

The Baking Company adds icing on cafe business

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BENGALURU: The Baking Company, which marked the entry of Brigade Hospitality in the bakery cafe space, is going mainstream with two outlets and three more in the pipeline in Bengaluru.

What started off as the baking unit at Brigade's clubs, received its brand identity The Baking Company (TBC) in 2013. "Over the years, we realised that with overwhelming response and some constructive criticism, TBC's products had become mature enough for people to experience," said Vineet Verma, Executive Director, Brigade Hospitality.

While the existing outlets, which were set up at an investment of Rs 10-20 lakh each, are in the form of kiosks, the up-



coming ones will follow a lounge model. Further, Verma also said that the company is in advanced talks to launch TBC online, and this is due within a span of 40 days.

"Unlike most cafe chains, we are food specialists, not beverage specialists. While we started off with baked goodies, we

wanted to offer customers a wholesome package and therefore included savoury dishes like sandwiches and pastas in our menu," said Verma.

Exploring avenues

As of now, the company is open to explore various avenues to expand its presence and reach. Alongside the kiosks and lounges, it is open to collaborate with such companies that are in the cafe space and have complementary specialities, said the Executive Director.

The Baking Company claims a humble share of the Rs 180-crore Brigade Hospitality, 40% of which is generated by its clubs, convention centres and catering arm, and 60% from its hotel business including the Sheratons.

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