

Danish pastry shape for BreadTalk's IHQ

A \$64 million 10-storey building whose shape and form is inspired by Danish pastry will be the new nerve centre of BreadTalk Group Limited.

The lifestyle F&B group yesterday marked the construction of its new International Headquarters (IHQ) in a groundbreaking ceremony at Paya Lebar iPark.

The IHQ will house the group's main office and other key functions, including retail, logistics, central kitchen, training, and research and development.

Said BreadTalk Group chairman George Quek: "It will be the nerve centre of our global operations, the platform to create and showcase our unique and exciting culinary innovations."

Minister of State for Trade and Industry and National Development Lee Yi Shyan, who officiated at the ceremony, noted that the IHQ will be a production and logistics hub to support not only BreadTalk's local operations but also its "aggressive globalisation plans".

The architecture of the IHQ – designed by award-winning local architect Tan Kay Ngee – is said to stem from "the many delicate textural layers of a Danish pastry".

Construction of the IHQ is estimated at 18 months, with the temporary occupation permit expected to be obtained by the end of 2012.