



Case Study: Escape to Malta Eats

Hospitality Business Experiences Brother's Second to None Solutions and Support



The Customer

Escaping to Malta may be nearly impossible during a pandemic, but Jo Conti is determined to bring Malta to her customers. A passionate small business owner and a pastry chef by trade, Jo loves sharing her delicious treats with her loyal customers and giving them a Mediterranean experience in their very own homes with [Escape to Malta Eats](#).



ESCAPE TO
MALTA EATS



The Challenge

Operating primarily as the sole-trader of her new business venture, Jo works in a fast-paced environment which requires her to make decisions quickly.

To get her products into her customer's hands, Jo needed a label printer that was capable of printing nutritional labels, barcodes and branded labels for her products so that they looked professional and met industry standards. The solution needed to support her constantly changing business needs while ensuring her day to day operations ran efficiently and cost effectively, leaving her to focus on the important stuff - delivering the taste of Malta to her customers.



The Solution

After doing some research and getting in touch with the Brother team, Jo decided to put the [QL-810W](#) Professional Label Printer to work. Not only could the QL-810W create the nutritional labels and barcodes she needed, it also helped Jo make her brand stand out with her own personalised product labels using Brother's free P-touch Editor Software provided with the machine.

With its Wi-Fi connectivity and AirPrint compatibility, the QL-810W could connect to Jo's smart devices so she could print from wherever she needed to. By choosing Brother, Jo also received the best in quality customer support. With little time on her hands to learn the finer details of how to get the most out of her new Professional Label Printer, the fact that she had a dedicated labelling specialist ready to answer any questions she had was a huge plus.



“The customer service at Brother was second to none”

- Jo Conti, Owner, Escape to Malta Eats

The Product

Professional Label Printer

[QL-810W](#)

Labels: White Continuous
Length Film Tape

[DK-22212](#)

Offering Wi-Fi connectivity and AirPrint capabilities, an integrated cutter and software for designing your own labels, and an optional Li-ion battery supporting mobile use, the QL-810W is the professional tool you've been looking for.





The Benefit

David Molloy, Brother's Labelling and Mobility Specialist, went above and beyond to show Jo what her QL-810W Professional Label Printer was capable of. He helped Jo create sample labels using the Escape to Malta Eats' logo, sent out hard copies for her to review, and talked her through the process of importing data and using the labelling software to make her operations more efficient. No matter how big or small the query, David was able to answer Jo's questions quickly to ensure she could get back to business with minimal down time.

Jo was impressed with the local support she received, especially that the Brother team took a keen interest in her business and took the time to understand her needs. "The customer service at Brother has been second to none" said Jo. "Whenever I have questions about how to get the most out of my machine, having David to speak to was amazing!"



From this

	Per 100g	Per 30g	Per 100g	Per 30g	Per 100g	Per 30g	Per 100g	Per 30g
1. Total Fat	25.0g	7.5g	25.0g	7.5g	25.0g	7.5g	25.0g	7.5g
2. Total Carbohydrate	55.0g	16.5g	55.0g	16.5g	55.0g	16.5g	55.0g	16.5g
3. Protein	10.0g	3.0g	10.0g	3.0g	10.0g	3.0g	10.0g	3.0g
4. Energy	2100kJ	630kJ	2100kJ	630kJ	2100kJ	630kJ	2100kJ	630kJ
5. Fat	25.0g	7.5g	25.0g	7.5g	25.0g	7.5g	25.0g	7.5g
6. Carbohydrate	55.0g	16.5g	55.0g	16.5g	55.0g	16.5g	55.0g	16.5g
7. Protein	10.0g	3.0g	10.0g	3.0g	10.0g	3.0g	10.0g	3.0g

To this

NUTRITIONAL INFORMATION	
Average Quantity per Serving	
ENERGY	615kJ (147kcal)
PROTEIN	3.2g
FAT TOTAL	8.2g
SATURATED	0.4g
CARBOHYDRATE	21.2g
SUGARS	20.1g
SODIUM	12mg
Average Quantity per 100g	
ENERGY	2050kJ (490kcal)
PROTEIN	10.0g
FAT TOTAL	25.0g
SATURATED	1.3g
CARBOHYDRATE	55.0g
SUGARS	67.1g
SODIUM	37mg

240g
Best Before:



Contact Us

Discover how the Brother team
can help your business



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<http://corpsolutions.brother.com.au>

