



January 2024

## Bake in Business 烘出新天地

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### Recommended Citation

Kerr, Liz (2024) "Bake in Business 烘出新天地," *AMBROSIA 客道 : The Magazine of The International Culinary Institute*: , 22-27.

Available at: <https://repository.vtc.edu.hk/ive-hosts-ambrosia/vol12/iss1/11>

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# BAKE IN BUSINESS

## 烘出新天地

The next generation of Hong Kong's pastry chefs are leveraging the digital space for entrepreneurial and creative freedom.

香港新一代包餅師善用網上平台實現創業理想和發揮創作自由。

By Liz Kerr

An entirely unscientific survey of Hong Kong's food landscape reveals a city in the grip of a bakery renaissance.

Alongside traditional bakers, modern, funky bakeries and pastry shops are proliferating. Never before have there been quite so many options for an honest to goodness French croissant, be it from Parisian chains such as Eric Kayser and Gontran Cherrier, or homegrown pastry shops like Soft Thunder.

There was a time not long ago when graduating from a vocational culinary programme meant a fast track to a high-end hotel's pastry kitchen. But ICI students now are exploring alternative career paths, inspired by the city's enthusiasm for cakes and pastries to strike out on their own.

一項非正式香港飲食文化調查顯示，這座城市正處於麵包店興盛的熱潮中。

除了傳統麵包店，新興麵包店和蛋糕店也開至成行成市。說到原汁原味的法式牛角包，無論是來自巴黎的連鎖店Eric Kayser或Gontran Cherrier，還是本地手作糕餅店Soft Thunder，都從未提供過如此豐富的選擇。

不久前，從職業訓練局轄下的國際廚藝學院畢業的學生，很多都能火速進入高級酒店的包餅部工作。但學院的學生現正探索多元出路，有些選擇到酒店工作、有些與朋友合伙開店，有些則自立門戶創業。

國際廚藝學院國際廚務部總教導員兼包餅師Alexandre Rene Daniel Perrin分享道：「最新的趨勢是開網店，並研發迎合香港市場的新產品。」過去短短三年，疫情完全改變了世界的運作方式。眾所周知，許多人不再到傳統學院學師，或走一貫的入職道路，尤其是新一代的麵包師。事實上，這個想法行內人士已司空見慣。



Two Chief Instructors of ICI  
Left: Chef Roger Fok Yiu-man  
Right: Chef Alexandre Rene Daniel Perrin  
兩位國際廚藝學院總教導員兼包餅師  
(左) 霍耀文師傅  
(右) Chef Alexandre Rene Daniel Perrin

Left to right: Elaine Woo of Silky.Pastry, Soyee Ng of CakeDay and Eva Chan of 90s Cake. All three entrepreneurs graduated from ICI's Bakery & Pastry Arts programme.

左起：胡伊琳、伍素儀、陳彥樺，三位ICI包餅課程畢業生及年青創業家

“The latest trend is to open their online shops and develop new products that cater to the Hong Kong market,” says Chef Alexandre Rene Daniel Perrin, Chief Instructor of Food Preparation (International) Section of ICI. A lot has changed in the three short years since the pandemic reconfigured the way the world operated. Many are now opting out of the conventional school to workplace pipeline as we knew it, including an emerging generation of bakers, and in reality - it's not such a bizarre idea.

“An increasing number of students aspire to start their own businesses. They wish to apply their creativity to their work,” echoes Chef Roger Fok Yiu-man, Chief Instructor (Bakery and Pastry Arts) of ICI. “Moreover, even though our programme is a pre-employment programme, in response to the government's encouragement for students to pursue continuous study, some students continue to pursue degree programmes in hospitality.”

For proof of next gen bakers going their own ways look no further than ICI graduate Soyee Ng, proprietor and baker at CakeDay (Instagram shop @cakeday\_hk). Ng, who retails online from her Fo Tan kitchen, picked up the baking bug in a secondary school workshop that taught the basics of desserts. She credits it with stoking an interest she didn't know was there.

“My family is also really supportive, and they were delighted when I found my passion,” she says. Ng's menu runs the gamut from modest macarons and

tarts to complex themed creations for all occasions, from a Blackpink-themed birthday to a baby's first 100 days.

In Silky.Pastry (Instagram shop @silky.pastry) founder Elaine Woo's case, she joined a cooking class as a child and got a taste for baking - so to speak. That was followed by an Applied Learning (ApL) course in Western Cuisine - Dessert, Baking and Pastry Arts Stream in secondary school and finally the ICI. “I enrolled in the ICI programme because making cakes is quite technical and skilful, and I wanted to learn more about the science, or the chemistry, behind baking.”

When she got to working and dealing with customers regularly, Woo discovered patterns of behaviour she also thought she could tap for herself. Noticing the sheer volume of pastry-related content people scrolled, Woo, like Ng, decided Silky.Pastry would have a strong online, Instagram and WhatsApp presence. Ultimately, setting up the business gave Woo the creative diversity and control she craved, and she now likes to showcase her creativity and flair - by making her signature snow mountain-shaped avalanche cake, for example.

“I worked in a hotel for about a year, and while the experience was valuable, every day was the same thing. I didn't really have many challenges. It made me want to have my own pastry shop so I could show off my own creations. I wanted the freedom to be more creative rather than make sure the exact

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相同的蛋糕。

— Elaine Woo 胡伊琳

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Soyee Ng of CakeDay creates whimsical macarons that delight her customers  
伍素儀將她在國際廚藝學院學到的技術  
展現在自己的網店「微甜日嗜Cake Day」

同屬國際廚藝學院總教導員兼包餅師霍耀文 (Roger) 亦有同感，他說：「越來越多學生渴望創業，希望在工作上發揮創意。此外，雖然我們的課程是職前培訓課程，但為響應政府鼓勵學生持續進修，部分學生亦會繼續攻讀廚藝管理相關的學士學位課程。」

要證明新一代包餅師能闖出自己的創業之路，首先看看國際廚藝學院畢業生伍素儀 (Soyee) 這個好例子。她創辦網店「微甜日嗜CakeDay」(Instagram店帳號@cakeday\_hk)，並在火炭設置餅房，一手包辦所有甜點和蛋糕。她對烘焙的熱情來自中學時期的一個工作坊，從中學到製作甜品的基本功，並發現這份埋藏在心裡的興趣。

她說：「我的家人也十分支持我，他們很高興我找到熱愛的事。」Soyee的廚房提供顧客不少選擇，有經典口味、簡潔大方的馬卡龍和餡餅；還有創意造型蛋糕，無論是為Blackpink粉絲慶生或嬰兒百日宴等節日，主題都層出不窮。

另一創業例子便是Silky.Pastry (Instagram店

帳號@silky.pastry)的創辦人胡伊琳 (Elaine)，她小時候報讀了一個烹飪班，從而燃起對烹飪的熱情。她在高中修讀應用學習課程的「西式食品製作-甜品及包餅分流」後，便銳意到國際廚藝學院進修。她憶述：「我報讀國際廚藝學院的課程，是因為製作蛋糕非常講求技巧，我想更深入了解烘焙背後的科學知識和當中的特性。」

當Elaine開始得到與顧客經常溝通的機會，從中學到一些顧客消費模式。她洞察到消費者在網上瀏覽大量與糕餅相關的內容，因而促使她與Soyee一樣，決定開設Silky.Pastry網店，並在Instagram和WhatsApp設置帳號。她在葵芳的工作室包辦製作、提貨或送貨服務。顧客訂購Elaine的客製甜點，推動了她的創造力，而讓她亦能按照自己的想法來營運業務，例如她創作了招牌雪山型雪崩蛋糕，以及小至掌控每件產品的甜度。

Elaine說：「我曾在一家酒店工作了大約一年，那段經驗很可貴，但每天的工作都較千篇一律，沒有太多挑戰。這令我想擁有自己的糕餅店，展



Elaine Woo of Silky.Pastry specialises in edible flower creations made with Korean bean paste  
胡伊琳精於製作韓式豆蓉裱花米蛋糕

Eva Chan of 90s Cake adds her personal touch to her signature St. Honoré, a traditional French pastry. 90s Cake的創辦人陳彥樺，為她的經典法式甜品聖多諾黑蛋糕作點綴。



### Kerr: Bake in Business ?????

示自己的創作。我渴望自由發揮創意，而不是一直重複製作完全相同的蛋糕。」

90s Cake (Instagram店帳號@90s\_cake\_)的創辦人陳彥樺 (Eva) 亦走出相似的創業之路。Eva自六歲起，便跟母親學習烘焙，當她看到父親和朋友們品嚐她的成果甜到入心的樣子，更確立了她對烘焙的熱情。她回憶道，自己並不是勤奮的學生，直到她高中修讀應用學習的包餅製作課程後，便決心到國際廚藝學院進修，那時的她如飢似渴地閱讀多本烹飪書，但她卻說：「我在國際廚藝學院不單獲得教科書上沒有的知識，更讓我學習到朱古力的調溫技巧和糖藝，我亦會繼續學習。」

她補充說：「除了技巧之外，我更學到要成為糕餅師，堅定的決心與精神是實現夢想的必要條件。」

Eva在一家朱古力店工作了一年後，便於2020年在觀塘一座工業大廈開設了她的「90sCake」；她並沒有就此止步，更開設了「Bake B Fat」，製作出具自家創意的經典法式甜點聖多諾黑蛋糕。

國際廚藝學院總教導員Roger表示，學院與時並進，因應行業的結構性轉變而調整課程。除了教授傳統海綿蛋糕和打發蛋白霜等基本功，學

院亦開設了針對營運蛋糕店或麵包店的管理課程。Roger說：「這使學生能夠適應行業的變化，並持續進修發展。」

Soyee修讀了新增的課程，她說：「與其他學院相比，國際廚藝學院有很多綜合性和專業性的課程，這些資歷架構都獲得政府的認可。你不僅學習到烘焙技巧和糕餅知識，還能夠掌握不少理論，包括營養學、會計、人力資源和廚務管理。」

總而言之，Soyee、Elaine和Eva都希望顧客能欣賞她們的產品。Soyee對自己調製的味道、口感和創新設計感到自豪，而Elaine則兩者兼而有之。

她分享說：「我有韓式豆蓉霜裱花米蛋糕的證書，我亦喜歡用它來製作蛋糕，它非常適合調製顏色和形狀。如果顧客提出烘製卡通或類似的創意要求，它都能助我點石成金。」

三位創業家踏入了一個競爭激烈、越來越專業化的行業。Roger指出，日益加劇的人才需求及技能差距，令這行業的競爭更趨白熱化。雖然營運自己的業務責任重大，但Soyee對前景仍感樂觀。

她說：「這個行業充滿潛力和機遇，源於很多人均喜歡用糕餅來慶祝他們的快樂時刻！」■



Begin your baking journey in ICI's cutting-edge baking facilities, equipped with industry-leading courses such as the Higher Diploma in Baking and Pastry Arts and the Diploma in Bakery, Pastry, and Confectionery. Here, you'll acquire the essential skills to craft delicious baked goods and pave the way to start your own baking business, perfectly blending your culinary talents with your creative flair.

國際廚藝學院具備頂級的烘焙設施，助您開展自己的烘焙旅程。多元化設施配合以行業為本的专业課程，例如西式包餅及糖藝高級文憑，以及西式包餅及糖藝文憑。在這裡，您將學到製作美味烘焙食品的基本技能，從而為創業做好準備，成就出廚藝技能與創意天賦完美地合而為一的優秀包餅師。

same cake was always available," Woo says.

Unsurprisingly it's a similar story over at 90s Cake (Instagram shop @90s\_cake\_). Eva Chan found her love of baking at the tender age of six. Watching her mother make desserts were her earliest lessons, but watching her father and friends enjoy the results sealed the deal. Chan says she wasn't a great student, but an ApL course pointed her towards the ICI. She'd devoured cookbooks by then, but, as she explains: "Learning at the ICI, I gained knowledge that wasn't in textbooks. I was exposed to chocolate tempering and sugar art - a passion I developed and which I continue to learn," she says. "Besides the technical skills, I have also learnt the spirit and determination required to be a pastry chef."

Chan worked for a chocolatier for a year before she quit and opened 90s Cake in 2020 in a Kwun Tong industrial building. She also launched Bake B Fat, an Instagram bakery specialising in classic St. Honoré pastries that are sprinkled with creativity.

ICI instructor Fok notes the school has had to roll with the changes, and points out the curriculum has been tweaked to address structural shifts in the industry. On top of teaching the fundamentals of sponge cake and perfect egg white foam, the school has added management skills specific to cake shop or bakery operations. "This enables students to adapt to the industry's changes and continue their development," Fok says.

Ng, for one, took advantage of the expanded curriculum. "Compared with the other colleges, ICI has lots of comprehensive and professional courses, they are qualifications frameworks recognised by the government, and you not only learn about baking and pastry but also theory, which includes nutrition, accounting, human resources and kitchen management."

Bottom line, Ng, Woo and Chan all want their customers to have fun with their work. Ng takes great pride in her flavour, texture and design innovations,

where Woo does a bit of both.

"I have a Korean bean paste flower rice cake certificate and I enjoy working with that. It's really great for manipulating colour and shape, and if customers have any requests for cartoons or something along those lines I can do a little work with it," she says.

The trio has waded into a competitive industry that's becoming increasingly specialised, with lingering labour and skill gaps that Fok notes will make it even more competitive. But Ng is optimistic, despite the responsibilities that come with business ownership.

"It's full of potential and opportunity since so many people love to celebrate their happiness with pastries!" ■

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It's full of potential and opportunity since so many people love to celebrate their happiness with pastries!

這個行業充滿潛力和機遇，源於很多人均喜歡用糕餅來慶祝他們的快樂時刻！

— Soyee Ng 伍素儀

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