

Baking Up Success in Hong Kong and Beyond

Bakehouse plans to capitalise on Hong Kong's distinct advantages to take the brand international.

Bakehouse, founded by Swiss entrepreneur Grégoire Michaud in 2013, has quickly become a staple in the premium baked goods category within Hong Kong's vibrant culinary scene. Initially launched as a wholesale business, the company expanded into retail in 2018 with its first store in Wanchai, a major commercial hub in the city. Today, Bakehouse operates six stores across Hong Kong, with plans to increase to 10 by the end of 2025 and to make a foray into international markets.

The bakery's European-style artisanal creations, including sourdough egg tarts, croissants, and sourdough bread, are beloved by both locals and tourists. What truly sets Bakehouse apart is its commitment to freshness and quality. Michaud emphasises that all products are made fresh daily and crafted with high-quality ingredients. "Everything is meant to be enjoyed on the same day," he said. Bakehouse's quest for quality not only enhances the flavour, but also elevates the overall experience for customers, making it a unique destination for those seeking exceptional delights.

Home-grown Gem Set to Flourish Worldwide

Hong Kong provides a robust landscape for the food and beverage (F&B) industry. With a local population of 7.5 million and 86 million from the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), Hong Kong offers a large customer base. Additionally, the city's vibrant community of food enthusiasts, combined with easy access to funding, makes it an ideal place for entrepreneurs to thrive. As Michaud noted, "If you have a good idea, there will be investors ready to support you and believe in your vision." This entrepreneurial environment has propelled Bakehouse's venture, enabling it to leverage the city's resources and culture for expansion across multiple dimensions.

Over the next 12 months, Bakehouse will open a new store in Sha Tin, a key

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Grégoire Michaud
Founder
Bakehouse

residential area in the New Territories, further enhancing its presence in the city. Additionally, Bakehouse plans to expand its central bakery, increasing its capacity to meet the growing demands of both its retail and wholesale operations. The introduction of concept stores and non-food merchandise is in the pipeline.

Michaud believes that Bakehouse's successful formula in Hong Kong provides a solid foundation for its global growth. "We want to keep Hong Kong as the blueprint. It will always be our home and our head office," he stated. "What we have created here serves as a model; the brand, the image, and the operational system can be effectively replicated in other markets." Michaud also highlighted that Bakehouse has attracted the interest of overseas investors and is planning to expand internationally.

Crafting Affordable Luxury Experiences

In recent years, artisanal bakeries and specialty coffee shops have experienced rapid growth. "COVID-19 has transformed consumer habits. People now prefer convenient options that allow them to enjoy a quick bite without the formality of a long meal," Michaud observed.

He noted that Bakehouse is well-positioned to capitalise on this cultural shift by providing an inviting atmosphere where customers can savour artisan baked goods alongside freshly brewed coffee. "This



lifestyle of accessible, quick, and enjoyable products in the F&B sector is the way forward. It aligns perfectly with our mission to offer affordable luxury, ensuring that each visit is a delightful experience for our customers," Michaud concluded.



Watch the video:

Bakehouse

- Operates six stores across Hong Kong, with plans to increase to 10 by the end of 2025
- Currently employs about 300 staff members and plans to grow its workforce to approximately 450 by the end of 2025

[bakehouse.hk](https://www.bakehouse.hk)