

[OCTOBER ISSUE / SEPTEMBER REVIEW]

Pastry & bakery

Worldwide inspiration. Asian flavour. Ideas for your business.

What travels.

What works.



Butter tteok at Cake Jalan Tiung, Malaysia. Image courtesy Cake Jalan Tiung via Malay Mail [3].

THIS MONTH'S READ

From sprinkle-covered cakes to floral cream puffs: discover the products, flavours and formats shaping this month's bakery conversation.

Made by Gail Ho / Hungry at Midnight / www.hungryatmidnight.com

September 2026 review | Published 12 October 2026. Plus an October-November trade-show diary and enduring ideas worth revisiting.

[AT A GLANCE]

This month in pictures

A quick look at the flavours and formats inside this issue.



TEXTURE

Butter tteok

Malaysia's butter cake made with glutinous rice flour: caramelised crust, a slightly chewy centre. Trial texture and holding. [3]



ADOPTION

Dot cakes

A sprinkle-covered cake format that travelled from the US to Bangkok. Track local variations and portion economics. [18-21]



ESTABLISHED FORMATS

Cheeseboard pies

A Thai market reference worth keeping on the radar. Explore cheese intensity, toppings and shareable presentation. [28-30]

Inside: pastry-chef inspiration, regional openings, seasonal specials and ideas for your next menu. Explore the original stories through the source links at the back.

[WORLDWIDE / CROSS-MARKET ADOPTION]

Dot cakes: New York to Bangkok

An established breakout with continued September attention.



King Arthur Baking. Photography: Patrick Marinello; food styling: Lydia Fournier. [18]

Soft cake + frosting + a crisp sprinkle surface

Individual cakes are topped edge-to-edge with rainbow nonpareils. The colourful surface and spoon-through texture make the format instantly recognisable. [18]

JUN / US

Pinkbox adapts the format into a doughnut. [19]

AUG / THAILAND

Masala documents availability in Bangkok. [20]

SEP / GERMANY

RND publishes a dot-cake explainer. [21]

Try: compare topping crunch, sprinkle bleed, sweetness and chilled holding.

Sources: [18] King Arthur Baking · [19] Bake Magazine · [20] Masala Thailand · [21] RND

[PROFESSIONAL PASTRY / GLOBAL]

Familiar shapes, pastry technique

Two visual references from the professional pastry press.



SO GOOD / SEPTEMBER FEATURE

A sweet taco

Patrick Gelencser's trompe-l'oeil combines white chocolate, hazelnut and red fruit in a playful taco form. [8]

Try: a recognisable savoury shape with a contrasting sweet filling.

Photo: Jose "Piru" Rivera, via So Good. Earlier seminar concept, featured in September. [8]



LE JOURNAL DES PÂTISSIERS / SEPTEMBER

American pastries, a chef's perspective

The September issue spotlights American pastries, including cookies and brownies. Its public recipe selection features Christophe Adam's giant chocolate-caramel brookie. [22]

Try: an accessible counter format with a distinctive filling, finish or texture.

Public cover: no. 531, September 2026. [22]

Sources: [8] So Good · [22] Le Journal des Pâtisiers

[INDUSTRY CALENDAR / OCTOBER + NOVEMBER]

Dates for your diary

Three upcoming events for bakery, pastry and cafe businesses. Details checked 12 October 2026.

17-21

OCTOBER

Event details [23]

SIAL Paris

Paris Nord Villepinte / France

A broad international food show for discovering products, suppliers and ingredient ideas across categories.

Our take: useful for spotting flavour combinations and sourcing ingredients that could translate into your next bakery range.

03-05

NOVEMBER

Event details [25]

Gulfood Manufacturing

Dubai World Trade Centre / UAE

Ingredients, processing, packaging and automation come together in a manufacturing-focused show.

Our take: particularly relevant when a bakery is scaling up or comparing ways to improve consistency and production efficiency.

11-14

NOVEMBER

Event details [26]

Cafe Show Seoul

COEX / South Korea

Coffee, desserts, bakery, beverages and equipment share the floor. The first two days are for trade visitors.

Our take: a useful destination for cafe-menu inspiration, dessert pairings and seeing Korean concepts in a retail setting.

Planning a visit? Check the organiser's current programme, exhibitor list and entry requirements before booking. The relevance notes above are Hungry at Midnight's editorial view.

[ON THE MENU / THAILAND]

Cheeseboard pies, revisited

A cheese-led, shareable format with room for seasonal expression.



Published Cheese Board Pie recipe image, Emborg Thailand. Captured 12 October 2026. [28]

THE FLAVOUR COMBINATION

Emborg's Thai recipe uses a biscuit-and-butter base, a cream-cheese mixture with Parmesan, and cheese, fruit, nuts and honey toppings. Other makers put their own spin on the format. [28]

THAI MARKET EXAMPLES

Bread at Home lists a cheese-board cake; Bowbrow's Wongnai menu lists a five-cheese board pie with truffle. These are examples of current availability checked in October, with variations in recipe and presentation. [29,30]

WHY IT IS WORTH A LOOK

Cheese, fruit and nuts offer plenty of room for seasonal variations. A whole pie can work as a sharing centrepiece, while individual portions invite a different cafe or takeaway occasion.

Development proposal: compare sweetness, cheese intensity, topping cost, portionability and chilled holding. Gather customer feedback on flavour balance and portion size.

Sources: [28] Emborg Thailand · [29] Bread at Home · [30] Wongnai / Bowbrow in da house

[REGIONAL PRODUCT SPOTLIGHT]

Malaysia: butter tteok

Shah Alam's Cake Jalan Tiung brings a darker crust and a chewy centre to the format.



Cake Jalan Tiung, Shah Alam. Image courtesy Cake Jalan Tiung via Malay Mail. [3]

WHAT IT IS

A butter cake made using glutinous rice flour. Cake Jalan Tiung's version is described as having a darker caramelised crust and a slightly chewy interior.

This is a cake-format product; recipes and textures vary by maker.

FROM THE BAKERY

The owner reported around 4,000 sets sold in August, in a 22 September interview, and near-daily sell-outs.

The figures describe this bakery's experience in August, as reported by its owner.

Development proposal: a small butter-tteok bake trial focused on crust colour, chew and quality after holding. Compare the texture fresh and after holding.

Sources: [3] Malay Mail / Kenny Mah

[SINGAPORE + THAILAND / PRODUCT BOARD]

Floral cream, flaky pastry

Singapore's seasonal choux meets a Bangkok favourite in a new retail setting.

SINGAPORE / CHRYSANTHEMUM CREAM PUFF



Beard Papa's

The September release pairs chrysanthemum cream with a yellow eclair crust and osmanthus. A familiar choux format carries a floral flavour. [4]

Try: aroma after chilling, sweetness and shell crispness.

Beard Papa's product/store image via Great Deals Singapore. [4]

THAILAND / NAPOLEON EGG TART



Hashtag B

Bangkok's centralwOrld concept-store expansion puts the brand's laminated-shell custard tart in a new retail setting. Covered 21 September. [5]

Try: a crisp pastry shell and a creamy centre after holding.

Hashtag B at centralwOrld. Image via #legend. [5]

Sources: [4] Great Deals Singapore · [5] #legend / Chayanit Nakiraks

[SOUTHEAST ASIA / INDONESIA & PHILIPPINES]

Butter formats, local economics

Salt bread gets a savoury twist, while Cebu's bakers put portion value in focus.



Paris Baguette Shio Butter promotional image. Source: Erajaya / Paris Baguette Indonesia. [11]

INDONESIA / SHIO BUTTER

On 2 September, Paris Baguette Indonesia announced a limited-time salt-bread series at five stores. Six variants include K-Garlic Cream Cheese Shio Butter, with cream-cheese filling and Korean-style garlic butter. The range shows how a simple bread format can carry a variety of savoury fillings. [11]

PHILIPPINES / VALUE PER PORTION

September reporting from Bakery World in Cebu records chefs urging better portion control, recipe costing and products suited to local tastes. For operators, the opportunity is to pair appealing products with consistent portions, sensible costing and less waste. [17]

Sources: [11] Erajaya / Paris Baguette Indonesia · [17] Proud Bisaya Bai / Kaiser Jan Fuentes

[KOREA & HONG KONG]

Small portions, generous fillings

Cake slices in Korea and Jeju-style filled breads in Hong Kong offer two routes to indulgence.

SOUTH KOREA / FOODRAIN BUSINESS ORDERS

69% of frozen-cake order units were cake slices

Foodrain's September business-member data, published 1 October, also puts Yame matcha Mont Blanc and chestnut Mont Blanc among its rising desserts over the previous three months. [12]

Share of frozen-cake units on Foodrain's own business platform; this is not a national market share.

HONG KONG / ABEBE BAKERY

Jeju cream-filled formats travel

U Food's 17 September report documents ABEBE's first Hong Kong store in Tsim Sha Tsui, with a soft opening on 13 September. The Jeju brand's offer includes cream-filled doughnuts and cream breads. [13]

WHAT IT COULD MEAN FOR YOUR MENU

Slices offer an easy way to introduce a rich flavour in a manageable portion. Filled breads make the centre the main attraction. For either format, consistent portioning and a filling that holds well are essential to the customer experience.

Sources: [12] Foodrain / Korea · [13] U Food / Hong Kong

[TAIWAN & MAINLAND CHINA]

Layered treats, character cakes

Two September launches: a flavour adaptation and a character collaboration.



TAIWAN / STARBUCKS

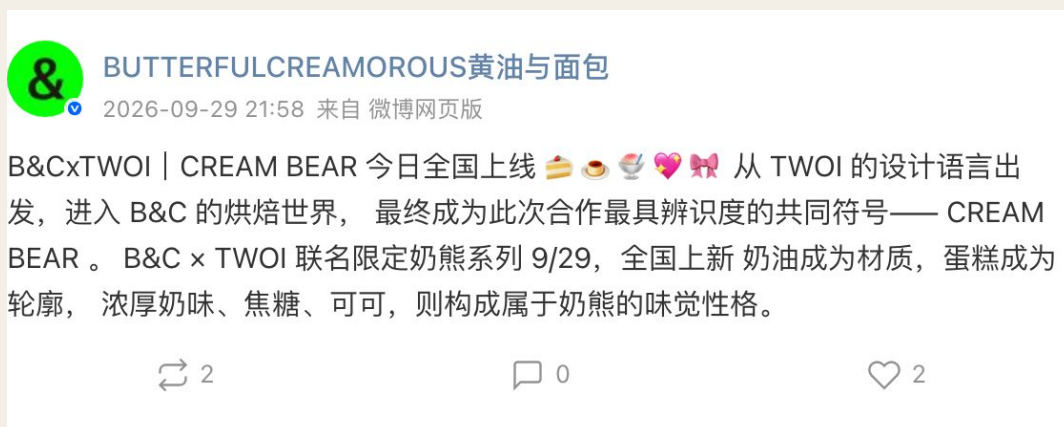
Dubai chocolate mille-crepe

Chocolate layers, pistachio filling and crisp strands bring the Dubai-chocolate theme into a sliced dessert. Announced 9 September. [14]

Try: layer stability and topping crunch after chilling.

Starbucks Taiwan / Uniopen product photograph. [14]

MAINLAND CHINA / CREAM BEAR



B&C official Weibo post via Sina. Posted 29 September; captured 12 October. [15]

B&C x TWOI pairs character design with cream, cake, caramel and cocoa. The post announces a collaboration launch. [15]

Flavour watch: the Chinese bakery association discusses ube and its ingredient-cost and consumer-familiarity barriers. [16]

Sources: [14] Uniopen / Starbucks Taiwan · [15] B&C official account / Sina-Weibo · [16] All-China Bakery Association

[SOCIAL DISCOVERY BOARD]

Savoury ideas from Singapore

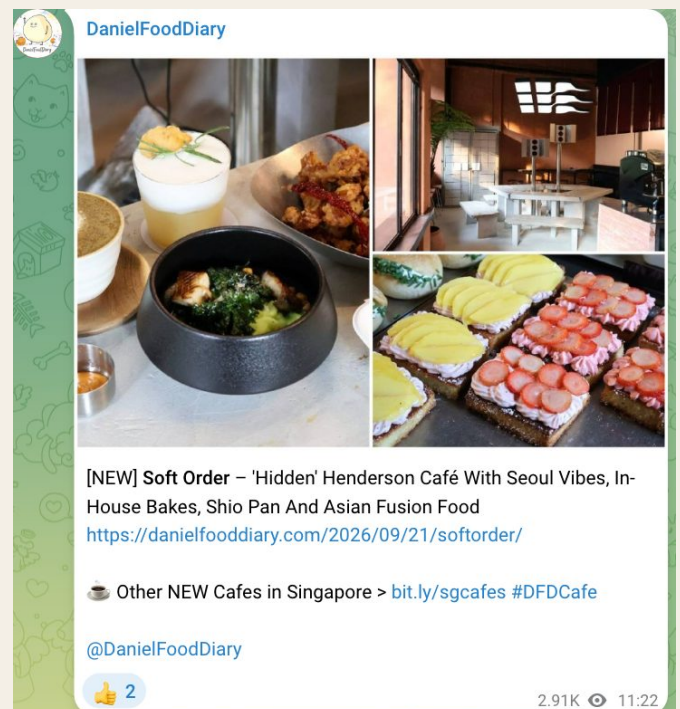
Pizza-dough sandwiches and flavoured butter bring bakery into the lunch occasion.



NOCI BAKEHOUSE

DanielFoodDiary • 24 September [9]

Orchard Gateway's new outlet features panuozzo: Italian pizza-dough sandwiches. The September review lists Ricotta Mortadella at S\$21 and Burrata Jambon at S\$23. [6]



SOFT ORDER

DanielFoodDiary • 23 September [10]

The Henderson café's September review describes sourdough with flavoured butter: two slices with one butter at S\$6, or two butters at S\$8. Garlic and honey-paprika options were noted. [7]

IDEAS TO BRING INTO THE KITCHEN

Two savoury directions: dairy-filled bakery sandwiches and sourdough with flavoured butter. Compare assembly time, moisture migration and price per portion. Prices above are as reported in September; source and capture details are in the register.

Sources: [6] DanielFoodDiary · [7] DanielFoodDiary · [9] DanielFoodDiary / Telegram · [10] DanielFoodDiary / Telegram

[IDEAS FOR YOUR NEXT MENU]

From inspiration to the counter

Three ways to adapt this issue's ideas to your own customers.



Make texture the signature

A caramelised crust, a chewy centre or a crisp topping can give a familiar product a distinctive identity. Start with the eating experience, then check how it holds through service. [3,18]



Refresh a familiar favourite

Choux, sliced cake and filled bread give customers a recognisable starting point. A floral cream or a savoury dairy filling can introduce something new without changing the whole format. [4,11,14]



Design for the occasion

Think beyond flavour: a sharing pie, a single dessert slice and a bakery lunch answer different needs. Match portion size, packaging and price to the moment you want to serve. [6,12,28-30]

The wider view: SIGEP's bakery white paper describes all-day bakery-cafes and convenient portioned formats. That 2025 perspective remains a useful starting point for thinking about breakfast, lunch and afternoon trade. [27]

[SOURCES / 1 OF 2]

Sources & further reading

Linked titles. Accessed 12 October 2026. Dates distinguish the report period from later checks.

- 01** **Innova Market Insights** | High protein trends 2026 in Southeast Asia
23 Sep 2026
- 02** **Kerry** | 2026 Taste Charts
12 Jan 2026 | annual background
- 03** **Malay Mail / Kenny Mah** | Butter tteok craze comes to Shah Alam
22 Sep 2026
- 04** **Great Deals Singapore** | Beard Papa's Chrysanthemum Cream Puff
1 Sep 2026
- 05** **#legend / Chayanit Nakiraks** | Hashtag B new concept store at centralwOrld
21 Sep 2026
- 06** **DanielFoodDiary** | Noci Bakehouse, Orchard Gateway
23 Sep 2026
- 07** **DanielFoodDiary** | Soft Order, Henderson
21 Sep 2026
- 08** **So Good** | Patrick Gelencser's taco trompe-l'oeil
22 Sep 2026 | publication date shown on site index
- 09** **DanielFoodDiary / Telegram** | Noci Bakehouse public post
24 Sep 2026 | captured 12 Oct 2026
- 10** **DanielFoodDiary / Telegram** | Soft Order public post
23 Sep 2026 | captured 12 Oct 2026
- 11** **Erajaya / Paris Baguette Indonesia** | Shio Butter salt-bread launch
2 Sep 2026 | brand announcement
- 12** **Foodrain / Korea** | September cafe and bakery purchasing insight
1 Oct 2026 | September business-member orders
- 13** **U Food / Hong Kong** | ABEBE Bakery arrives in Tsim Sha Tsui
17 Sep 2026 | Traditional Chinese editorial
- 14** **Uniopen / Starbucks Taiwan** | Autumn launch including Dubai chocolate mille-crepe
9 Sep 2026 | Traditional Chinese brand announcement
- 15** **B&C official account / Sina-Weibo** | B&C x TWOI Cream Bear launch
29 Sep 2026 | public post captured 12 Oct
- 16** **All-China Bakery Association** | Member bulletin 124: ube and seasonal launches
10 Sep 2026 | Simplified Chinese trade commentary

[SOURCES / 2 OF 2]

Sources & further reading

Linked titles. Accessed 12 October 2026. Dates distinguish the report period from later checks.

- 17** **Proud Bisaya Bai / Kaiser Jan Fuentes** | Cebu bakers seek efficiency amid rising input costs
11 Sep 2026 | local industry-event reporting
- 18** **King Arthur Baking** | How to make dot cakes
June 2026
- 19** **Bake Magazine** | Pinkbox dot-cake doughnut
5 Jun 2026
- 20** **Masala Thailand** | The viral platter: dot cakes in Bangkok
7 Aug 2026
- 21** **RND** | Dot-cake explainer
19 Sep 2026
- 22** **Le Journal des Pâtisseries** | No. 531: American pastries
Sep 2026 | public cover and issue summary
- 23** **SIAL Paris** | 2026 visitor information
17-21 Oct 2026 | Paris Nord Villepinte
- 24** **SIAL Paris** | First taste of SIAL Insights 2026
13 Jul 2026 | background
- 25** **Gulfood Manufacturing** | 2026 show information
3-5 Nov 2026 | Dubai World Trade Centre
- 26** **Cafe Show Seoul** | 2026 visitor information
11-14 Nov 2026 | COEX, Seoul
- 27** **SIGEP Vision** | Global bakery trends white paper
2025 context; underlying research 2023-25 | full PDF reviewed 12 Oct
- 28** **Emborg Thailand** | Cheese Board Pie recipe
Undated | accessed 12 Oct; supplier recipe
- 29** **Bread at Home** | Cheese-board cake product listing
Undated | current listing checked 12 Oct
- 30** **Wongnai / Bowbrow in da house** | 5 Cheese Board Pie with Truffle menu
Current menu checked 12 Oct; launch date unknown

ABOUT THIS EDITION

This issue combines professional publications, brand announcements, local reporting and public social posts. Dates and evidence periods are shown in the entries above. Figures from individual businesses or platforms describe those sources, rather than whole markets. Magazine coverage uses publicly available material.

B&C public account: [screenshot source for \[15\]](#). Images and screenshots are credited alongside each story.