

Pictorial instructions:

I. Create a file for the photographs to be included in the pictorial.

- **Photos should include:**

1. Overall all front view on first arrival, (while open) to show trade dress and marketing.
 - a) Menus should be in good working order, lights all working, vents and lights dust free, and marketing properly displayed and up to date.
 - b) If there are opportunities upon first arrival that are corrected, it is a good idea to include both the original photos and the photos after corrected
2. Grab and go and any display cases should get a close up photo to show the entire case.
3. Any additional close up photos can be used if helpful in highlighting an area well executed or an area of opportunity.
4. Food photos, of either ingredients and or finished products if helpful in highlighting an area well executed or an area of opportunity.

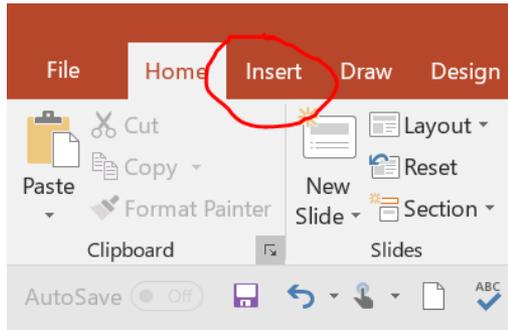
II. Launch a new PowerPoint

- **Name the file as follows:**

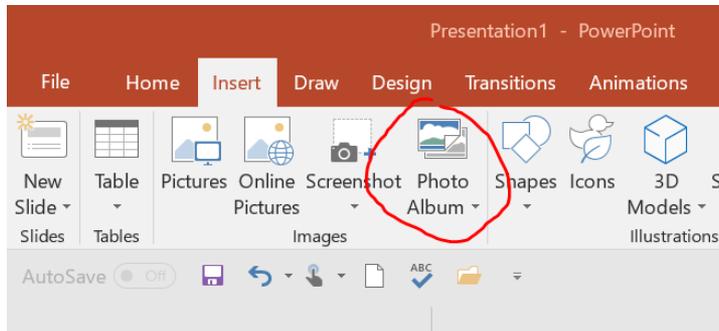
1. **VCR site name pictorial date (03192018) e.g.: VCR Pictorial JBAB 03152018**

III. Insert photos

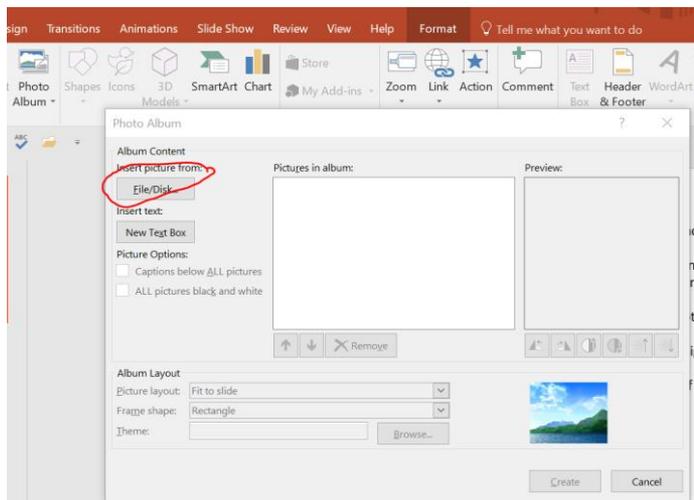
- **Click “Insert”**



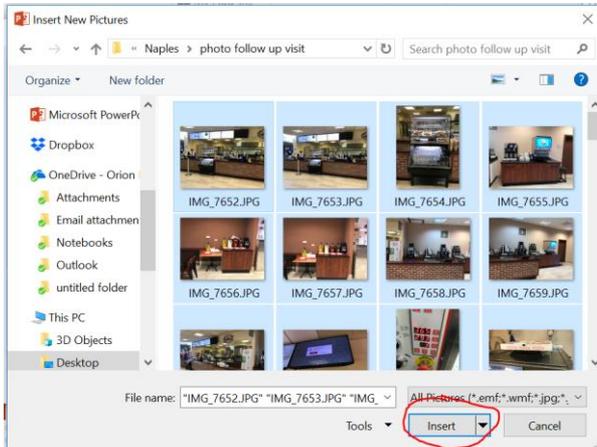
- **Click “Photo Album”**



- **Click “File/Disk”, then browse the file you created with the photos you plan to use. The file should only contain the photo you plan to use.**



- Highlight all of the photos in the file
- Click “insert”
- Files will populate one page per photo.
- If desired, the order of the photos can be changes by dragging the slides on the side bar on the left



- Click “File”, “Save As”
- First save the file in PowerPoint, then follow the steps again to save the file, click the drop down and choose PDF to save the file as a PDF, which should be small enough to email

