Anna Pelzer

Vegan Food Enthusiast + Photographer

As a photographer with a passion for creating colorful vegan dishes, I use food to communicate a more compassionate and healthy lifestyle. I love combining the creative aspects of inventive food styling with the technical aspects of photography to share the many joys of delicious vegan food.

Social Media

Instagram Statistics

49,400
Followers
as of August 1, 2018

1,700
Likes
Average per post

@anna.pelzer

For Updated Stats
click here

annapelzer.com

Success Stories - Instagram

Sushi Avocado Boats

One of my most popular photos: 10,300 likes and almost 500 comments!

Pomegranate Salsa Avocado Toast

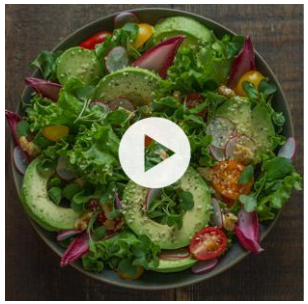
This photo reached over 10,000 likes and received several high profile shares.

Hummus Avo Toast

Toast is one of my signature snacks. This one achieved over 5,000 likes.

Sushi Donuts

Colorful sushi donuts with a spicy vegan mayo, reached over 5,000 likes.



Avocado Rings

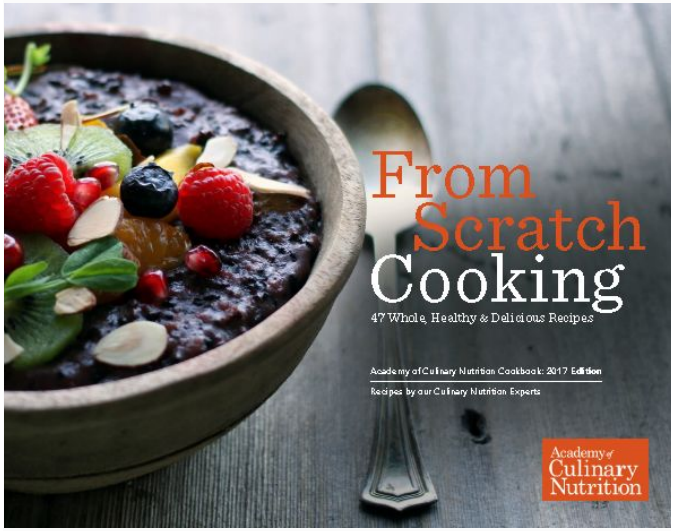
This stop motion was viewed over 625,000 times!
Watch it here

Avocado Rose Toast

Demonstrates the making of an avocado rose in stop motion.
Watch it here

@anna.pelzer

Media



Meghan Telpner's *From Scratch* ebooks

From Scratch 2017 ebook, cover shot
From Scratch 2016 ebook, cover shot

Culinary Nutrition's 50 Best Healthy Foodies on Instagram

"Anna's a food photographer, so get ready to drool at her elegantly-styled vegan recipes on Instagram. We never knew there were so many ways to slice an avocado before we began following her!"

Media

Vancouver, Canada

HEALTHY SUMMER FARE

Vegan Food Enthusiast + Photographer Anna Pelzer Uses Food to Communicate a More Compassionate Lifestyle

INSTAGRAM: @anna.pelzer | veganphotography.co

The Impact of PLANT-BASED FOOD

Food is something I think about constantly. I'm always planning my meals or a colorful photograph I'd like to take. I was never a foodie until I became vegan, and plant-based food has become absolutely fascinating to me. It has become my form of creative expression and a way to connect with nature. I'm also thinking about food as activism—of ways I can photograph food to entice people to eat more plants!

WELLNESS + SELF-CARE

To me, wellness means eating food that benefits not only myself, but also the earth and all of its inhabitants. There is a certain joy that comes from knowing that no animals will be harmed for my benefit. And of course, exercise and sleep are crucial to wellness too!

BLACKBERRY SALAD WITH FLAX DRESSING

INGREDIENTS

Salad
1 pint blackberries
½ head green leaf lettuce or mixed greens
½ cup red cabbage, shredded
1 small carrot, grated
1 avocado, cut into chunks or slices

Dressing
3 tbsp flax oil
2 tbsp apple cider vinegar
½ tsp maple syrup
¼ tsp salt
¼ tsp orange or lemon zest
Freshly ground pepper

METHOD

Combine the salad ingredients and divide into two bowls.

Shake the dressing ingredients together in a mason jar. Taste, then adjust for additional salt or sweetness, if desired, before pouring over the salad.

NOODLE BOWL WITH SESAME TAMARI DRESSING

INGREDIENTS

Two 10-ounce servings of rice noodles or soba noodles
1 cup edamame
6 large lettuce leaves or 4 big handfuls arugula
1 small carrot, grated
½ cup cabbage, shredded
½ cup cucumber, sliced
1 small red, golden or candy cane beet, spiralized
½ red pepper, sliced
2 radishes, sliced
1 avocado, sliced
Sesame seeds
Freshly ground pepper

Dressing
2 tbsp tamari
1 tbsp sesame oil
1 tbsp rice vinegar
1 tsp maple syrup
½ tsp sriracha (optional)

METHOD

Cook noodles and edamame according to package directions. Rinse under cold water and allow to drain.

Place the greens in two bowls and arrange the noodles and veggies in neat little piles. Sprinkle with sesame seeds and pepper.

Whisk the dressing together, pour over the salad and enjoy.

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THRIVE

Plant-based Lifestyle | BY MARANDA PLEASANT

Thrive Magazine is a leading plant-based lifestyle magazine in the United States, with a readership of 856,000. I was featured in their June/July 2017 issue.

Thrive Magazine

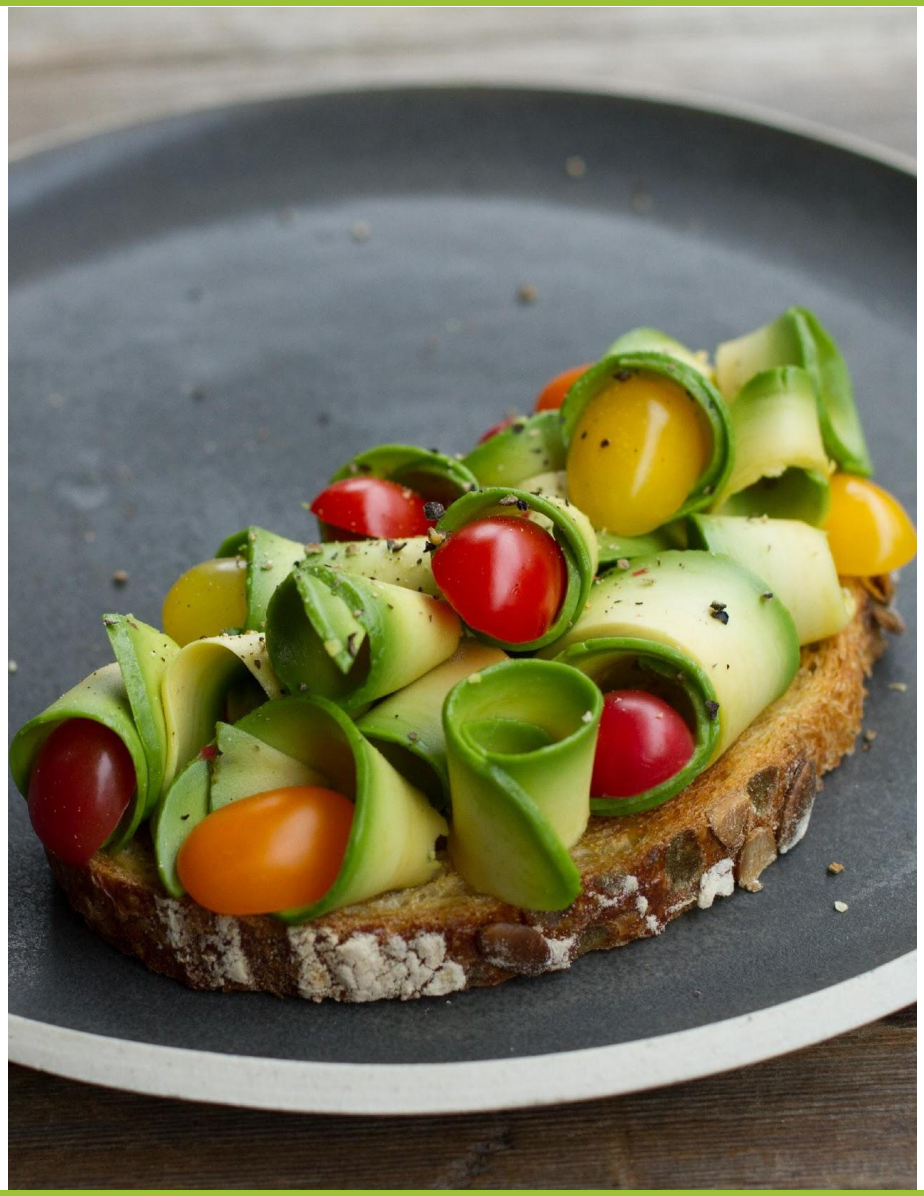
Media

The Mesmerizing Instagram Feed Every Avocado Lover Needs to Follow

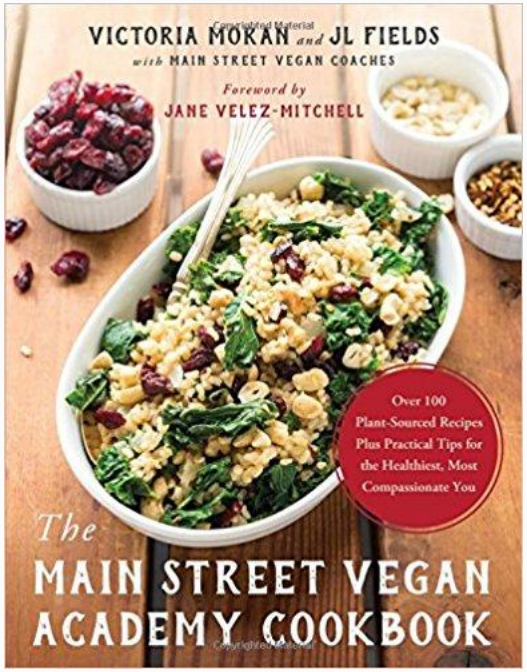
"Warning: Once you start watching her videos, you won't be able to stop. There's something so mesmerizing about how she slices and sculpts avocados."

Top 7 Avocado Dishes All Vegans Need to Try

"Pelzer focuses on avocados as the star of the show, creating dishes that are both mouthwatering and mesmerizing."

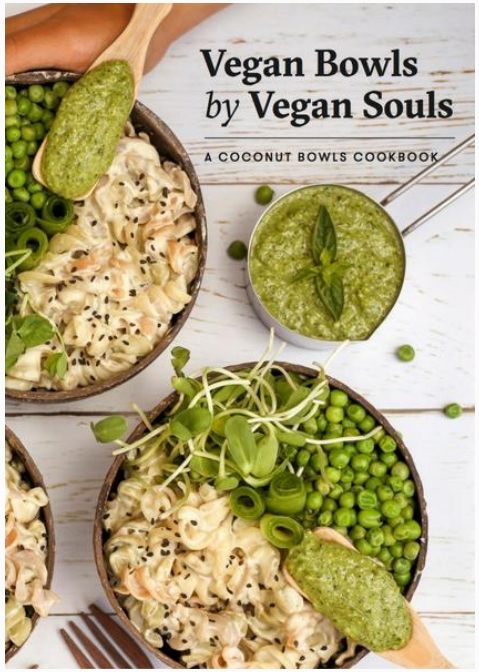


Cookbook Features



The Main Street Vegan Academy Cookbook

Two of my recipes were featured in this book: Cucumber Rainbow Rolls and Garden Socca.



Vegan Bowls for Vegan Souls

This book featured my recipe and photo for Colorful Confetti Bean Salad.

Partnership Opportunities

Exclusive Post

A powerful opportunity to share your message with my followers. The post is only about you, your product, and what you can do for the customer.

Stop Motion Video

Have me develop a stop motion using your product or recipe, and watch your food come to life!

Recipe Photos

I will make your recipe and photograph it for your book, Instagram, blog, or to share with my followers.

Licensing

Extend the license of the images, allowing you to use them for promotional material.

Email me for my rates!

Testimonials

Megan Telpner

Author, Nutritionist, and Founder of the Academy of Culinary Nutrition

I am a huge fan of Anna's photos! Her photography and styling is beautiful, not to mention the quality of the recipes themselves - they are simple, delicious and fully embody the principles of culinary nutrition. For the last two years, we've selected her donated photos as the cover images for *From Scratch*, our annual e-cookbook for charity. We feel very grateful that Anna is a part of our community and is willing to share her incredible work with us. Her Instagram feed is the best, too! I love browsing through it for recipe and food styling inspiration. Anna is one to watch on the food styling and photography scene.

Testimonials

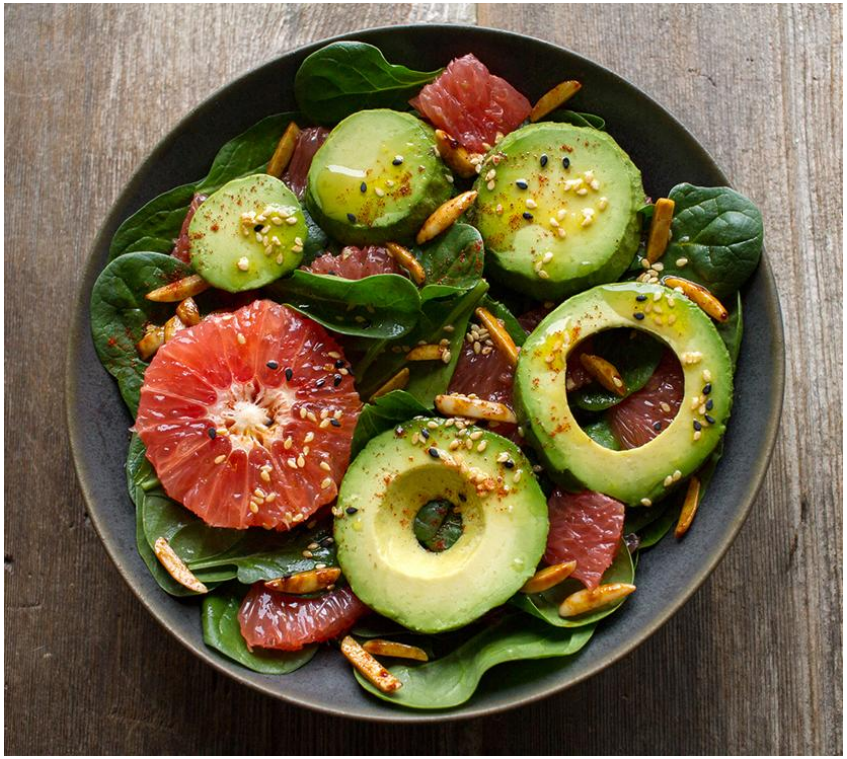
Tess Challis

Five-time cookbook author,
vegan chef, and wellness coach

I cannot recommend Anna Pelzer enough! Not only does she create breathtakingly lovely food photos, she's also able to recreate recipes herself, which makes my life much easier, as she can snap pics of my recipes from thousands of miles away!

Her food styling abilities are excellent as well. And on top of all that, she's a sheer joy to work with!

.Tess Challis website



Testimonials

Anna has been a gem to work with on food photography projects. Not only is she efficient and skilled, Anna also delivers an ample number of shots to choose from - and is a breeze to communicate with. Highly recommend her!

Dreena Burton
Whole foods plant-based expert, author, and blogger

Anna's work has always amazed me! She is one of the best photographers I've worked with so far. She has a natural eye for colour and contrast and captures some of the best angles of food. Anna can make a simple slice of chocolate cake look like the most decadent dessert on the menu! I would highly recommend her to anyone looking to get professional magazine worthy pictures of their food creations!

Sara Bholla,
Vogue Cakes

Testimonials

We loved the beautiful photos Anna took of our products. She knew how to showcase and present it in an appetizing and beautiful way. We would be happy to work with her on more food photography in the future!

Tempea Natural Foods

We loved collaborating with Anna. She was easy and professional to work with and was able to drive engagement and brand awareness for our clients with measurable results through her stunning photography. We are eager to work with Anna again!

Lindsay O'Donnell,
Co-Founder & Marketing Director,
Piquant Marketing

Past Clients

FOLLOW YOUR HEART®

LOTUS FOODS
RICE IS LIFE™

Vegan Supply.ca

ARTISAN • VEGAN
ORIGINAL
FIELD ROAST®
GRAIN MEAT COMPANY
— SOCIAL PURPOSE CO. —
est. 1997 · SEATTLE, WA
A BLEND OF EUROPEAN AND ASIAN HERITAGE
天然素鮮

Tempea
Locally made fresh tempeh

Academy of Culinary Nutrition

OZERY™ BAKERY

Coconut Bowls

TAO™
ORGANICS / BIOLOGIQUES
GLOBAL AWARENESS / CONSCIENCE GLOBALE

Amy's®

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