

The logo for 5forests, featuring a small rainbow icon to the left of the text "5forests".

5forests

The Ultimate Shotlist for Winery Photography that Sells

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The Guest Experience

- Guests arriving at the winery, capturing their first impressions.
- Interaction at the welcome or reception area.
- Wide and close-up shots of the tasting room ambiance.
- Guests interacting with staff and tasting wines.
- Professional sommelier presenting and serving wines.
- Emphasis on diverse groups enjoying wine tasting.
- Shots of wine being poured, swirled, and savored.
- Close-up of different wine types being poured.
- Friends or couples toasting with wine glasses.
- Guests engaging in wine education or tasting sessions.
- Educational workshops or seminars being held at the winery.
- Guests participating in winery activities, like grape stomping or blending their own wine.
- Food pairing experiences, featuring wines with various dishes.
- Wine paired with an array of diverse international cuisines.
- Chefs or caterers preparing food complementing the wines.
- Relaxing or leisure spots at the winery, like lounge areas or gardens.
- Special events or workshops happening at the winery.
- Outdoor and indoor social events featuring wine.
- Evening events or tastings, capturing the winery's nightlife.
- Illuminated paths or buildings, creating a warm and inviting atmosphere.
- Sunset or evening shots of the winery, capturing the day's end.
- Candid shots of guests at wine-themed events.
- Intimate or large gatherings where wine is a focal point.
- Portraits of customers with their wine selections.
- Guests purchasing wines or merchandise as mementos.
- Display of customer feedback or quotes.
- Diverse visitor interactions across the winery.
- The winery's participation in local charity events or festivals.
- Collaborations with local businesses or artisans.
- Community or social events hosted at the winery, emphasizing its role in the local area.
- Emotive shots capturing laughter, discussion, and wine appreciation.
- Reflections in wine glasses, water bodies, or surfaces, adding an artistic touch.
- Couples or friends clinking tasting glasses.
- Artistic arrangement of tasting glasses in natural light.
- Guests sniffing and discussing wine aromas.
- Wide shot of the tasting area set up for flight experiences.

Need a hand with your winery's marketing? Get in touch at [5forests.com](https://www.5forests.com)

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The Land & Vineyards

- Aerial and ground views capturing the expanse of the vineyard.
- Shots of vineyard at sunrise, sunset, and under different weather conditions.
- Seasonal changes showcasing the vineyard's adaptability.
- Time-lapse shots showing the growth of grapes from bud to harvest.
- Seasonal transitions in the vineyard, such as pruning in winter or vine growth in spring.
- Action shot of grape picking during harvest.
- Detailed shots of grape clusters in varying stages of ripening.
- Macro shots of soil, vines, and leaves.
- Close-up of diverse grape varieties on the vine.
- Local flora and fauna interacting with the vineyard.
- Interaction between the vineyard and its natural environment.
- Natural elements like water bodies or rock formations.
- Sunlight and shadow interplay across different vineyard areas.
- Unique landscape features that define the vineyard's location.
- Vineyard landscape showing unique geographical features.
- Panoramic view of the vineyard during different times of day.
- Unique weather phenomena, like fog rolling over the vines or a vineyard after a rain.
- Nearby landmarks or historical sites linked to the vineyard.
- Local cultural symbols or art connected to winemaking.
- Integration of the vineyard within the local community.
- Visual stories depicting the vineyard's legacy and evolution.
- Artifacts or relics related to the history of winemaking in the region.
- Integration of local art, music, or cultural events at the winery.
- Storytelling elements, like old photographs or documents, that narrate the winery's history.
- Informational signs about the vineyard's history and terroir.
- The winery and vineyard under the stars, highlighting a different ambiance.
- Group embarking on a vineyard tour, capturing the start of the journey.
- Guide pointing out vineyard features or grape varieties.
- Guests walking among the vines, perhaps touching leaves or grapes.
- Close-up of the guide's hands holding grapes or vine cuttings.
- Panoramic shot of the tour group in the vineyard setting.
- Candid interactions between guests and tour guide.
- Focus on unique aspects of the vineyard discovered during the tour.
- Guests taking photos or notes during the tour.
- Tour group gathered around a notable vineyard landmark or feature.

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Winery Operations and Behind-the-Scenes

- Behind-the-scenes look at the winery operations, like barrel aging or bottling.
- Grapes being sorted, de-stemmed, and crushed.
- Fermentation process in stainless steel tanks.
- Aging process in oak barrels, showing different barrel types.
- Winemakers inspecting grapes in the field.
- Hands-on winemaking techniques or unique equipment used.
- Discussion between winemaking team during quality checks.
- Winemaker sampling and testing wines at various stages.
- Visual examination of wine clarity and color.
- Laboratory testing with focus on modern techniques.
- Close-up of the winemaker's tasting notes and records.
- Winemaker giving a guided tour or explaining processes.
- Bottling line showing the filling, corking, and labeling process.
- Aerial or wide shot of wine storage or cellar.
- Wine cases being prepared for distribution.
- Exterior and interior shots of the winery facilities.
- Inside the barrel room showing barrel arrangement.
- Clean and orderly production and storage areas.
- Environmental or sustainable practices in use at the winery.
- Images showcasing eco-friendly practices, like solar panels or water conservation systems.
- Wildlife or beneficial insects that are part of the vineyard's ecosystem.
- Recycled or upcycled materials used in the winery or packaging.
- Candid shots of staff during their daily routines, capturing the human element of winemaking.
- Close-ups of hands performing delicate tasks, like tying vines or hand-labeling bottles.
- Vintage tools or traditional methods still in use, emphasizing a blend of old and new techniques.
- Macro shots capturing textures, like the cork, grape skins, or wine droplets.
- Display of awards, certificates, or critical recognitions.

Your Fabulous Team

- Professional headshots of each team member.
- Group picture in a winery setting.
- Team members performing their specific roles.
- Candid team interactions and collaborations.
- Portraits of the winery's key leaders.
- Leadership in action, guiding or speaking.
- Informal work settings, such as the lab or vineyard.
- Team in casual interactions or discussions.
- Close-ups of hands at work (winemaking, serving).
- Team members with customers.
- Shots reflecting diverse roles and backgrounds.
- Inclusive and welcoming work environment visuals.
- Historical photos of founders or significant events.
- Team with historical landmarks of the winery.
- Team in vineyard or environmental settings.
- Involvement in sustainable practices.
- Participation in community or industry events.
- Hosting educational sessions.
- Gatherings, celebrations, or casual moments.
- Enjoying wine tastings or meals together.

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Bottle Shots & Product Display

- Standard front view on a neutral background, focusing on the label.
- Side view showing the bottle curvature and label side.
- Close-up of the label, capturing textures and colors.
- Bottle with a drop of condensation, suggesting freshness.
- Back label shot, emphasizing tasting notes or winery story.
- Bottle placed in the vineyard, connecting wine to its origin.
- Bottle with vineyard or winery in the background, blending product with place.
- Bottle amidst barrels, linking to the aging process.
- Bottle in a dining setting, suggesting food pairings.
- Aerial view of the bottle with artistic arrangement of grapes or leaves around it.
- Shadow play, using lighting to create interesting patterns with the bottle.
- Reflection shot, using surfaces like water, glass, or mirrors.
- Bottle in motion, capturing a dynamic pour or spin.
- Macro shot focusing on unique aspects like the bottle neck, cork, or seal.
- Bottle being uncorked or cork beside the bottle.
- Person holding the bottle, focusing on the interaction.
- Bottle in a picnic or outdoor setting, evoking a sense of occasion.
- Bottle with accessories, like a wine opener or glass.
- Empty bottle with remnants of wine, telling a story of enjoyment.
- Range of bottles from a specific collection or series.
- Bottle amongst different varietals, showing diversity.
- Vertical or horizontal lineup showing vintages or variations.
- Bottles with awards or recognitions displayed alongside.
- Festive arrangement for limited editions or special releases.
- Seasonal themed shots, like a bottle with autumn leaves or winter snow.