

PRESS RELEASE

StockFood distributes images from the Tre Torri publishing house

Munich, March 25th, 2021. StockFood, the food picture agency of the Munich Image Professionals Group, welcomes another prominent addition. Effective immediately, Europe's leading agency for food photos will market the multiple award-winning images from Tre Torri, one of the most renowned German publishers of high-quality culinary publications.

What is the flavor of water? How can the flavors of meat be visualized? How can five-star cuisine be brought home and heated? These are just three of the exciting culinary questions that Tre Torri Verlag (Italian for three towers - for food, drink, and pleasure) has dedicated itself to with great passion, exceptional expertise, and decades of experience.

In 1994, publisher Ralf Frenzel and his agency CPA! were partly responsible for the huge success of Alfred Biolek's "alfredissimo!" He produced the successful cooking show and was the godfather for numerous other culinary art classics. Founding Tre Torri Verlag in Wiesbaden in 2004 was not only a seamless continuation of this work, it was also a logical decision concerning his uncompromising quality and standards.

The focus is always on new, innovative projects and a multifaceted program consisting of a strong backlist and colorful novelties. Here, the books of highly awarded star chefs are seamlessly lined up with companion books to Germany's biggest cooking and baking shows or standard works of culinary art as well as around the topic of wine, which is particularly close to the heart of the trained sommelier. More than 50 issues of FINE Das Weinmagazin alone, of which Ralf Frenzel is the editor, provide an equally high-quality and comprehensive stock of images from the world of wine - sites, regions, wineries, and personalities - that is unparalleled.

Behind the publisher is a team of professional chefs, ecotrophologists, photographers, authors, and editors. In addition to the content claim, visual appearance and quality are literally emphasized: A large number of large-format editions are finished with foil embossing, colored book cuts, or silkscreen relief varnish.

Another characteristic of the culinary program at the Tre Torri publishing house is very upscale, refined, and unusual recipes, most of which are artfully staged in one of the company's photo locations - completely natural, without any varnishes or color additives. In the future, these images will be exclusively available to StockFood's customers worldwide for use subject to licensing.

Ralf Frenzel, the publisher of Tre Torri, sees the partnership with StockFood as a perfect liaison: "Our food and wine images go through elaborate production and range from refined recipes to informative stills, and authentic reports from the world of wine. So it's only natural that we license these diverse productions via the market leader, StockFood. Over the course of the year, thousands of our images will be available."

Martin Skultety, Managing Director of the agency group Image Professionals, is delighted about the prominent new addition to StockFood: "There are few people in Germany who understand as much about culinary and wine culture as publisher Ralf Frenzel and his team. As a leading agency for food photography, we speak the same language. Therefore, we are very pleased that we can now make the high-quality photo productions from Tre Torri available to a wider professional user group."

More than 3,500 images from Tre Torri are already available at www.stockfood.com/TreTorri.

About Image Professionals:

Image Professionals (www.imageprofessionals.com) is the leading provider of specialist picture agencies on the international picture market. The Munich-based company originally emerged from the StockFood picture agency, the world's leading brand for professional food photography. Image Professionals is represented in more than 60 countries and works with tens of thousands of professional image users on all continents.

The agencies of Image Professionals are among the leading providers in their respective thematic segments (home, beauty, garden, health, etc.). The concept of licensing highly specialized niche content on separate brand platforms, combined with a highly consultative team of specialists, has made Image Professionals one of the most successful European picture agencies.

Image Professionals employs a total of around 60 people at its headquarters in Munich. The company has been part of Hubert Burda Media since 2016.

About Tre Torri Publishing House:

When Ralf Frenzel founded Tre Torri Verlag in the German city of Wiesbaden in 2004, he was no stranger to books about food, drink, and pleasure. With his communications and project agency CPA!, he was jointly responsible for the great success of Alfred Biolek's TV show "alfredissimo" from 1994 onwards, produced the successful cookbooks for the TV series and numerous other classics of the culinary arts.

Over 15 million books have been sold to date. In 2008, the first edition of „FINE „ was published. Since 2010, FINE has also appeared as an insert in major German daily newspapers - currently the Süddeutsche Zeitung with a circulation of around 568,000 copies (60,000 of which are digital supplements).

In connection with a report on Image Professionals, we will provide photographic material of your choice free of charge on request. Just give us a call!

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