Branded Bites, a leading Toronto dessert company, is determined to design and implement a delicious new digital printing technology, introducing their one-of-a-kind treats to a market that is currently untouched.

Branded Bites specializes in printing edible branded desserts, such as cookies and chocolates. Their custom-printed products provide corporate clients with a memorable advertising platform, while consumers can personalize desserts for special occasions, weddings or gifts.

Edible ink is usually water-based and printed onto a sugar sheet or fondant. Branded Bites approached George Brown’s office of Research and Innovation to identify the possibility of an edible ink that applies directly to the chocolate surface, enhancing consistency, lowering waste and increasing production.

What Branded Bites needed was a better understanding on current technologies and possible innovations to move their small business forward. Principal investigator Philip Perivolaris, a George Brown professor, led the Mechanical Engineering student team.

To start, the George Brown team and Branded Bites conducted a technology scan/analysis to identify all the printing technologies that could be adapted or modified to meet increased production requirements. The team found and analyzed a number of digital printing options using an assortment of edible ink. The results made their way into a findings report for Branded Bites.

“What impressed me most about George Brown’s project team was their constant communication and ability to alter project priorities.”

JAMIE WEKSBERG, DIRECTOR, BRANDED BITES INC.

Branded Bites is now poised for future product development projects to truly master the cookie market—a market analysis discovered there were no direct competitors successfully printing directly onto chocolate, paving the way for Branded Bites to stay ahead of the curve.