

Baking Happiness at THE BAKING COMPANY

Smells trigger vivid emotional memories. A pleasant smell can instantly transport you into a different time. Don't believe us? It is proven by science! You know very well that we don't kid about science. We learnt this rather obvious fact by a small but happy accident at the Orion Mall, Rajajinagar. It was that smell of the freshly baked bread that got our senses working on overdrive and we knew that this is something you would love to experience too.

So, we follow the smell and it leads us straight to "The Baking Company" where we assigned the task of uncovering its secrets to one of our minions (yes we have plenty of them) who in turn spoke with Vineet Verma, the Executive Director, Brigade Hospitality Services Ltd to give you all the information you need to know on The Baking Company.

TBC, the story and the concept.

Our clubs have always had a bakery as an integral part of the overall facilities. The positive response from our members encouraged us to give an identity and character to this venture and hence coining the name The Baking Company (TBC). We started with a small outlet in the cafeteria at World Trade Center and then made a foray in the retail environment in October last year with a kiosk model at Orion Mall, Rajajinagar.

The concept of The Baking Company is inspired from the age old practice of freshly baked goodies that goes back to the days of yore when the whiff of newly baked breads from downtown bakery would mushroom into the entire street, or when a visit to grandma would mean handful of rich soft cooldies specially prepared for you – Happiness! We aim to recreate this rendition of Happiness with our freshly baked products and delis sans preservatives.

Food & Drinks at The Baking Company

We boast of an extensive range of products with both healthy and indulging choices.

However, the Red Velvet Cupcake is our signature dish. In the beverages, Banana-Honey smoothie is the most favored choice. Besides this, we also have choices for the health conscious with cooldies and muffins made of Jowar and Ragi.

What to expect at TBC?

At TBC you can expect baked products that will take you back to those olden times of freshly made products and the good old goodies by our grandmothers. After all, that is where the inspiration for TBC comes from.

Expansion plans!

In addition to 5 outlets we already have in operation, we are scheduled to open 4 new outlets in 2016. We just opened an outlet in Orion East Mall, Bangalore. Further to this; we will foray into a coffee lounge model with our upcoming 3 outlets.

What makes The Baking Company a must visit?

We take pride in providing bakery goodies that are fresh out-of-the-oven and are sans preservatives. True to its inspiration, our products are distinctive and unique with both healthy and indulgence options, providing an essence of baked-at-home goodies.

