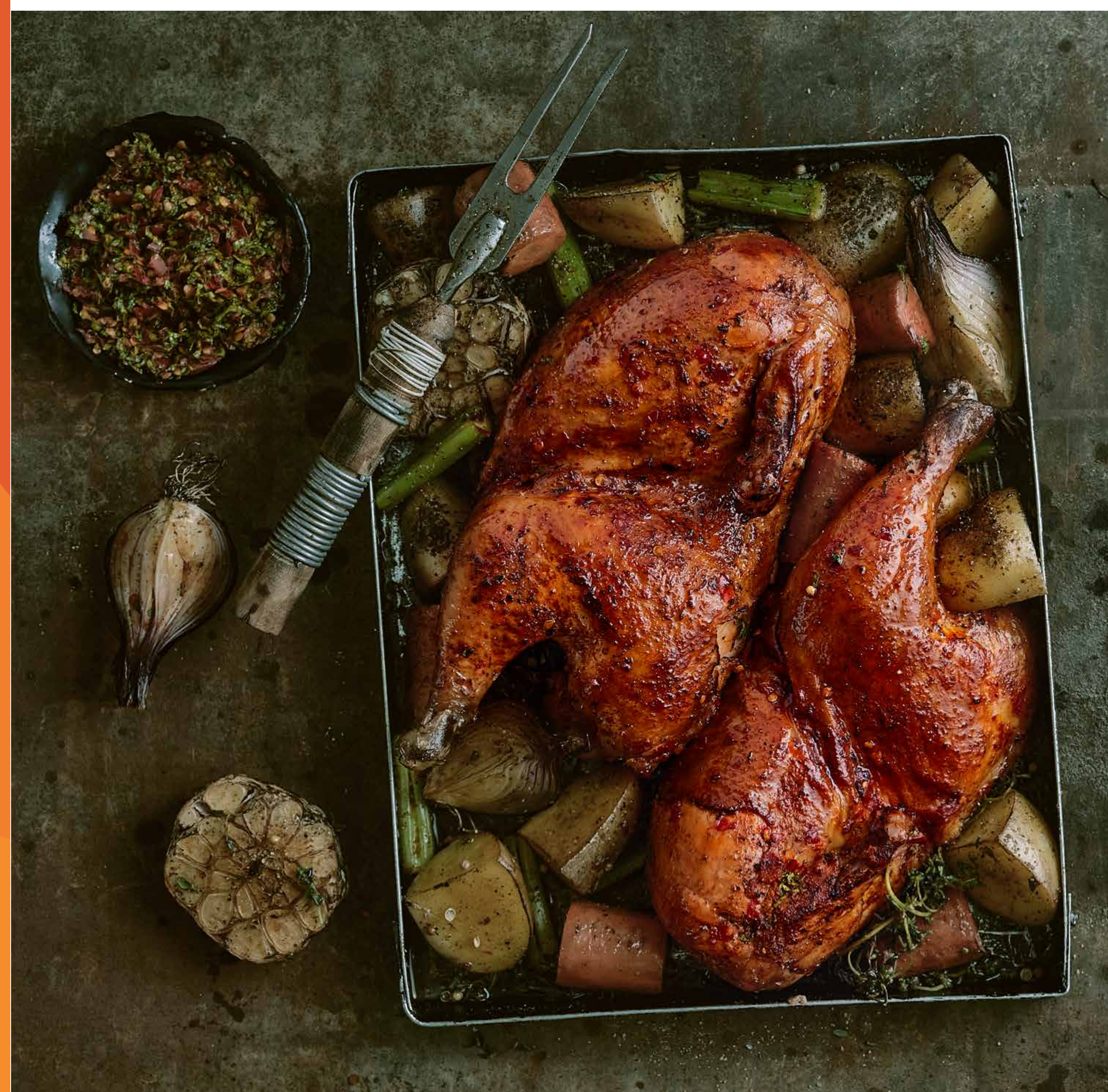
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Food-o-grafia







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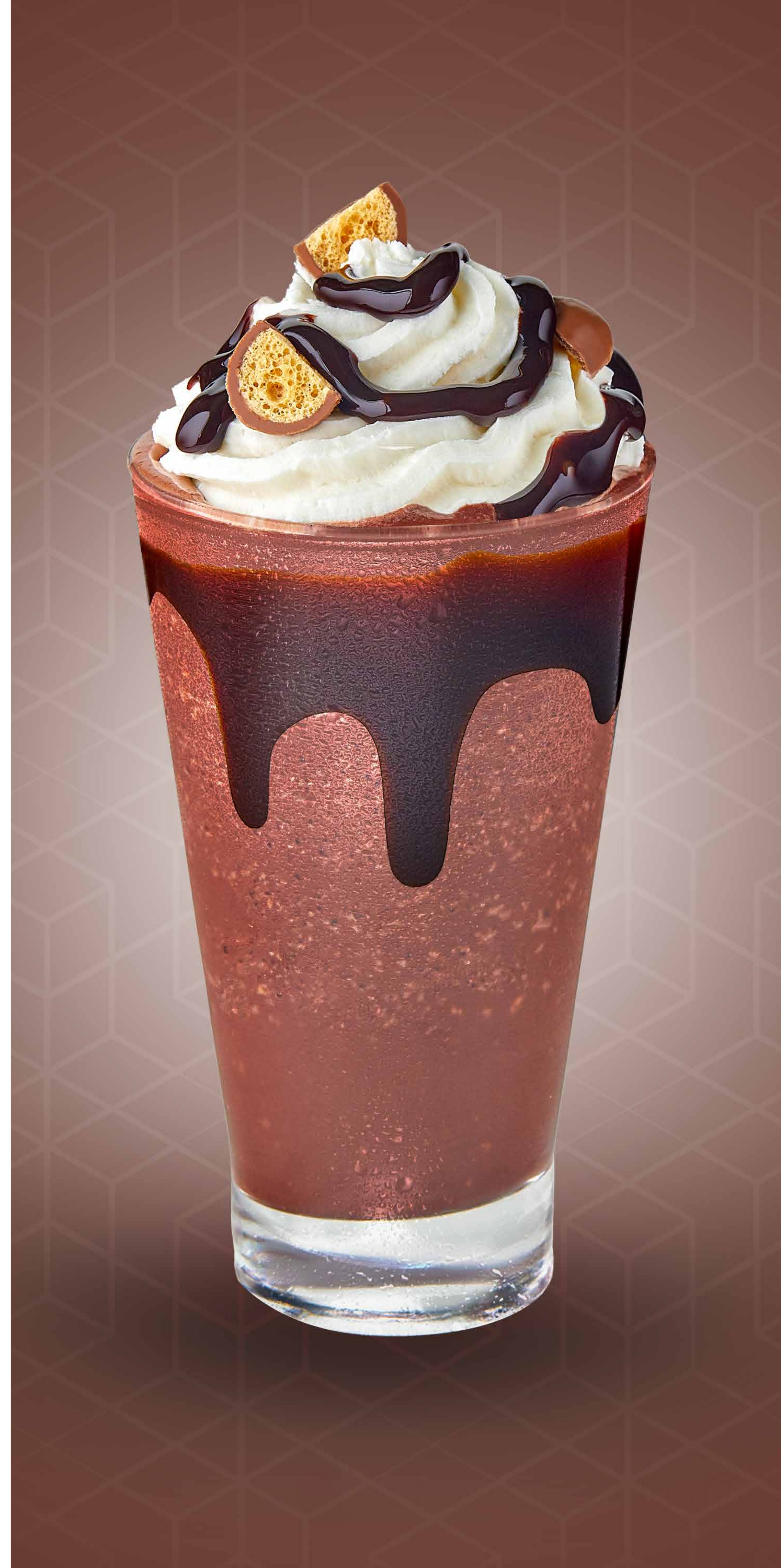


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CILANTRO

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Yopolis

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**Yopolis**

**Peanut Butter  
Greek Yogurt Snack**  
*with Granola Nut*



يوپوليس  
7g PROTEIN  
يوپوليس  
7g PROTEIN  
زيدادي يوناني  
زبدة الفول السوداني  
وجرانولا بالمكسرات

اقلبها  
YOPPO

HIGH PROTEIN SNACK

**Yopolis**

**Vanilla  
Greek Yogurt Snack**  
*with Choco Balls*



يوپوليس  
7g PROTEIN  
يوپوليس  
7g PROTEIN  
زيدادي يوناني  
كريات الشوكولاتة

اقلبها  
YOPPO

HIGH PROTEIN SNACK

**Yopolis**

**Salted Caramel  
Greek Yogurt Snack**  
*with Caramelized Almonds*



يوپوليس  
7g PROTEIN  
يوپوليس  
7g PROTEIN  
زيدادي يوناني  
الكاراميل المملح  
واللوز المكرمل

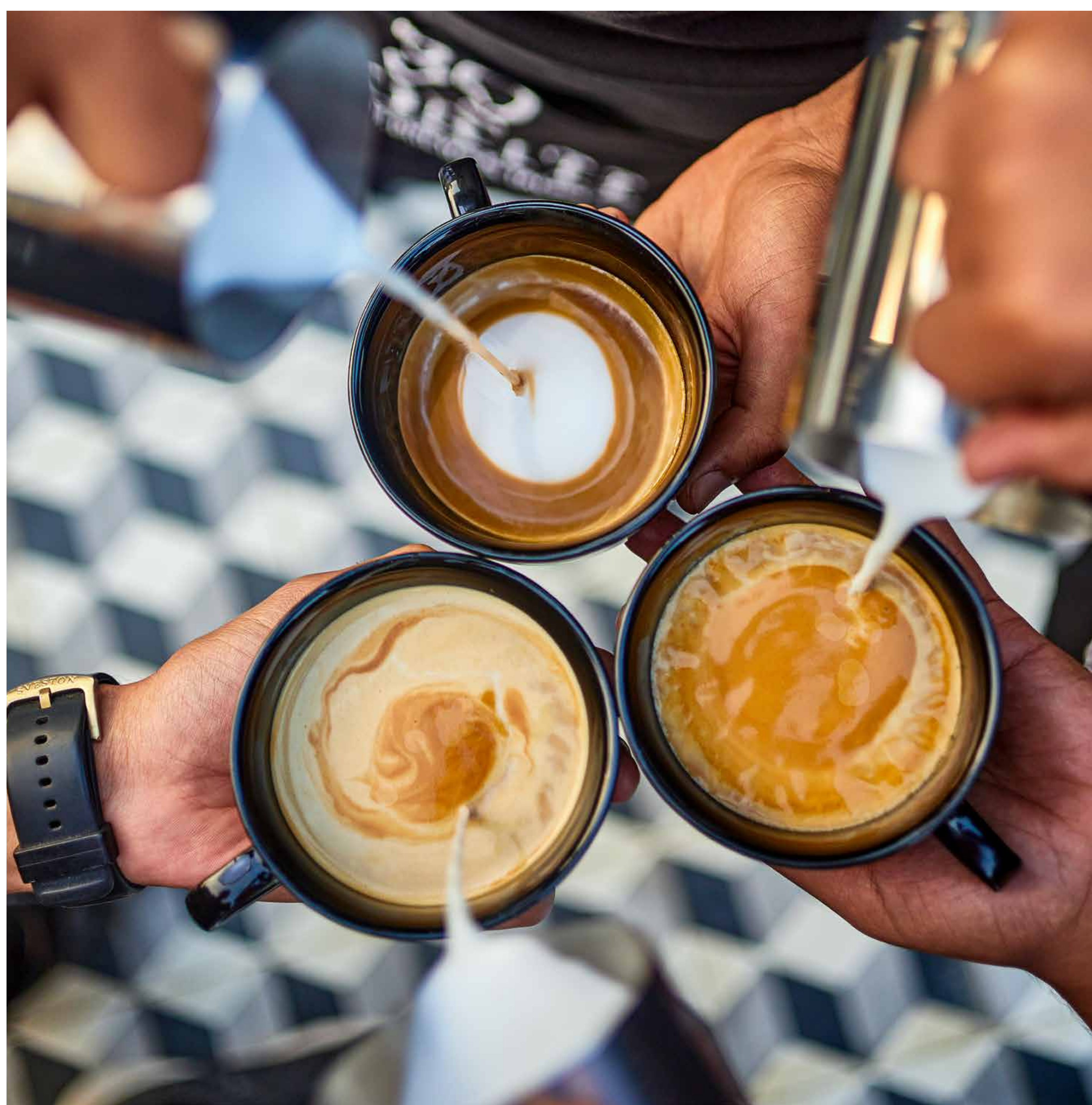
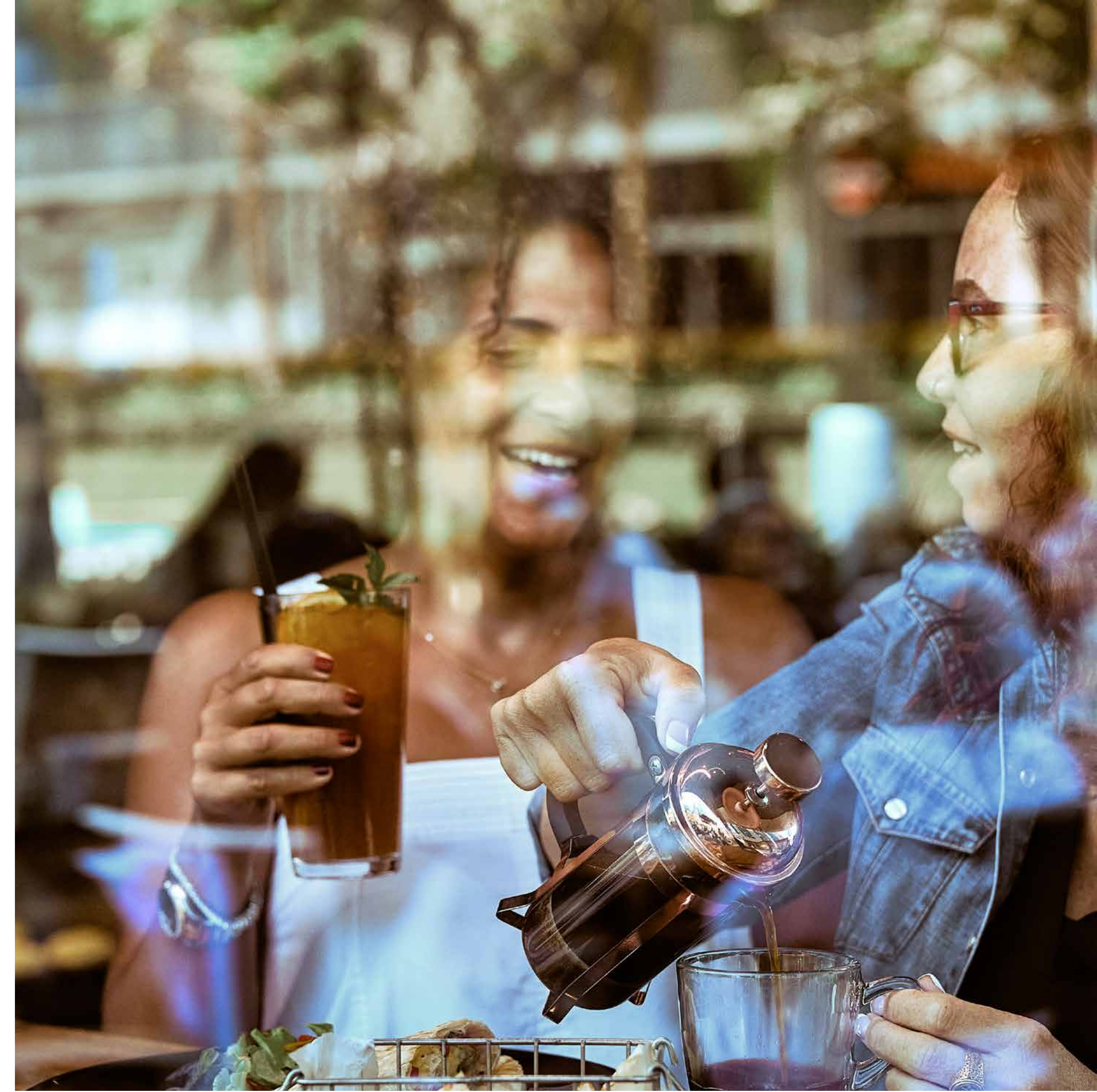
اقلبها  
YOPPO

HIGH PROTEIN SNACK



30  
NORTH

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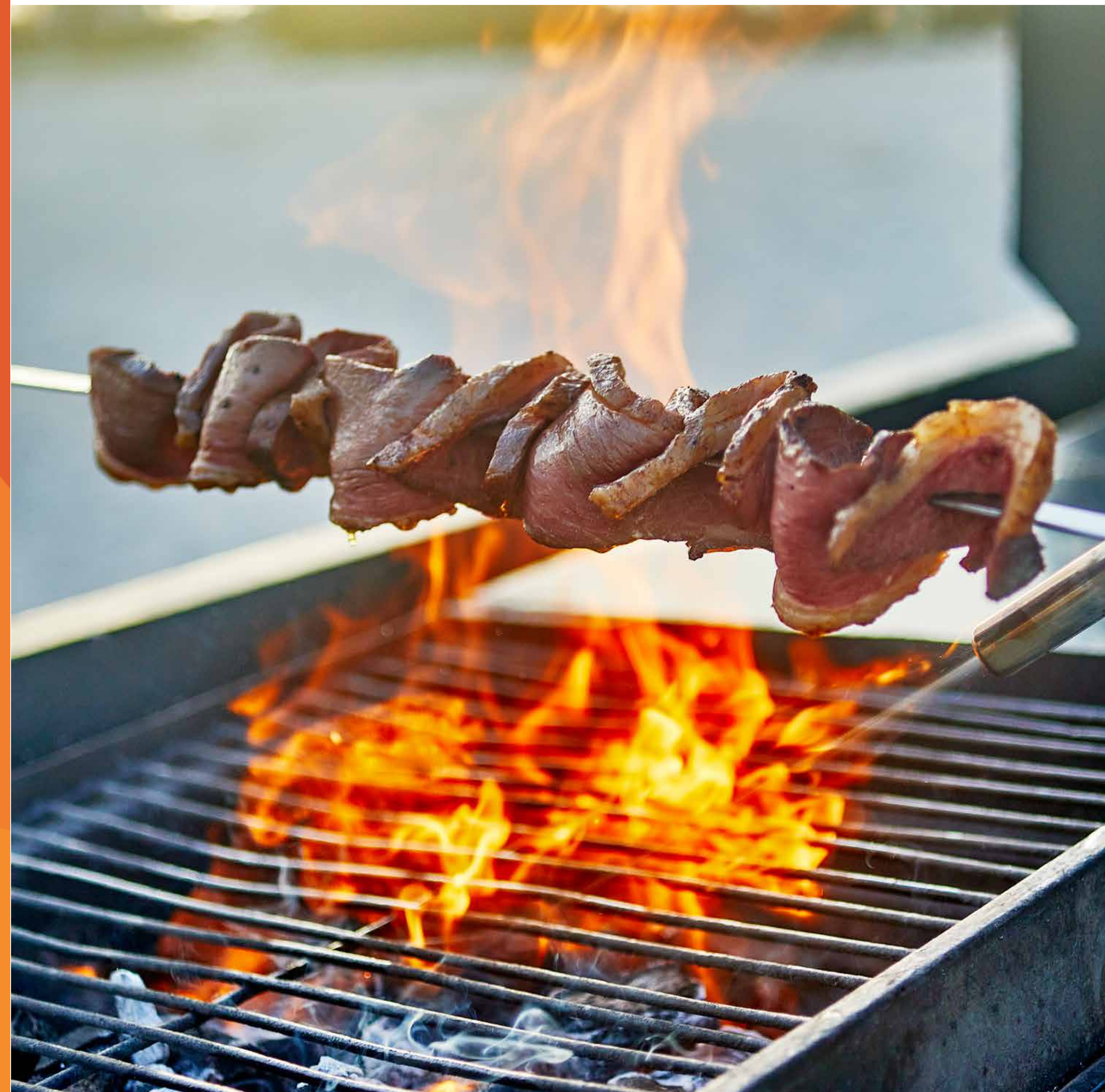
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SAGE

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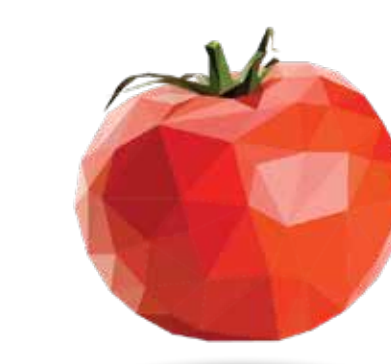


*Chef*  
**Ghada Nawara.**  
The culinary  
experience.

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Cook'd

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Amir El Domiaty

#madeinfoodografia





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Chef  
Leo Longo

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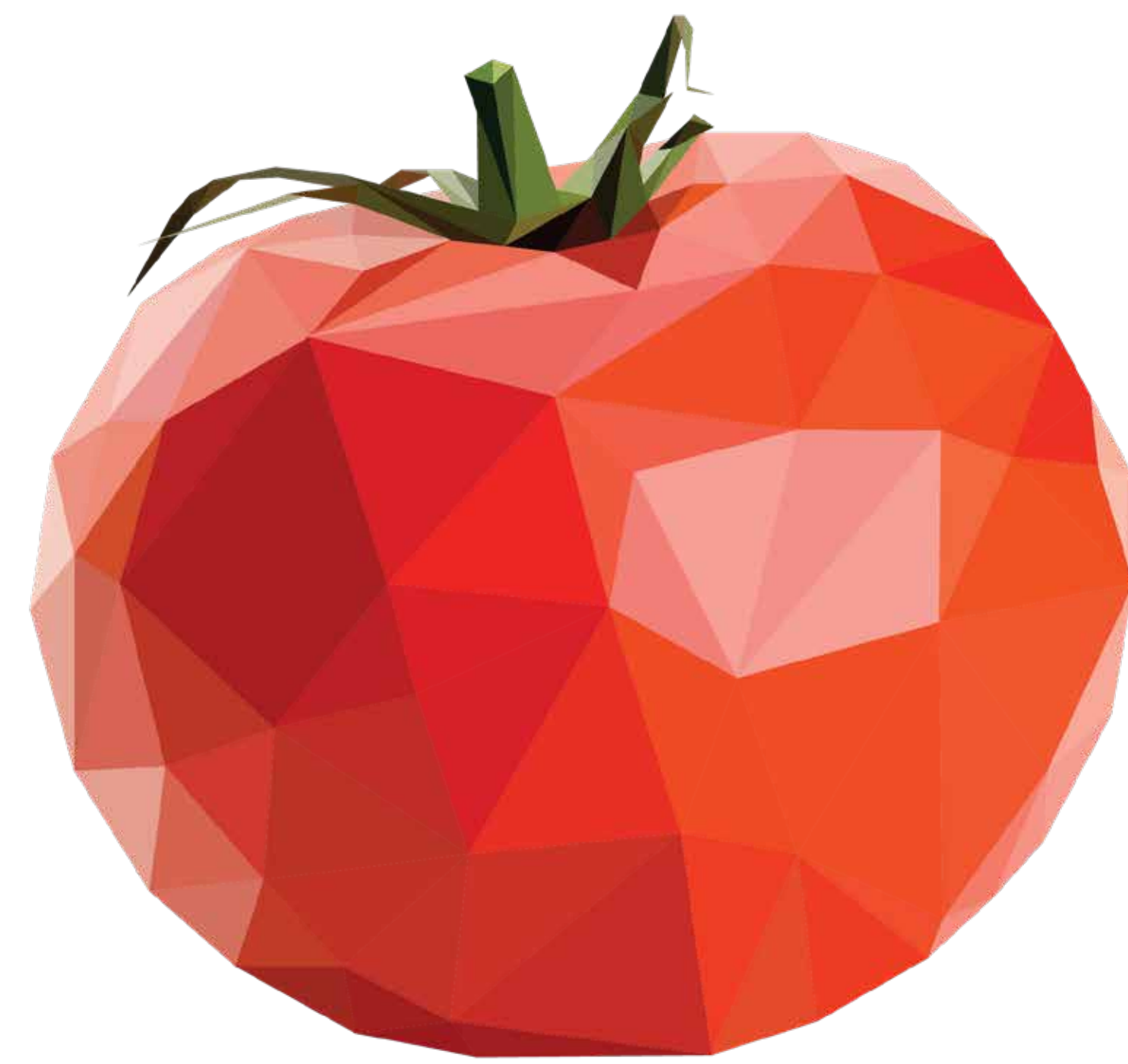


**LOOKING FORWARD TO WORKING WITH YOU!**



Food-o-grafia





Food-o-grafia



#foodografia  
#madeinfoodografia  
#makelifebetter  
#yourfoodlikeneverbefore



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