

Franchise Business Document



BAKE INC.

Franchise Business Document

Overseas Stores

Brand

BAKE CHEESE TART

PRESS BUTTER SAND

RAPL

CROQUANT CHOU ZAKUZAKU

八 by PRESS BUTTER SAND

Why Choose Us?

Steps To Becoming a Franchisee

Company Information



BAKE Inc. introduced its first franchised store in 2015. Since then, we have been offering entrepreneurs the opportunity to leverage our unique brands in order to start their own business.

As of the 1st of April 2022, there are 55 stores around the world in China, Hong Kong, United States, Taiwan, Korea, Thailand and Philippines.

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BAKE CHEESE TART features a crispy cookie base made using a two-stage baking process and smooth, mouth-watering mousse made from our original cream cheese blend. Our signature brand since our foundation, BAKE CHEESE TART is offered fresh-baked at shops with on-site baking facilities.



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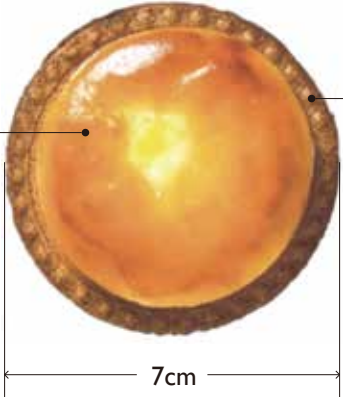
Company Information



Product

Original cream cheese

The fluffy-textured mousse, made with our original cream cheese, has the perfect balance of creaminess and tartness, with hint of saltiness spreading out in mouth.



Double baked

The secrets of our crispy tart crust are the original blend flour and "double-bake" baking method. Crusts are pre-baked before adding the cheese mousse filling to give it a crispier texture.

Store Requirements

Floor Area	30 to 50sqm
Utility Capacity	
Electric Power Supply	
Single phase 100V	10KVA
Single phase 200V	15KVA
Three phase 200V	35KVA
HVAC	
Air conditioning	350W/sqm
Air supply / exhaust	300cbm/h
Kitchen smoke exhaust	1700cbm/h
Plumbing and Drainage	
Water supply	Φ25mm
Drainage	Φ75mm



*The above conditions must be reviewed and confirmed by local engineer for final judgement.

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P R E S S
B U T T E R
S A N D™

PRESS BUTTER SAND is our first gift brand. The brand is unique due to our painstakingly detailed efforts focused on small lot manufacturing and for its industrial design. Cookies are made using a proprietary pressing machine that bakes both sides simultaneously to achieve a unique texture and aroma. These cookies sandwich a double-layer filling featuring a rich butter cream made using fresh Hokkaido butter on top and mouth-watering butter caramel below. The PRESS BUTTER SAND provides the true flavor of butter.



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PRESS BUTTER SAND™

Product

Japanese "Hasami-yaki" confectionery method

Baking the cookies in the "Hasami-yaki" method not only removes excessive oil, but also achieves the perfect balance in texture and flavor.



4.5cm

The two-layered characteristic

A layer of rich buttercream and a layer of smooth butter caramel are sandwiched between two pieces of crispy cookies. The original flavor of our Hokkaido butter spreads throughout the confection and imparts a uniquely delicious taste.



Store Requirements

Floor Area	30 to 50sqm
Utility Capacity	
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Single phase 100V	15KVA
Single phase 200V	30KVA
Three phase 200V	5KVA
HVAC	
Air conditioning	350W/sqm
Air supply / exhaust	300cbm/h
Kitchen smoke exhaust	1300cbm/h
Plumbing and Drainage	
Water supply	Φ25mm
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RINGO features a flakey pie crust made with 144 layers that is filled with a custard cream after baking. The apples baked into the pie are harvested in-season and sliced into 2 cm cubes to elevate the aroma and texture. These desserts are baked in-store. Overseas, the RINGO brand is operated under the brand name RAPL.



CROQUANT CHOU ZAKUZAKU is a dessert inspired by French pastries, the croquant and the cream puff. This dessert features a puff pastry with the crunchy texture of an almond crisp and has a thin, long shape that make it easy to eat on the go. To maximize the texture sensation, these desserts are offered via a shop structure that allows in-store baking and filling.



八 by PRESS BUTTER SAND

PRESS BUTTER SAND is a well-known and much-loved brand of Western-style confectioneries in Japan.

HACHI by PRESS BUTTER SAND is a newly-created companion brand specializing in Japanese sweets with Japanese ingredients.

The unique Japanese confectioneries created by HACHI will feature seasonal themes, traditional methods, and unmatched elegance.

And of course, exquisite taste.



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Why Choose Us?

Proven semi-finished products developed by BAKE Inc. in Japan

Unique branding consisted largely of original packaging and store design

Simple staff-friendly operation in the store to enable employees to focus more on customer services



Steps To Becoming a Franchisee

1. You can email a request for the application form.
2. You can submit the application form with the necessary information, such as the articles of incorporation and similar company brochure.
*We will contact you within two weeks if and when you have been shortlisted as a prospective candidate.
3. We will give you a basic explanation of our franchise system.
4. You will sign a non-disclosure agreement.
5. We will send you our franchising terms and conditions.
6. Personal interviews will be conducted. They will be approximately 1-3 times within two months.
During this period, you will be required to make and submit a Business Plan.
7. Credit examination will be conducted.
8. Mutual inspection tour of your country and Tokyo will be conducted.
9. You will sign a memorandum. *The process of no. 7-9 will take two months.
10. You will enter into an agreement by signing the franchise agreement documents.

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Company Name	BAKE INC.
Headquarter	Kowa Shirokanedai Building 3-19-1 Shirokanedai Minato-ku, Tokyo
Founding Date	April 2013
Capital	100 million yen
Business	Manufacture and sale of confectionery / EC site management / Media
Representative	President and CEO Junpei Yamada
Employees	1,248 (Including part-time staff, As of the end of December 2021)
Group Companies	TSUMUGI Inc. Hong Kong : BAKE International LTD China : 焙凯餐饮管理(上海)有限公司 Taiwan : 台灣焙凱股份有限公司 USA : BAKE USA, Inc. / BAKE FRANCHISE, INC.

Contact

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