



Novotel London West chooses Eddie, the Edible Ink Printer to enhance their guest experience and create bespoke, memorable culinary moments.

Learn how the direct-to-food printer helps hotels like Novotel London West streamlining food decoration and opening new revenue opportunities, with strong support from DTM Print.

Novotel is a globally recognised brand under the Accor Group, which operates over 5,000 hotels worldwide. In the United Kingdom, there are approximately 30 Novotel properties located across major cities. Novotel London West is one of the largest in the UK with 630 bedrooms and a comprehensive food and beverage operation, including restaurants, bars, and expansive meeting and event facilities. Mr Omkar Mestry is the Executive Head Chef at Novotel London West overseeing the hotel catering, leading all culinary operations, ensuring high-quality food, managing staff and creating memorable dining experiences for guests.

Providing their hotel and conference visitors with a unique first-class experience, the personalisation of their delicious food dishes has always been important. Until they came across the Eddie Edible Ink Printer, the hotel previously used edible rice paper toppers and manual piping techniques for personalisation. Although these achieved their purpose, they do affect the looks, taste and texture of the food.

Challenges with rice paper toppers included inconsistent results, time-consuming production, and limited design capabilities. Rice paper could warp when placed on moist surfaces, and manual piping was not always scalable for large-volume or detailed branding requirements.

The Eddie printer was to resolve these issues with precision, speed and design flexibility.

Omkar discovered Eddie during his online research into innovative food presentation solutions, and subsequently learned more about DTM Print and arranged a demo.

During his research, Omkar explains that he had some initial concerns related to allergen compliance, ink safety, and storage of edible cartridges. These were quickly resolved through comprehensive documentation and support provided by DTM Print.



When asked if Omkar would recommend this food printer, his answer is very clear: *"Yes, without hesitation. The Eddie printer is an excellent investment for any hotel looking to enhance guest personalisation and elevate brand presentation, especially for events and VIP services."* This is evident with other hotels in the UK Novotel Group purchasing the Eddie printer.

After-sales support is really important in the hotel equipment industry. Omkar explains: *"Training from DTM Print was comprehensive and efficient, and follow-up support has been prompt and helpful. The customer service experience has been excellent."* The option for the three-year warranty is often purchased, ensuring continuation of service should an unforeseen problem occur.

The Eddie printer was acquired in 2024, as Omkar Mestry describes 'to enhance their guest experience and create bespoke, memorable culinary moments'. It is used daily for personalised amenities, particularly for VIP guests and events. Novotel London West print onto shortbread cookies, macarons and fondant-based items, featuring logos, customised messages and event-themed graphics. It is also used to print directly onto food for in-house staff event catering and staff recognition.

In conclusion Omkar explains: *"We are extremely pleased with the printer. It has exceeded our expectations and become an essential part of our kitchen operations."*

Eddie, the Edible Ink Printer has streamlined the hotels amenity production, expanded their creative offerings and introduced a unique wow factor to our banquets and guest services. It has also created new revenue streams through branded edible products for corporate and wedding clients.



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