



Since 1997

**Evolving Media**

**Food and Commercial**  
**PHOTOGRAPHY**  
Sample Images

Innovate • Engage • Transform





◀ Photo of Maestro Willard "Bill" Riley playing the trumpet at Participation's Music Hall Theatre Productions A Down Town Abbey Christmas Special at the NAV Centre, Cornwall Ontario.

November 26, 2015.  
Photo by Jeff Poissant, RGD.



Welcome to a curated selection of my food and commercial photography work. Through Evolving Media & Design Inc., I deliver turnkey creative solutions that capture attention and elevate brands across Eastern Ontario and western Quebec. For restaurants, cafes, and food businesses, I offer photography services for menus, social media content, promotional videos, catalogue and brochure design, and refreshed web visuals, whether launching a new online presence, creating compelling print materials, or producing approachable brand videos. My process is straightforward and collaborative: after an initial consultation to discuss your goals and vision, I work closely with you through planning, shooting, and post-production, ensuring your feedback is incorporated at every step. Together, we move from the first project concept to seamless final delivery, so you know exactly what to expect.

I bring meticulous attention to detail, narrative sculpting, and proven results to every project. The images here begin with a focused showcase of restaurant-plated dishes, where precise lighting, styling, and composition make every texture, glaze, and detail irresistible. Accompanying these are select commercial projects, from product close-ups to lifestyle elements, that demonstrate the same colour accuracy, storytelling, and versatility I apply to every client's need. My work consistently helps clients achieve measurable business outcomes, such as increasing table bookings, driving greater sales, and boosting social media engagement.

My goal remains constant: to create visuals so compelling that viewers are hungry to connect with your brand.



◀ A warm moment in the Auberge Montebello dining room during the 2014 website refresh: Jeff Poissant photographed a welcoming waitress handing a menu to a woman at a window-side table, staged for strong composition and lighting. Soft natural light frames the pair against Montebello's scenic backdrop. This content, captured for Evolving Media & Design Inc.'s update to [aubergemontebello.com](http://aubergemontebello.com), highlights the hotel's elegant hospitality, relaxed restaurant ambiance, and genuine guest experiences. By presenting these qualities, the imagery supports marketing objectives such as attracting guests seeking personalized service and reinforcing the brand's commitment to authentic, memorable stays. This visual approach positions Auberge Montebello as a destination where comfort, quality, and hospitality meet.













**Thank you for exploring this selection of food and commercial photography.**

I craft each image and video with care and intention—to make your products irresistible, your brand feel authentic, and your story truly compelling. My process starts with a personal consultation to understand your vision, followed by a tailored plan, professional shooting, expert editing, and seamless final delivery. Whether you're refreshing a menu, launching a product line, building social content, updating a website, or creating promotional materials, I'm dedicated to visuals that capture attention and deliver real results: increased foot traffic, stronger engagement, and deeper customer connections.

Let's turn your vision into imagery that helps your business thrive. Visit [evolvingmedia.com](http://evolvingmedia.com) to explore more of my portfolio, then schedule a call or request a free estimate. I look forward to hearing from you.

Here's to visuals that make people hungry for what you offer.





# Evolving Media

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***A smart investment:***  
*Anchored in tradition,  
evolving today, ready for  
tomorrow. What can we do  
to help your business thrive  
and prosper?*



Aerial photo of beekeepers by  
Jeff Poissant, RGD.



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