brother
at your side

Brother food and hospitality solutions

Concerns, regulations and trends facing the food and hospitality sector.

The food and hospitality sector is a major contributor to the European economy. Not only does it account for 35% of all EU tourism consumption[1], it is responsible for over 8% of the total employment in the EU - that's 10.2 million people.[2] The EU's consumer food service market alone is valued at over €400 billion.[3]

In the hotel sector, food and beverage sales can make up almost 30% of a hotel's total revenue as hoteliers shift away from traditional restaurants towards self-service/grab-and-go concepts that mirror retail food outlets.[4]

To protect consumers, the European Commission's Food Safety Policy exists to 'ensure a high level of protection of human health regarding the food industry'. To do that, it says "...every European citizen has the right to know how the food they eat is produced, processed, packaged, labelled and sold." [5]

As legislation changes and customers become increasingly demanding, food and hospitality businesses need to be equipped to minimise risks and ensure compliance. Behind the scenes, menu management, stock control and the labelling of prepackaged foods are now as important as front of house services for delivering a great customer experience.

That's why businesses are looking for technology and the tools to increase their efficiency, streamline their risks, reduce their costs and enhance their customer journey.

Growing food safety concerns

The safety of guests is hospitality business' highest priority. With food allergies on the rise across Europe, a key area of concern is food preparation.

A 2020 report says food allergy cases have risen by up to 50% in the past decade, with a 700% increase in people hospitalised with anaphylactic reactions.[6] The report revealed that 3% of EU adults have a food allergy[6] with 1 in 20 children believed by parents to have had one or more food allergies.[7] In total, around 17 million Europeans live with a food allergy [6] - 8% of which produce the potentially fatal acute anaphylaxis.[7]

It is the responsibility of every organisation involved in food preparation to manage that risk as diligently as it can through effective food labelling. Key to that is ensuring the correct information is available to customers and employees at all times.

Converging trends

We've seen two disruptive trends begin to converge: rapidly evolving customer expectations and an increasing digitisation of services.

Increasingly, customers are expecting their accommodation, working spaces and other services to be seamlessly linked by digital platforms.[8] In light of this, food and hospitality businesses are starting to identify areas where they are not adequately prepared to meet these emerging challenges. With the increasing trend for remote working, hospitality locations will play a key role as guests see them as their 'third place', so will have to become increasingly tailored to the needs of their customers – from meeting their working needs to their dietary requirements.

Food safety regulations

From October 1st 2021, the regulations governing how food and hospitality businesses provide ingredient labelling information for prepackaged foods will change.

In a major public consultation, 73% of consumers demanded a full ingredient listing so that all potential allergens would be shown.[9] This means that any business selling prepackaged food must now label it, not only with the full ingredients, but also with any of the EU's 14 specified food allergens that it contains.

Also, in the kitchen, clear stock rotation labelling helps eliminate the risk of food-borne illness and reduces waste. Up to 10% of the 88 million tonnes of food waste generated annually in the EU is linked to poor date marking. An EU study into the legibility of date marks on food found legibility to be poor on 11% of products sampled and called for specific action by food producers to remedy the problem of illegible labels. [10]

Ultimately, while legislation compels businesses to adopt technology to address these challenges, consumer pressures will drive responsible businesses to put suitable labelling solutions in place sooner rather than later.

1) OECD: "Tourism Trends and Policies 2020"
2) Eurostat: "Accommodation and food service statistics" - March 2020
3) Statista: 'Restaurants and food services in Europe - Statistics & Facts' - 2018
4) hotelmanagement.net: 'Hotel food-and-beverage expense, revenue shifts boost profits' - December 2017

5) ec.europa.eu: "European Commission - Food Safety Overview"
6) rte.ie: 'Why has there been a global increase in food allergies?' - Cahill, April 2020
7) The European Academy of Allergy and Clinical Immunology: 'Advocacy Manifesto' - 2015

8) catella.com: "Market Tracker European hotel market 2019/2020" -December 2019
9) newfoodmagazine.com: 'Allergens: the challenges of the Food Information Regulations 2019' - B.Witney, November 2019
10) European Commission: "Market study on date marking and other information provided on food labels and food waste prevention" - 2018

At Brother we help food and hospitality businesses overcome their challenges and keep customers happy

In food and hospitality, experience is everything. When something goes wrong, it can often be the difference between a good review and a bad one. Guests can get very frustrated with a slow check-in queue, having to wait too long for their bill or a poor dining experience. Problems like this that can knock stars off those all-important reviews.

For food and hospitality businesses, keeping pace with evolving customer expectations in an uncertain market can be challenging - but many technologies offer a one size fits all approach which ignores your specific requirements.

Thankfully, you can rely on Brother to understand what you need at those customer-critical moments. Whether you need compact machines that make the most of limited space or Wi-Fi label printers that allow your kitchen staff to print on the move, we are "At your side", working with you to address the many challenges of running a food or hospitality business.

From fast, reliable machines and robust invoice printers at reception to food labelling solutions that integrate fully with your menu management software, we provide solutions that ensure your guests get the best possible experience - and you get great reviews.

✓ Food safety

Ensure that you meet food safety standards in your kitchen with our food labelling solutions. From efficient alternatives to handwritten stock rotation labels to prepackaged food labelling and allergen identification, our reliable solutions put food safety at the forefront.

✓ Focus on your customers

Ensuring your customers have the best possible experience relies on excellent staff, seamless processes and access to key information such as food allergens. Brother's effective and reliable food and hospitality solutions let you concentrate on delivering an outstanding customer experience.

✓ Managed print service

Optimise print usage and reduced costs with a bespoke managed print service. We take over the management of your hardware and print supplies, so you don't need to spend time thinking about them.
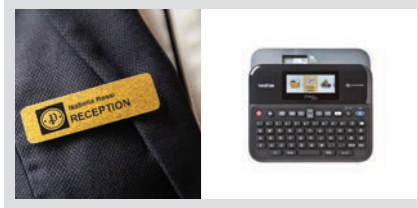
✓ Security and compliance:

Not only enabling secure GDPR-compliant sharing of customer data between front of house, back office and head-office, choosing the right technology can also reduce errors in billing and improve customer service.

Solutions built around you

1 Printing guest invoices and copying guest ID

Provide a seamless check-in and check-out process.
• Reduce queues at the front desk
• Convenient and efficient for staff
• Maintain high service levels by remaining with your guests

MFC-L6900DW Wireless mono laser printer

2 Staff identification badges

Staff identification and facilities management labels.
• Give your business a professional image
• High quality, durable labels in many colours and widths
• Print signs, asset labels, name badges and more

PT-D600VP Desktop labelling machine

3 Visitor and event name badges

Print visitor badges for your guests on arrival.
• Print on non-adhesive card to place inside clip-on badge holders
• Clothes-safe adhesive labels available to apply directly to fabric
• Uses lower cost paper media to help manage your cost

QL-820NWB Network label printer

4 Food/place names tent cards

Create professional final touches by creating your own food and place name tent cards.
• High quality and durable with unique lamination
• Design and print professional labels from your PC/Mac or smartphone/tablet
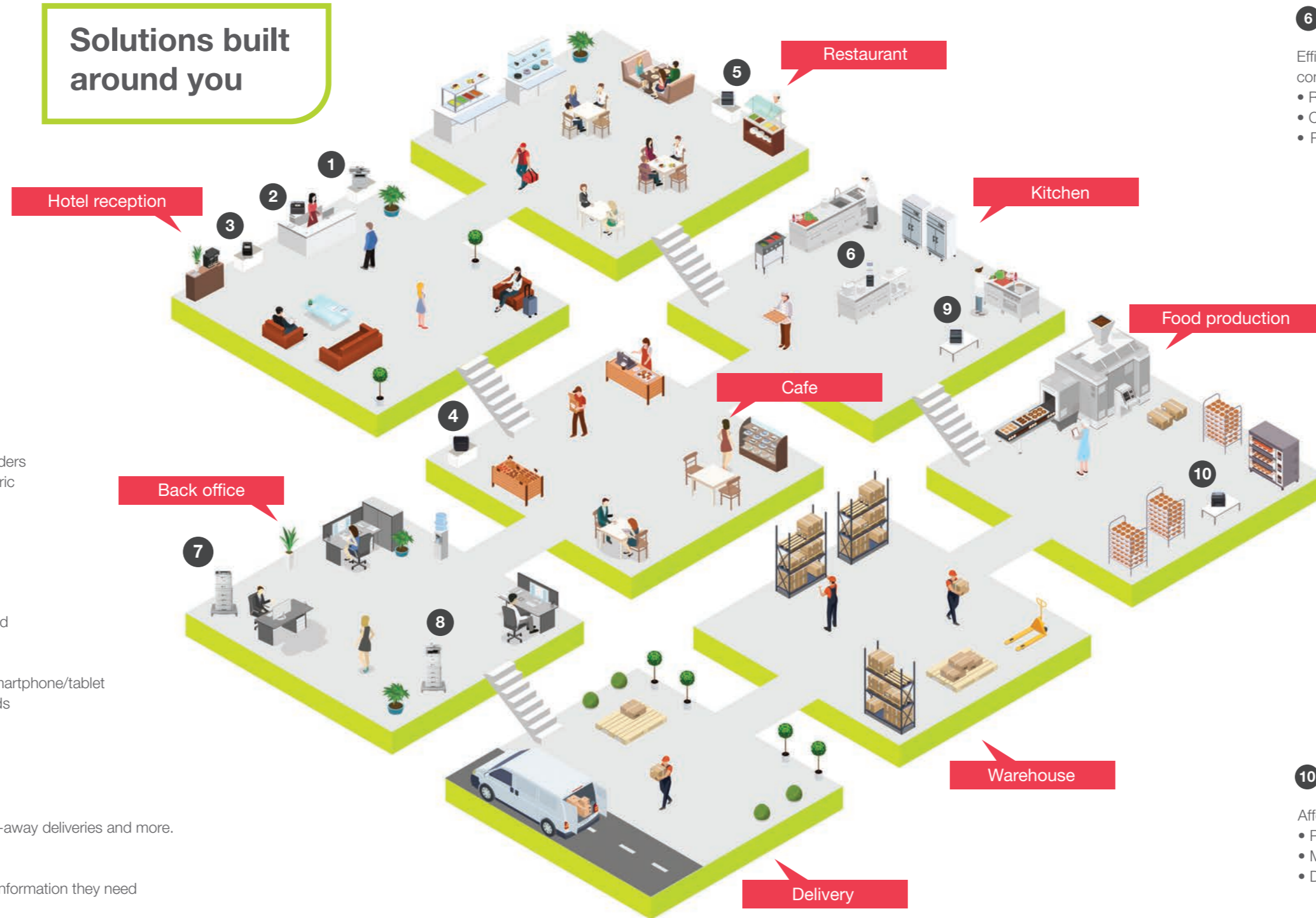• Create your own professional food and place name tent cards

PT-P710BT Desktop labelling machine

5 Menu management system

Easy-to-read labels for prepackaged food, stock rotation, take-away deliveries and more.
• Seamless integration into your systems
• Create clear and accurate labels
• Ensure employees and customers have easy access to the information they need

TD-4550DNWB Wireless desktop label printer

Hotel reception

Restaurant

Kitchen

Food production

Cafe

Back office

Warehouse

Delivery

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6 Food labelling for stock rotation

Efficient food labelling solutions to help meet regulations and ensure consumer safety.
• Reduce food waste and save time by replacing handwritten labels
• Clear, legible prints to ensure compliance
• Reduce the risk of incorrect labelling

TD-2130N Industrial label printer and TDU display unit

7 Office printing

Effortlessly print staff rotas and paperwork for stock-checks.
• Reduce costs by using high yield toner cartridges
• Large capacity paper trays for easy large volume printing
• Crisp, easy to read text; reducing errors

HL-L9310CDW Wireless colour printer*

8 Secure printing

Ensure sensitive office documents are kept confidential.
• Confidential information only printed by authorised staff
• Access can be added or removed based on individual profiles
• Manage costs; by only printing documents that are needed

MFC-L9570CDW Wireless colour laser printer*

9 Labelling for prepackaged food

Prepackaged food labels to ensure you remain compliant.
• Print information on allergens, ingredients and expiration dates
• Highly legible, long-lasting labels
• Avoid errors and maintain consistency and accuracy

TD-4550DNWB Wireless desktop label printer

10 Labels for food production

Affordably produce barcode labels for food packaging and shipping.
• Print labels quickly to keep up with demand
• Maintain traceability with precise printing of text and barcodes
• Durable labels to preserve print quality

TD-4750TNWB Desktop Label Printer

*Tower tray (TT-4000) and tower tray connector (TC4000) are required for this solution

Working with you to deliver great customer experiences

Technology has the potential to enhance your customer experience, improve productivity and increase food safety across your whole operation.

Based on your changing needs, Brother will work with you to create applications and solutions that deliver real benefits to your business and keep your customers coming back.

Front of house

A good front of house team is a vital part of any hotel. They are normally the first point of contact for guests on arrival and the last people visitors see at the end of their stay. A professional and efficient front-of-house service can elevate the experience and make their stay even more positive - which will help to encourage repeat bookings.

- **Offer your guests more:** not only the scanning of identification or the printing of bills/invoices, you can offer the printing of boarding passes, timetables and maps as part of the service to enhance the guest experience.

- **Have the right equipment where you need it:** compact printers make the most of limited space, so you don't have to leave your guests standing at reception while you go off to print their invoices.

- **Secure scanning and printing technology:** the use of external card readers or internal near field communication (NFC) readers enable your desk staff to scan, print, and copy securely without the use of a PC.

- **Print customised labels in seconds, for a multitude of uses around your business:** P-touch label printers produce durable labels, with many different colours and finishes available. From professional looking staff name badges to customised signage, our durable labels resist water, chemicals, heat and cold so can be used indoors or outside.

Back office

Back office teams can more efficiently manage large volume printing without having to keep track of and frequently reload paper and toner.

- **High volume printing:** Back offices in the sector have requirements for large capacity printing of despatch notes and invoices. Enhanced paper handling capabilities can overcome frustrations with paper and toner maintenance.

- **Customer data security:** Only authorised staff can print confidential customer data and information for General Data Protection Regulation (GDPR) compliance, preventing costly data confidentiality breaches.

- **Managed print services:** An MPS programme takes away the hassle of managing your printing devices, including scanners, faxes and copiers. By monitoring your usage, replacing supplies and managing all of your printing needs, we can improve your efficiency, productivity and information security.

Printers for food preparation

Food is managed and prepared in busy environments by kitchen teams who have multiple priorities. In such circumstances, inadvertent mistakes in identification, labelling or stock control can lead to potentially serious consequences.

Food labelling

Public demand for food information has put the hospitality industry under increasing pressure to ensure labelling is reliable and accurate. Whether it's highlighting allergens, meat-free dietary information, ethical and organic food production or religious requirements, Brother can deliver absolute clarity on your food labels.

• **Stock rotation:** switching from easily misread handwritten labels could help you save valuable time and reduce the mistakes that lead to wasted food or the risk of food borne illness.

• **Menu management:** Whether you're listing ingredients or recording entire recipes, menu management is all about the details. Brother helps you get it right - and helps customers make an informed choice. Our food label printers can integrate with your menu management systems so you can work quickly and efficiently.

• **Prepackaged food:** Tougher regulations and increasingly demanding customer expectations have made diligent food labeling more important than ever. This reinforces the need for absolute clarity on prepacked for direct sale food labels, including ingredients, allergens, use-by-dates, product descriptions and even nutritional information and dietary preferences.
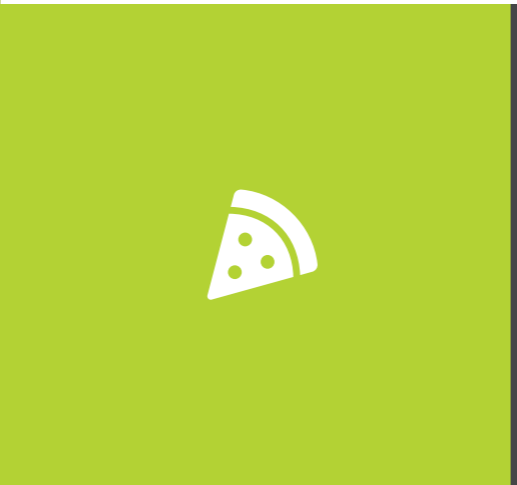
Brother's printers help digitise operations at McDonald's Spain

The challenge

Based in Spain since 1981, McDonald's Spain has more than 500 restaurants spread across the country with around 24,000 employees.

McDonald's values revolve around delivering a great restaurant experience, every time, which their owners/operators, suppliers and employees work together to achieve in uniquely McDonald's ways.

McDonald's Spain were using desktop standalone printers in their kitchens to print food labels when required but without adequate software to meet their needs, meaning the day-to-day use wasn't easy or intuitive. This left employees with labels that only had some of the information they needed to control the food processes in their kitchens.

As part of a global digital transformation, they decided to develop their own software to digitise all operations in the kitchen and make their food labelling process more user-friendly and efficient.

The solution   intowin

McDonald's Spain worked with their technology partner (INTOWIN) to develop a digital solution, called "MiTurno", to improve operations in their restaurants and print food labels in an intuitive and user-friendly way.

MiTurno is a suite of digital tools for the operational management of the restaurant and is where everything that occurs in the restaurant is controlled. The software helps McDonald's employees to manage secondary shelf life times, plan the every day maintenance tasks and master SIO (shift into overdrive) tools, among other applications – helping the shift managers to make more efficient decisions.

As part of the software development, the Brother TD-2120N printer was integrated into the solution with the support of Brother Iberia. This ensures employees can print labels as and when required, enabling them to complete processes easily and efficiently whilst using their new software platform.

The results:

The resulting solution that combines the MiTurno software with Brother TD-2120N printers has increased productivity for McDonald's Spain and helped eradicate mistakes when labelling. Additionally, the software registers and tracks everything in the cloud ensuring information on the new digital processes is available at any time.

The software has the added benefit of digital "timers" which ensures the printers don't print when a label has a short life, saving money on label production.

Since the implementation of the new solution, McDonald's Spain has recorded two hours saved daily in administrative tasks, a reduction in device and printing costs, improved waste management and improved customer service quality.

"This new digital solution with Brother printers gives our shift managers clear visibility into restaurant operations, making us more efficient and productive."

Restaurant Supervisor, McDonald's Spain

Making room for print efficiency with Staycity Aparthotels

The challenge

The hospitality sector is a fast-moving environment that relies on seamless customer service and when it comes to print there are numerous considerations.

Whether it's pristine quality billing for the guest or automatic toner replenishment for the busy staff, printing cannot afford to be a weak link for a business that needs to keep running 24/7.

A rapid first print out time was key to make the check-out process seamless for the guest but there's also a practical consideration of printer size for hotel reception desks where space is at a premium.

Then there was the requirement for devices that could ensure secure transmission of customer data, the ability for print/copy/scan without the need for staff retraining and a monitoring dashboard to tie it all together across various branches.

The solution

Staycity APARTHOTELS

Staycity needed a balance between dependable, affordable hardware at the hotels and centralised account management for reporting and billing at the headquarters. Efficiency and transparency were key factors. In fact, the pricing would be equally split across each site for easier accounting. But even if the costs were standardised for each hotel, the secret to making the service really work was by keeping the approach personal. That meant working closely with Staycity.

Brother's sales teams could co-ordinate the entire process from Dublin with regular meetings held at Staycity's HQ before anything was implemented at each hotel. This meant a tailored service could be offered that integrated with their local systems and processes with no surprises. When more details were required to satisfy each hotel's requirement in various countries, the team in Brother Ireland could reach out to colleagues across Europe meaning that the entire process could be conducted in native language.

The results:

It was the personal touch and attention to local detail that set Brother apart from the competition and made the process run smoothly from start to finish. Staycity now have a print management solution that is standardised, secure and robust including hardware, software, supplies and drivers all in one simple package. So far, Brother has worked with Staycity at 10 of their locations around the world including Lyon, Venice and Berlin with many more expected in the near future.

> *"Because Brother have offices in each country where we have a contract in place, staff in Staycity's European locations could communicate with a native language speaker within each site. It's the personal service that makes all the difference."*

Peter O'Shea Head of IT, Staycity Aparthotels

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