



# MENU

## “WHAT’S COOKING?”

Rob Payton, a Cape Town based Food with Performance director has teamed up with Farm Film in a new venture. Rob’s global experience in shooting food and the Farm’s international track record are a superb recipe for success.

## WESHOOTFOOD

### The idea is a simple one:

We do what the sign above the shop says. Allow us to demystify the confusion of words like “demo” and “tabletop”, whether you are shooting Commercials, TV, stills or branded content, whether it is a portion of your spot or the whole enchilada.

WeShootFood will provide expert flavour locally to Agencies and Production Company’s.

*“After working predominantly overseas for 18 months, now felt the ideal time for a fresh new venture in Cape Town, and the team at Farm Film were the perfect match”.* **Says Rob**

## “THE CHEF”

**ROBERT PAYTON**

It is hard to pinpoint when Rob’s passion for all things culinary began. Maybe it was aged 5, when he would climb on a stool in the kitchen, open glass jars and sample the aromas of his mother’s spice rack? Or perhaps it was when he shunned carpentry to become the first boy in the school to take up cookery? Whatever the catalyst, he now has a wealth of expertise in filming food. The end result is imagery that really does allow the audience to “eat with their eyes”.

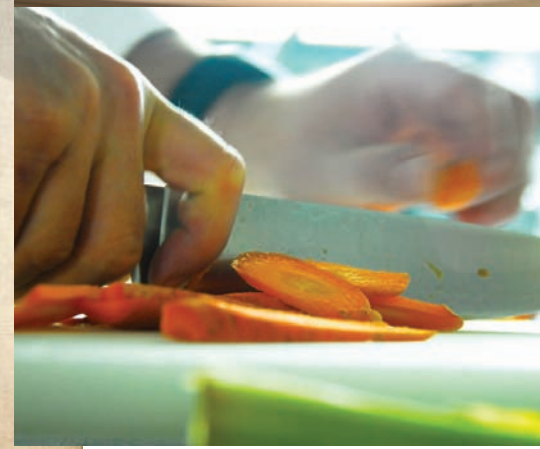
Rob has shot in over 50 countries and has been working in the Film & Television Industry for 25 years as a lighting cameraman and latterly a director on the staff of BBC Film Studios in London.

Rob has directed locally, for names such as Checkers, Cremora and Steers. Globally, Rob has shot and remains on the approved list of filmmakers for; Unilever, Carlsberg, Coca Cola Company, Pepsico, Nestle, Kraft and General Mills accounts.

Coming from a technical background, Rob’s experience and knowledge of Hi Speed Cinematography, Plate work, CG & Filming Rigs is an invaluable asset.

Rob has a collaborative ethos and has teamed with celebrity Chefs including Jamie Oliver, Gino D’Campo, Aldo Zilli, Marco Pierre White and Gordon Ramsay.

His ego free attitude and unflappable temperament makes him the perfect choice when filming with high profile talent or in challenging environments. He has a proven track record in this area and has worked with celebrities as varied as Mel Gibson, Roseanne Barr, George Clooney and David Beckham.





## “HAVE YOUR CAKE & EAT IT”

### COST EFFECTIVE PRODUCTION

Handling the production aspect at WeShootFood is Pete Sherlock. As an Exec at the Farm and with his on set experience with international Directors, Pete is well placed to partner Rob.

Pete’s film career began in Johannesburg in the late ‘80’s, and he went onto become an incredibly sought after Assistant Director on both features and commercials. He joined the Farm in 2008 where he very quickly established himself as a “hands on” Producer. He has a broad knowledge of filming in Africa from the sharp end and his love of travel, has led to an incredible knowledge of unique culinary locations on this continent.

“The Farm is a hands on Production Service Company that has delivered with enthusiasm, imagination and dedication. These attributes mix very easily with Rob’s practical and contemporary style of shooting all things food so the idea of a collaboration was a small step and not a huge leap for me” says Pete.

Rob still likes to work as both a DOP and Director. Apart from being a very budget friendly approach, it means that as a client you have the creative input of the DOP from the budgeting, scripting, storyboarding and PPM stages without any of the usual costs and availability issues associated with a DOP’s attendance.

In today’s economic climate it is imperative to convert budgets into production value, and for this reason Pete manages his productions directly, ensuring you get personal, hands on attention. His years of being beside the camera allow him to offer practical cinematic solutions. WeShootFood has the strength and resources to deal with any culinary challenge.

*“Rob is a natural choice as he combines the role of both DOP and Director which has enabled him to bring a unique and budget friendly approach to production. This creates a very close link between client expectation, agency vision, and the end product”* Says Pete Sherlock



# “LIST OF INGREDIENTS”

## CREDITS Directing & DoP

### FOOD RETAIL

Khorr - Bulionetka Poland  
Knorr - Shwarma Russia  
Knorr Aromat - Russia  
Knorr Crispy Chicken - Poland  
Knorr BBQ Chicken - Poland  
Knorr Stockpot - Romania  
Knorr Chinese Meal - Poland  
Bertolli- Soup Opera USA  
Sandora - Morning - Ukraine  
Sandora - Love - Ukraine  
Cappy - Orange Juice with Bits - Poland  
Bisto Meatballs - Ireland  
Bisto BBQ - Ireland  
McGraths Pet 30 sec - Ireland  
Pilgrims Choice - UK  
Avonmore Dairies 8 x 10 - Ireland  
Nestle - Cremora - South Africa  
Aqua Minerale - Russia  
Baltika Eve Beer - Russia  
Peroni Icons - Global  
Sainsburys - Jamie Oliver Xmas UK  
Sainsburys - Xmas Presents - UK  
Sainsbury's - Jamie Oliver Spaghetti UK  
Sainsburys - 23 x 10 second food UK  
Sainsburys - Taste Summer UK  
Sainsburys - Millennium UK  
Sainsburys - Price Promise UK  
Hellmanns 2009 UK/USA  
Sharwoods 2010. UK  
RHM Elephant Atta 2 UK India  
Gino D'a Campo Apps - I phone global  
Asda Helping Hand UK  
Asda Home Help UK  
Young's Seafood- Fishy UK Ireland  
Young's - Chip Shop UK  
Morrisons Fresh Pasta UK  
Maggi - Asparagus Soup Germany  
Maggi - Potato Mash Holland  
Maggi - Stock Holland  
Maggi - Meatballs Holland  
National Foods - Karachi Special - Pakistan  
National Foods - Korma - India  
National Foods BBQ Special India  
Boddingtons Beer World Cup UK  
Dr Oetker Xmas Germany  
Dr Oetker - Easter Germany  
OXO Table Top Ireland  
Goodfellas Pizzas - Restaurant Quality UK  
Goodfellas Pizza - Supermarket UK  
Domino's BGT Pizza UK  
Kellogg's Crunchy Nut - 24 UK  
Kellogg's Crunchy Nut Supermarket UK  
Kellogg's Crunchy Nut - Laptop/ Rain UK  
Buitoni Pasta Germany  
Miracoli Pasta Germany  
Hilcona Pasta Germany



## “LIST OF INGREDIENTS”

(cont.)

Breville Cappuccino UK  
Yazoo - Yoghurt Drink UK  
McGraths Dog Food Ireland  
Pilgrims Choice - Cheese UK  
Hellmanns Mayonnaise 2008 USA  
Amora Mayonnaise France / Spain  
Co-Op Fair Trade Tea UK  
Weetabix 2006 UK  
Weetabix 2007 UK  
Kerrygold Cheese Germany  
Dr Oetker - Chocolate Torte Germany  
Bebe Snack Bars Czech  
Sana Margarine - Cake Turkey  
Sana - Kite Turkey  
Philadelphia Cheese - Aldo Zilli  
Young' s - Kids Meals UK  
Somersfield Food Packs UK  
Pot Noodle - Not Poodle UK  
Bachelors Cup a Soup UK

### FOOD (Restaurants)

Mc Donalds- Puerto Rico  
Mc Donalds- Indian\*  
Mc Donalds- Furbies  
Mc Donalds- Dinosaurs  
Mc Donalds - Snow White  
Mc Donalds - Cheap as Chips  
Mc Donalds - David Dickinson  
KFC - High Dive  
KFC Fire Eater

### HEALTHCARE AND PHARACEUTICALS

Andrex Puppies 2002  
Andrex Puppies 2003  
Scottex - Helping Paw  
Slimfast 2002 - Karen  
Sanatogen Multi Vitamins Soft Chews  
FASHION [Retail]  
Dosnu Extreme Clothing - Mannequin  
Dosnu Extreme Clothing - Studio

### FURNITURE & HOMEWARES ( Retail)

Bathstore 2006  
Bathstore 2007  
Bathstore 2008  
B&Q Xmas 2008  
Fairy X Spot Fabric Softener  
Nivea for Men

### FOOD FOR TV:

J' Accuse - The Superchefs C4 UK  
J'Accuse - Vegetarians C4 UK  
Further Abroad - Beer BBC 2  
Two Fat Ladies - BBC2  
Gary Rhodes around Britain BBC2



## “PROOF OF THE PUDDING”

### CONTACT US

Our New website is currently in the oven  
in the meantime please check out Farm Film's or Rob's  
website for more info:

<http://www.farmfilm.tv>  
<http://www.robertpayton.co.uk>

### CONTACT DETAILS

[info@weshootfood.co.za](mailto:info@weshootfood.co.za)  
+27 21 424 7714

### PHYSICAL ADDRESS

61 Loop Street · Cape Town

### POSTAL ADDRESS

PO Box 12777 · Mill Street  
Cape Town South Africa · 8010

