

spoiled  
by  
option

**BAKERY**  
SPRINKLING MOMENTS



# CONCEPT: BAKERY



**3GRAINS**

International Bakery

concept

1

International  
bakery format



**loaves**  
*Mediterranean Bakery*

concept

2

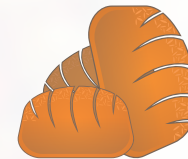
Mediterranean  
bakery format



**FROST & CREAM**  
SICILIAN BAKERY

Italian  
bakery format

3 concept



**eastend**  
Italian Bakery

Italian & Mediterranean  
bakery format

4 concept



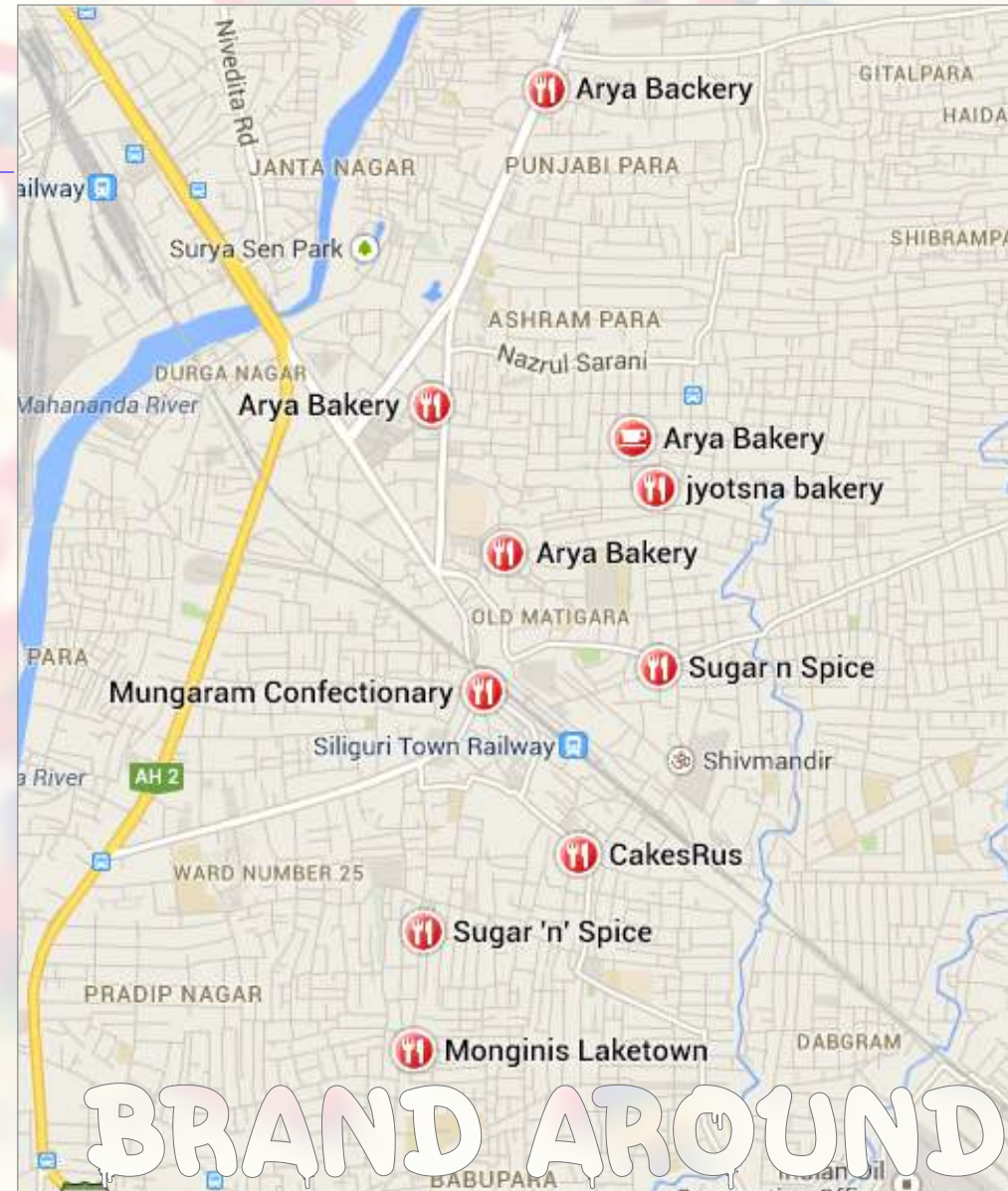
# BRAND POSITIONING

## BRAND IMAGE

A crisp and dramatic bakery concept  
with growing  
demand of  
healthy eating

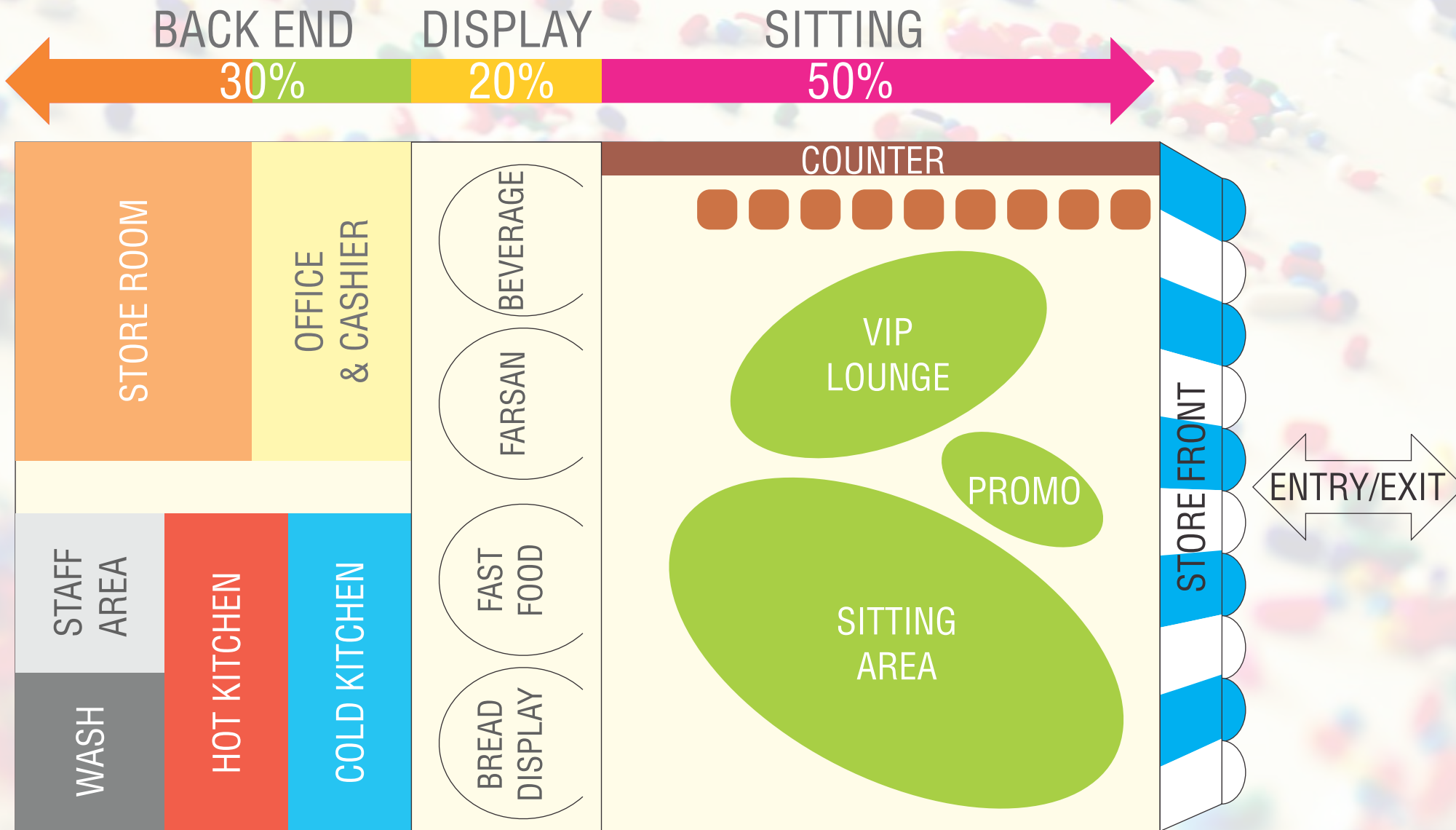


Create a  
sensory journey  
through,  
international  
and Indian  
flavours keep in  
consideration  
visual richness  
of food and  
ambience.



## BRAND AROUND

# BROAD SPACE PLAN



Well defined floor layout to bring in sensational feel and comfort.  
See through preparation area to enhance customer curiosity.  
Sitting area is well defined for all kind and number of customer.  
Promo section and wall display to portray a particular look



# FOOD CATEGORIES

## BAKERY

BREADS  
CAKES  
CUP CAKES  
TORTE  
CHEESECAKE  
CAKE POPS  
CROISSANT  
COOKIES  
PIES  
TRUFFLES  
QUICHE  
MACARON BISCUIT  
DONUTS  
BREAD PUDDING

## FAST FOOD

NATIONAL  
SAMOSA  
PATTIES  
  
INTERNATIONAL  
PIZZA  
ROLLS  
SANDWICH  
HOTDOG  
NACHOS

## BREVERAGE

COFFEE  
TEA  
FRUIT JUICE  
MOCKTAIL  
ENERGY DRINK  
LASSI  
MILK SHAKES  
SPARKLING WATER

# STORE FRONT APPLICATION





# BROAD SPACE PLAN



We have design the store to accommodate a dynamic product range that will change according to the season. By using stainless steel metrosheft systems, a visual richness is created on these shelves. The ceiling panels are designed using stainless steel, to ensure visual integrity. All props and design elements are specifically visualised keeping in mind comfort and usability.



# BROAD SPACE PLAN



The store is designed in a ruff industrial look with yet rustic and warm. Flour bags are used as props especially to give a real and authentic look. All displays are designed so that they give credit to the main product, with an emphasis to maximum functionality for the user. The entrance of the store has a window-display, with focus light, signage and accessories for a perfect look.



# BROAD SPACE PLAN



Aim is to provide a world class retail experience for discerning Italian foodie. Clear look with visible cold kitchen. Use of painted bricks, cracked stone, timber and glass with industrial feature tiles and copper details make-up the predominant material palette within the space. Created with love, and elegant white finish.



# BROAD SPACE PLAN



The store is designed on warm color palette using wood, iron and bricks. The special lamp was designed inspired by the world of baking. The main concept is formed out of eastern India architecture. The objective is to show the blend of rough look furniture into a modern fitting. Props use is also well defined to the regional favors.





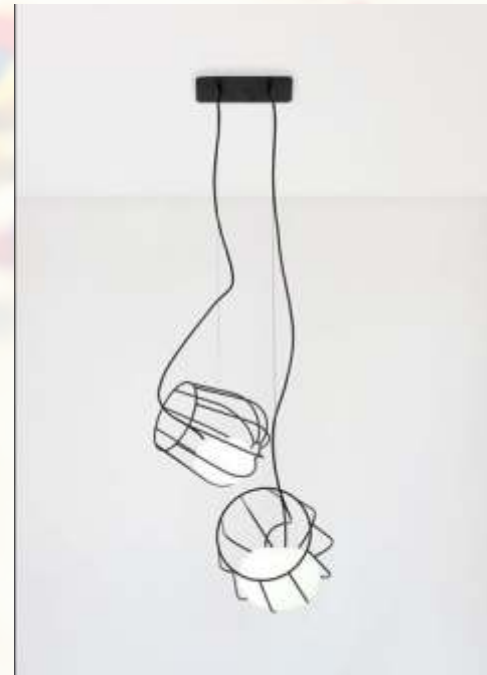
# MATERIAL BOARD



Flooring and wall concepts plays an important role in defining the ambience and look of the brand. All reference are picked keeping in mind theme and customer satisfaction.



# AMBIENCE



Lighting concept are custom design to fit to the interior feel and look. To enhancing and glorify the surrounding from a dull to richer place.



# BRANDING



# COMMUNICATION



Communication used are very crisp and straight, making it very easy for customer to understand. Having said so, we introduce a bit of tongue twisting words on the menu; this creates a interest in the viewers mind.





# PROPS AND DISPLAY



Here the idea is to incorporate creative ways to showcasing the products. Innovative display platforms using specifically crafted furniture & prop, this gives addition value to what we selling. Plus a visual interest is archived which make a customer spend that extra time at the café.





# PACKAGING



Special care is taken to designing patterns related to packaging, this is one sector where we provide brilliant functionality as well as aesthetic feel. We also suggest vendors who provide recyclable paper and products related.



# UNIFORM

