



INTERVIEW WITH JANICE WONG, FOUNDER OF
2AM:DESSERTBAR IN SINGAPORE AND THE JANICE
WONG SWEET CONCEPT BRAND

STAY CREATIVE DURING THE CRISIS

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Janice Wong is a world-famous and multi-award-winning Singaporean chef. She delights Singaporeans with the dessert restaurant 2am:dessertbar, where she redefines the dessert experience and pushes the boundaries between sweet and savoury.

In 2014, Janice launched the sweet concept JANICE WONG, selling her creations also outside Singapore, with own shops in Korea and Japan but also being listed in famous places like Harrods department store in London.

After the outbreak of the pandemic, Janice had to stop the production of all cakes, chocolates and confectioneries and to close the 2 am:dessertbar. However, the already existing online business remained operative so that Janice could count on this part of her business.

BEFORE THE ONLINE BUSINESS WAS MOSTLY CORPORATE OR FOR GIFTING, NOW EVERYBODY IS ORDERING ONLINE

BRING THE BRAND EXPERIENCE TO YOUR HOUSE IS THE CONCEPT BEHIND BAKE AT HOME BY JANICE WONG.

Janice has developed the new proposal "Bake At Home by Janice Wong." Here she is offering baking kits, with premix products and baking essentials available for delivery.

These are recipes customers can easily make at home, but with a special touch, so that they can feel the experience Janice is usually offering in her creations. As an example, she added rare popping candies to a baking kit!

She often provides unusual, unique ingredients that customers will not find in the conventional baking kits. With each baking kit comes a video tutorial, so that everyone can repeat it at home and have fun baking. Janice is very successful with these new kits, and she will keep offering it once the crisis is over but also rethinking the format for export markets.

"I feel the Bake at home by Janice Wong is going to be a permanent part of my offer!", says Janice



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To stay unbeaten during the pandemic Janice keep on being creative and having new ideas every day. She believes that collaborations are an additional key to thrive. So she has started combining chocolate with wine, whisky and newly with flowers. Janice developed a unique offer for mothers day pairing chocolate heart shape bonbons with flowers, a fabulous gift idea for delivery only.

Janice is also very active in developing tutorials for her own YouTube channel [Bake at home](#) where she shares the recipes for the kit but also keeps in touch with customers.

**STAY POSITIVE AND SEARCH FOR NEW IDEAS,
LET EVERY DAY BE INSPIRATIONAL.
THIS WILL BRING US BACK TOGETHER
STRONGER THAN BEFORE!**

Janice believes that the crisis is increasing the interest in the classic. People have more time and want to cook at home, even though it is challenging to get all ingredients. And when cooking, they want to stick to the classics, to the recipes they know. She has confidence that they will prefer the classic once the pandemic is over.

Janice is also using the pandemic time to support her local community, collaborating with ingredients suppliers to offer free cookies to hospital workers. She believes that for all of us, it is time to give back and support the local community and economy, and she is sure this attitude will pay back in the long run.

FIND MORE ADVICE ON HOW TO SUPPORT THE SUPPORTERS AND ADAPT YOUR OFFER DURING AND AFTER COVID 19 IN THE [FREE HANDBOOK](#)



IT IS ESSENTIAL FOR CHEFS TO GIVE BACK TO SOCIETY!



JANICE WONG SINGAPORE
2AM: DESSERTBAR
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