

For women only

DANIEL TAY KNOWS WHAT WOMEN WANT – SHOPPING, FASHION, AN ESPRESSO AND A SMALL DELICIOUS SNACK IN-BETWEEN: A SALES CONCEPT CONQUERS THE WORLD FROM SINGAPORE



++ figure 1
Warm chocolate cake

+ Young women spend their money more easily on fashion and cosmetics when they shop together with a friend. The long walk through all the fashion shops makes hungry and the jabbering makes thirsty. Young men like to visit places where young women meet. These are the ideas behind the business concept developed by Daniel Tay, born in 1970 as son of a well-known local pastry chef in Singapore.

Bakerzin is a franchise concept for casual dining cafes specialized in desserts. Locations with high walking traffic and/or visibility are preferred, usually located among fashion boutiques in a shopping mall. Tay sets no great store by being present on the common food court level in such shopping centers. The interior of his café-restaurants is not only arranged for the customers but also adapted to the situation in which the people are in that moment. Tay: "We provide a contemporary casual dining environment for our customers. Modern chic furnishings are complemented with ambient lighting. The unique feature of Bakerzin outlets is a luminous glass display case where Bakerzin's exquisite array of cakes and pastries are presented temptingly to the customers."

The idea for this concept was born in the first outlet – Salon de Thé (now Bakerzin), Millenia Walk opened in 2000 in Singapore. Here exquisite French patisserie and traiteur products were offered. In the meantime there are 18 Bakerzins outlets now – six in Singapore, six in Indonesia, four in Malaysia, one in Shanghai, China and one in Tucson, USA; where young women can sit down with their purchases in a Bakerzin and relax with desserts and snacks. 80% of the customers are female and aged 20-40. Most of them have their own job and income. ▶



++ Daniel Tay

Career milestones

- + 1998 – Present
Pacific United Holdings Pte Ltd
CEO / Pastry Chef
- + 1996 – 1998
Les Amis
Pastry Chef
- + 1995 – 1996
Dan & Allen Patisserie
Managing Director / Founder
- + 1994 – 1995
Bengawan Solo
Production Manager
- + 1991 – 1993
Rive Gauche Patisserie
Pastry Chef
- + 1991
Fauchon Paris
Trainee
- + 1988 – 1991
Seng Choong Confectionery Pte Ltd
Trainee Baker +++



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bakery equipment





++ figure 2
Bakerzin sales outlet in Singapore

The product range is a classic cross-over of Asian, American, and European cuisine: desserts and cakes, salads, soups, pizza, sandwiches and breads as well as small warm snacks such as chicken teriyaki with rice or seafood pasta. The individual dishes are served in a starter format so that nobody with only a small appetite must refrain from variety and large selection.

On the average, the turnover for each outlet for sales of desserts, cakes and other baked products, and savory products, pizza and soups is approximately 25% for each category.

If someone wants to become a franchisee, he must share Tay's passion for artisan French patisserie and traiteur products. In return he will receive support in the areas new outlet set-up, operation guidance, menu selection, location advice/approval, staff hiring guidelines and much more. Each franchisee is responsible for his outlet in terms of pricing and advertisement. The delicious snacks are either produced at site or in a separate production. Recipes and processing information are provided from Singapore where new recipes and serving suggestions are developed regularly.

Whatever the ladies munch during their shopping tour can also be delivered to their homes. Each Bakerzin outlet offers delivery service, take-away, catering, online purchase as well as phone, fax and e-mail inquiries. A membership loyalty program supports customer relationships. A comprehensive quality management program from the headquarters in Singapore makes sure that concept and quality levels are maintained so that the customers know what to expect at a Bakerzin, no matter where they do their shopping. The high product quality and the ambience are Bakerzin's capital which for sure will also be successfully transferred into in Europe some time in future.

Describing himself as adventurous, passionate, determined and a firm believer of quality, Daniel Tay professes, "We have found a niche in the F&B industry that only we can fill and we will strive to maintain our high standards. We make sure that we get the best possible ingredients and everything else has to be nothing short of being just right." **+++**

Achievements

- + 2006**
Nominated Finalist – World Gourmet Summit Awards of Excellence 2006
- + 2005**
Nominated Finalist – World Gourmet Summit Awards of Excellence 2005
- + 2004 – 2005**
Finalist – Excellence in Hospitality Personality / F&B Entrepreneur / Hospitality Asia Platinum Awards
- + 2002 – 2004**
Nominated Finalist – World Gourmet Summit Awards of Excellence 2004
- + 2003**
Nominated Finalist – World Gourmet Summit Awards of Excellence 2003
- + 2002**
Nominated Finalist – World Gourmet Summit Awards of Excellence 2002
- + 2001**
Awarded Inniskillin Icewine Pastry Chef of the Year – World Gourmet Summit Awards of Excellence 2001
- + 1997**
Represented Singapore for World Pastry Cup in Lyon
- + 1996**
Awarded Gold Medal in the World Pastry Cup Singapore Selection
- + 1994**
Awarded Silver Medal (Dessert Competition) in Salon Culinaire / Awarded Silver Medal (Pastry Showpiece) in Salon Culinaire
- + 1992**
Awarded Silver Medal (Dessert Competition) in Salon Culinaire **+++**



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