



Since 1997
Evolving Media

Food and Commercial **PHOTOGRAPHY Sampler**

Turn Your Food into Sales
– Jeff Poissant

Innovate ▪ Engage ▪ Transform





◀ Photo of Maestro Willard "Bill" Riley
Performing and playing the trumpet at
Participation's Music Hall Theatre Productions of A
Down Town Abbey Christmas Special.

November 26, 2015
NAV Centre, Cornwall, Ontario.

Multimedia Director, Production Designer, and
Photographer: Jeff Poissant, RGD — capturing
world-class live entertainment paired
with fine plated dining.

In Memory of Maestro Bill Riley.

Maestro Robert William "Bob" Hardy created the
script, wrote the musical score, produced the
comedy, and played the clarinet and kazoo on
stage during the live theatrical performances.



Hungry for More Customers?

Let Jeff Poissant, RGD of Evolving Media & Design Inc. turn your food into irresistible visuals that fill tables and boost sales.

Through Evolving Media, Jeff delivers turnkey food and commercial photography, videos, menus, social content, brochures, and website visuals for restaurants, cafés, manufacturers and food businesses across Eastern Ontario and western Quebec.

What Jeff Achieves:

- **Mouthwatering plated dishes** — precise lighting, styling, and composition that highlight every texture, glaze, and detail so viewers want to order immediately.
- **Commercial shots** that tell your brand story with colour accuracy, lifestyle appeal, and versatility.
- **Proven results** — increased table bookings, higher sales, and stronger social engagement for clients.

I handle every project personally with 30+ years of experience. The process is simple and collaborative: start with a quick consultation, then preplanning, shooting, and delivery with your feedback at every step, managed from A to Z.

Ready to make your brand stand out and drive real business growth? Contact Jeff Poissant today at Evolving Media for visuals that make people hungry to connect with you.



◀ Lifestyle Hospitality Photography – Auberge Montebello

In 2014, during the third website refresh for aubergemontebello.com, Jeff Poissant staged and photographed a warm, natural moment in the Auberge Montebello dining room.

A welcoming waitress hands a menu to a guest at a sunlit window-side table. Using real staff as models, Jeff captured genuine interaction with soft natural light and the scenic historic Main Street backdrop for strong composition and authentic feel.

This image successfully conveys the inn's elegant hospitality, relaxed ambiance, and personalized service — helping attract guests who value comfort and memorable dining experiences.

Result: The lifestyle photographs played a key role in refreshing the hotel's online presence and strengthening its brand as a premier destination in Western Quebec.





















Thank You

Thank you for exploring this Food & Commercial Photography Sampler.

I'm Jeff Poissant of **Evolving Media & Design Inc.** Every image and video I create is crafted with care to make your food look irresistible, your brand feel authentic, and your business stand out.

From mouthwatering food photography to complete website and e-commerce solutions, I deliver visuals that drive real results — more table bookings, higher sales, and stronger customer connections.

Let's work together to bring your vision to life.

Ready to elevate your brand? Visit **evolvingmedia.com** or **evolvingmedia.ca** to see more work, then schedule a call or request a free consultation. Here's to creating visuals that make people hungry for what you offer.

Complete E-Commerce Solutions for Food Businesses

Turn your stunning food photography into a powerful online sales engine. At Evolving Media & Design Inc., I deliver complete, turnkey web solutions for commercial food brands. From professional product photography and video highlights to written content, custom website design, development, Canadian VPS hosting, and WooCommerce setups—I handle every detail from A to Z, tailored specifically for restaurants, farms, butchers, and specialty food producers.

Recent Success: Glengarry Traditions

Officially launched in July 2026, I worked closely with Renee Desautels to bring her vision to life, designing and building the new Glengarry Traditions website from the ground up. The project included:

- Professional product photography of their premium meat offerings
- Compelling new promotional text and brand storytelling
- Canadian Managed VPS web hosting
- Full WooCommerce e-commerce setup
- Product catalogue configuration with easy online ordering
- Seamless customer experience with e-transfer purchasing

The result is a clean, fast-loading, mobile-friendly website that showcases their products beautifully and makes buying simple and trustworthy for customers, with delivery right to their door.

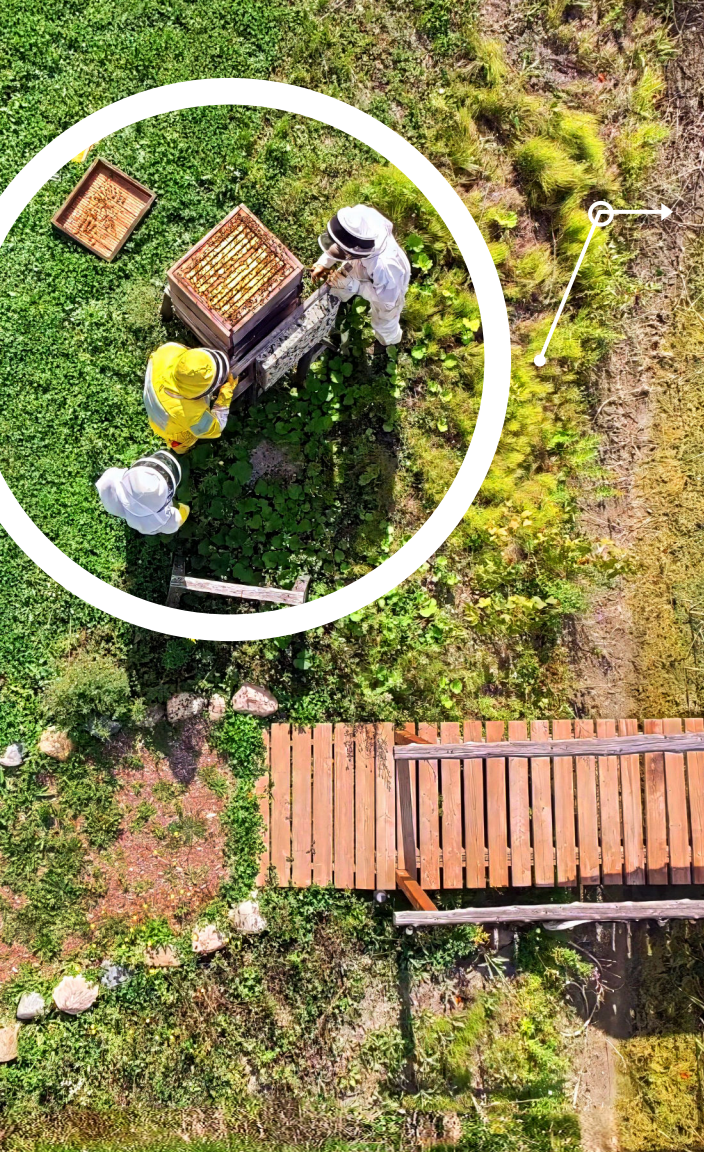
Why Choose Evolving Media for Your Website?

- Beautiful, conversion-focused design that highlights your food photography,
- Secure WooCommerce online stores with straightforward local payment options,
- Reliable, fast web hosting on Canadian Managed VPS Servers,
- Professional email with access to WebMail,
- One-stop service: photography + written content + video + website + e-commerce,
- Investment starting from \$5000.

Ready to sell more online?

Contact Jeff Poissant today at 613-482-1159 or visit our website at evolvingmedia.com to discuss how we can build your new website and e-commerce presence.





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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?*



*All photography in this sampler,
including the aerial photo of
beekeepers, was captured by
Jeff Poissant, RGD.*



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