



# Best Egg-Free Bakery 2022 - South East

You may assume that any luxury goods business founded around the time of the pandemic would face a gloomy future. But for Cake House Bakery, which opened its first store in 2019, the outlook couldn't be rosier. Cake House Bakery has seen steady expansion. The company now boasts six stores and counting so we speak to its Founder, Rick Bhambra, to find out more.

Finding a unique selling point in the world of baked goods can be tricky. But with over a decade of experience in the industry, Rick Bhambra hit upon the idea of setting up a cake retail business that stood out from the rest.

Cake House Bakery serves its elegant and mouth-watering creations as single slices or full cakes. A selection of beautifully hand-crafted cakes is available in-store and there's a click-and-collect ordering option on the company website too. With all cakes made in-store, they can be ordered to collect in as little as 1 hour – complete with a personalised message.

The range on offer is dazzling. From children's party cakes, heart shape through to firm favourites such as Black Forest cake and many other cakes for every event, the Cake House Bakery has it all. With cakes for all occasions in sizes to suit any size gathering, there's something for every cake lover.

Rick tells us, "We haven't followed or copied our competitors. We've created something unique. The attractive storefronts, coupled with our quality ingredients and attractive pricing attract customers and keep them coming back for more. Our USP is our product – the taste speaks for itself." During the lockdown, Cake House Bakery faced its biggest challenge. Rick explains, "I grew the business during the COVID-19 pandemic, which is almost certainly one of the biggest challenges established businesses have ever faced, not to mention new ones like us. Trying to establish and open stores during lockdown wasn't possible for a while, as people weren't allowed out."

In spite of this huge setback, today Cake House Bakery has two stores in Slough and four more in Southall, Gravesend, Hayes and Leicester. The company is currently looking to expand its reach further by opening more franchised stores across the UK. Unsurprisingly, Rick is receiving a steady stream of enquiries and is already planning a further three store openings in 2022.

When asked about the culture that is helping to grow Cake House Bakery, Rick says, "A high standard of efficiency is essential. This ensures we provide the highest standards of service whilst maximising productivity and profits. Without happy employees we wouldn't have happy customers. It's crucial to our short and long term success to maintain a comfortable and happy working environment."

The company is proud of its unique management style and diverse workforce which it believes are its strongest assets. If you'd like to find out more about Cake House Bakery or its franchise opportunities, please visit the company website.

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