

Alamy takes on wine, food, and travel imagery from BKWine



Alamy Images has signed an agreement to represent the work of wine and food reportage photographer, Per Karlsson. Karlsson, and his wife, Britt Karlsson, manage the wine tourism business, BKWine, from Paris. The tour business affords the couple to opportunity to travel to the important wine-making regions of Western and Eastern Europe and parts of South America. While traveling, they collaborate on feature stories about the places they visit, with Britt writing the text and Per taking the photos.

Per says he considered placing his image collection with a specialist food agency, but he concluded his reportage style of photography wouldn't fit well with the more commercial imagery the food agencies favor. He turned to Alamy not only for its international presence, but also for its broad reach into the editorial sector within the markets it serves. While Karlsson plans to start with 10,000 images on Alamy, the rights-managed collection from BKWine of over 30,000 images includes many winemaker portraits, vineyard pictures, technical photos on winemaking as well as more general travel, wine and food pictures. It currently covers France, Spain, Portugal, Italy, Hungary, and in the Balkans Croatia, Bosnia-Herzegovina, Albania and Montenegro. In South America it includes Uruguay and Argentina. Karlsson expects to add several thousand more images to the collection on Alamy each year.

[Click here](#) to see the BKWine collection on Alamy.

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