

When it's time to grow business, take the next step with **EDDIE!**



When Annie had her son, she knew that she needed to come up with a business that offered her the flexibility she needed. With a love for baking and decorating, Alfie and Me Biscuits was launched. Find out what made Annie trust in ERS and why Eddie was the next logical step...

Back in 2018, Annie was on maternity leave with her son Alfie who was born prematurely. Weighing only 2lb 10oz, their family had to spend months in hospital; it was then that Annie realised, she wouldn't be able to go back to her job in HR, she needed flexibility to look after her baby boy. With a love for baking and decorating she decided now was the time to take her passion to the next level and get creative, that's when Alfie and Me Biscuits was launched. Four years on, and with Alfie now at school, it was time to start growing the business and moving forward.



Business opportunities too big to miss!

Over the years, Annie found that she was having to turn away hundreds of pounds worth of business because the requests were either too tricky to hand ice, airbrush, or stencil (particularly corporate logos). Primera's Eddie, Edible Ink Printer was the perfect solution! Being able to print directly onto food meant that those previously impossible requests, would now be possible. After months of 'courting' the product, Annie came to us at ERS.

With the Edible Ink Printer being an investment for the business, Annie had a number of questions and reservations she needed addressing before purchasing. From the very first phone call, Vincenzo one of our internal account managers was there to help; not only to answer any questions but to ask the right ones too. By the end of their conversation, Annie was left refreshed and reassured knowing that Eddie was going to be the perfect addition to her business. Post purchase the flawless service continued! Vincenzo made sure Annie had all the information (even the information she didn't know she needed). To this day, Vincenzo and the rest of the team remain on hand to help with any questions that arise whilst Annie gets to grips with her NEW edible ink printer. **Shop EDDIE here.**

Alfie and Me Biscuits are now able to offer corporate logos along with any designs which have enhanced backgrounds. Polaroid products will also be launching soon! This particular biscuit will be sent in a padded gift box which can fit through a loved one's post-box.