



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 200g	Per 300g	Per 400g	Per 500g
Energy	1712 kJ	3424 kJ	5136 kJ	6848 kJ	8560 kJ
Protein	2.5g	5.0g	7.5g	10.0g	12.5g
Fat	17.3g	34.6g	51.9g	69.2g	86.5g
Carbohydrate	70.6g	141.2g	211.8g	282.4g	353.0g
Sugars	67.1g	134.2g	201.3g	268.4g	335.5g
Sodium	0.4g	0.8g	1.2g	1.6g	2.0g

ESCAPE TO MALTA EATS
Biskuttini Tal-Lewz
(Almond Macaroons)

NUTRITIONAL INFORMATION
Servings per package: 8
Serving size: 30g

	Average Quantity per Serving	Average Quantity per 100g
ENERGY	6156 (1470 cal)	20506 (4900 cal)
PROTEIN	2.5g	8.3g
FAT, TOTAL	17.3g	54.3g
- SATURATED	0.4g	1.3g
CARBOHYDRATE	70.6g	211.8g
- SUGARS	67.1g	201.3g
SODIUM	0.4g	1.2g

240g
Best Before:

Escape To Malta Eats
P.O. Box 100
Ph: 0824 483777

To this



Contact Us

Discover how the Brother team can help your business



corporatesales@brother.com.au



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

