

Food labelling solution finds Common Ground

Common Ground is an independent coffee shop in the flourishing market town of Altrincham, Greater Manchester, which offers food to eat in and take away, all of which is freshly prepared on the premises.

Owned and run since 2018 by husband and wife Damian and Julie Besbrode, it serves the community seven days a week and employs 18 staff.

Faced with the limitations of operating under lockdown restrictions, in 2021 they decided to expand their offer by providing take away food for the first time, including sandwiches, salads and granola pots, all served from a chiller cabinet in-store.

That meant their Prepacked for Direct Sale (PPDS) food had to be labelled with the name of the product and a full ingredients list, highlighting any potential allergens.

A simple, efficient approach

The solution came in a new Brother TD-4520DN professional network desktop label printer, working alongside Brother's free P-touch Editor software, which enables users to design and print custom labels, including logos, images and barcodes.

Julie simply connects the printer to her laptop and prints off batches of labels for that day's products.

She says the system is straightforward, efficient and gives her business and customers peace of mind because all ingredients, including allergens, are clearly communicated.

Professional and compliant

Julie said: "It's a very simple to use and efficient system and our labels look very professional, incorporating our logo.

"Once you've created a template, it's very easy to edit it for different products.

"It means our customers can quickly get all the information they need about our food, so they can just grab and go.

"The technical support available from Brother was also excellent. We had a couple of queries during the initial set up, but we were able to call the Brother team, who gave us the answers we needed straight away."

"It's a very simple to use and efficient system and our labels look very professional, incorporating our logo."

Julie Besbrode,
Owner, Common Ground

Overview

The challenge

- A food labelling solution to support a busy independent café as it offers takeaway PPDS food for the first time, giving it a new income stream.

The solution

- Brother's TD-4520DN professional network desktop label printer and free P-touch Editor software creates compliant, bespoke labels, including a list of ingredients and any potential allergens.

The results

- Professional, compliant labels, printed quickly
- Efficient and easy to use
- Free technical support