

weekend THE BUSINESS TIMES

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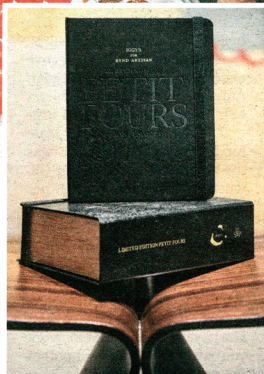
THE BUSINESS TIMES WEEKEND SATURDAY/SUNDAY, AUGUST 22-23, 2015

LIVING | L3



TOME RAIDERS

(From left) Winnie Chan, Iggy Chan, Iggy's restaurant's head chef Masahiro Isono and dessert chef Elena Perez collaborating on a special dessert range, a range of petit fours that come packed in a box that resembles a book (top). PHOTOS: BYND ARTISAN



DESSERT BY THE BOOK

Bynd Artisan and Iggy's
44 Jalan Merah Saga #01-54
☎ 6475 1680

Opening hours: Mon to Thurs, 12 to 9pm, Fri & Sat, 10am to 9m, Sun, 10am to 8pm

HE is the owner of the award-winning restaurant Iggy's, while she is a champion for the art of bookbinding. The two worlds are coming together, as uncle and niece, Ignatius and Winnie Chan, are collaborating on a special dessert range, a range of petit fours that come packed in a box that resembles a book.

Iggy's X Bynd Artisan Petit Fours will be available from August 27, at the new Bynd Artisan Atelier at Chip Bee Gardens.

The atelier which opened earlier this month is the brand's fourth store, after its flagship store in Boon Lay and two shop-in-shops in Tangs at Tang Plaza and Vivocity.

"F&B was something we wanted to do in our Boon Lay atelier, but the zoning did not allow for that. As we are building a lifestyle concept where customers can come to participate in workshops or purchase gifts with customisation, it is important that they can also enjoy the space and have some refreshments while waiting for their items to be personalised," says Ms Chan. "We also wanted to create an environment that is conducive for personal reflection since Bynd Artisan is about going back to the traditional forms of pen and paper with the luxurious touch of leather."

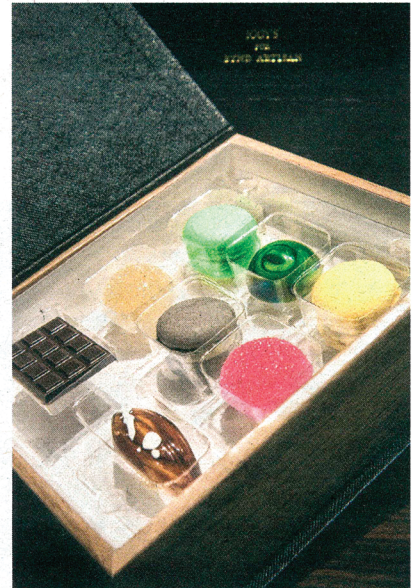
Apart from a retail section, the atelier houses a cafe and a large workshop space.

On the decision to sell petit fours, Ms Chan says she wanted to start with a unique product that did not require too much handling as the craftsmen's expertise is in bookbinding and leather-crafting and they did not have prior F&B experience.

Over dinner with her uncle at where else but Iggy's, Ms Chan noticed the petit fours that were served over coffee. "The tiny bite-sized confectionery were delicious and it was then that Uncle Iggy had the idea to present the same items but with unique limited-edition Asian flavours that are not served in his restaurant for our collaboration," says Ms Chan.

Iggy's head chef Masahiro Isono and dessert chef Elena Perez created the special petit fours, which retail for S\$30 per box of eight pieces. There is the Gado Gado macaron which is a delectable extension of chef Perez's fondness for the Indonesian salad. Chef Isono was inspired to create Umeshu Jelly made from homemade Japanese plums infused in vodka. The jelly has a delicate sweet and sour plum wine flavour. The Salted Egg Yolk and Black Truffle Macaron, Green Curry Macaron and Teh Halia Chocolate are some of the other sweets in the range. Ms Chan says there are plans to roll out more food items in time to come, and they could be petit fours in new flavours or other savoury small bites. While uncle and niece often meet up over family celebrations and end up talking about their businesses, this is the first time they are working together. Ms Chan says the experience has been a nurturing one.

Mr Chan says working with his niece has given him "a wonderful opportunity to learn more about the heritage and history of the family's paper and bookbinding business". Mr Chan has always been in the F&B industry. "This collaboration with Bynd Artisan is especially meaningful for us as a family and for me as I bear witness to artisanal talents from different disciplines working together."



They say two heads are better than one.
Companies are pairing up to give
consumers a more well-rounded
experience. **By Tay Suan Chiang**

DREAM TEAMS