

Cream puff specialist reveals ambitious plans

A new business to the UK specialising in cream puffs has opened in central London and harbours ambitions to open 10 stores within three years.

Chewy Junior, a 600sq ft outlet in Charing Cross, specialises in 18 variants of cream puff that sell for £1.90 for deluxe and £1.60 for the mini size. They are similar to choux, but crispy on the outside and soft and chewy inside.

Azril Azhar, UK master franchiser, opened in Villiers Street three months ago, after he bought the master franchise rights from the Singapore owner, which has around 25 outlets in Singapore, Indonesia, the Philippines, Vietnam, South Korea and Qatar. Azhar said he hoped to have three or four London branches in the first year, although he has already



had enquiries from further afield. "I am focusing on London, because that is where tourists are. We are still new and still teaching people what a cream puff is."

Azhar said he hoped to look outside London in his second year, with Liverpool and

Manchester top of his list. "After year two, I would like to have about 10 stores."

He is also seeking to introduce a premium range, with hazelnut cream and more expensive ingredients, as well as a savoury range, and is considering working with wedding planners.