

What happened when a husband-and-wife duo with a passion for macarons met Eddie!



“We have a number of cool projects in the pipeline that wouldn’t have been possible without Primera’s Edible Ink Printer”. Find out what Primera’s Eddie Edible Ink Printer has done for The March Hare Bakery.

Whilst The March Hare Bakery officially opened its doors late 2020, their story goes back much further. This husband-and-wife team, Vincent and Callie have worked in the hospitality industry for their entire careers. Vincent started as an apprentice pastry chef at the age of 16 and has spent three decades working in high end Michelin star establishments, experimenting with various flavour combinations from around the world. Callie has worked within the commercial side of hotels since the young age of 18; they both shared the same passion...

When covid hit and the world shut down, Vincent and Callie were working and living in the Maldives. They knew that the best thing to do was to come home for a few months and allow life to return to normality, however it quickly became apparent this wasn’t going to be the case. Both without income and with savings depleting, they came up with the idea to start The March Hare Bakery. A small- business which focus’ on creating fun, quirky, delicious macarons for everyone.

Starting as a kitchen table business from their country cottage in the Mid-Wales Hills, a year, and a half later the business had rapidly grown. The March Hare Bakery moved into their own commercial unit and building with their very own kitchen!



“Endless possibilities, we honestly LOVE it!”



With business booming, Vincent and Callie knew this was the perfect opportunity to open some more doors by offering personalised and branded macarons that they could sell to the corporate, wedding and gifting market.

A direct ink-to-food printer is something that the pair had always wanted, and now was the time that they were able to invest. After researching and reading through numerous reviews, the pair came to ERS and chose Primera's Eddie, Edible Ink Printer.

This was due to the fantastic print quality, speed, inks lasting a long time and the fact you can print on so many different food items such as cookies, chocolates, and tic-tac's – you aren't limited!

Once Eddie arrived, it did not disappoint! The printer was user-friendly and easy to use. It took around an hour to understand the print settings with the help of YouTube videos and downloadable templates. The edible ink printer is fast and produces fantastic quality images.

When first using the printer, the couple had a slight issue trying to get their macarons to fit, this was due to the size being slightly larger than average. Circle discs unfortunately weren't available at this time, so they needed to try a few different tray sizes initially. They also found that after printing in large quantities (around 60+ macarons) Eddie needed a little rest for a few minutes before carrying on printing as normal – other than this, everything ran smoothly.

Vincent and Callie have only had their printer around 6 months and have already made a return on investment. They've got several cool projects in the pipeline that wouldn't have been possible without Primera's Edible Ink Printer.

“The possibilities are endless, and we honestly love it”

The dream doesn't end here though, one day this husband-and-wife duo hope to have their own high end pastry shop packed full of delicious, irresistible, fresh treats.

