



Gobi Desserts

Life is Sweet



Mission

- To remind you that LIFE IS SWEET.



Background

- Gobi is one of the early pioneers in French pastries and desserts in Singapore.
- We still make the best soft desserts in Singapore.

eat. gaze. love

I have fallen in love with Gobi. I do admit that it's taken me this long to realize just how amazingly gorgeous the desserts are but I'm glad that I've rediscovered this gem and now am madly in love! **Gobi is actually one of the pioneers of artisan gourmet desserts here in Singapore**, as I remember having some of their pretty petit fours some four years back, so I do blush to admit that Gobi's not really been on my radar at all.

<http://eatgazelove.com/2010/11/14/gobi/>



Summary

- Revenue 600-800K per annum
- NOPATD 10% profit
- Established retail & distribution network
- High quality products
 - Pastry
 - Creamery
 - Fruit Enzyme
 - Tea



Awards



Poire William
Apple Crumble
2013 winner



Gobi, Singapore - Restaurant Reviews - TripAdvisor
www.tripadvisor.com.sg > ... > Singapore > Singapore Restaurants
★★★★☆ Rating: 4 - 4 reviews
Gobi, Singapore: See 4 unbiased reviews of Gobi, rated 4 of 5 on ... V

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GOBI CAKES SINGAPORE – 3 THUMBS UP!



“5 Top Cafes in
Singapore”



Gobi Desserts: Still as Petit | ieatishootpost
ieatishootpost.sg > 3 My Favourite Pics
18, 2010 - I first wrote about Gobi Dessert back in 2007, since then, they have
ned a store at ... 5 Great Cafes in Singapore: The ieat Cafe Crawl



Gobi - Joo Chiat - Singapore | Yelp
www.yelp.com.sg > Food > Coffee & Tea Shops
★★★★☆ Rating: 4 - 5 reviews - Price range: \$\$
5 Reviews of Gobi "Tried the opera cake (coffee cake with almond Grenache) one
afternoon. Cake was delicious. Creamy with just the right amount of coffee ...



933 likes
807 visits



Gobi Desserts - Singapore, Singapore - Cafe, Dessert ...
https://www.facebook.com/GobiCakes
★★★★☆ Rating: 4 - 39 votes
Gobi Desserts, Singapore, Singapore. 933 likes · 19 talking about this · 804 were
here. Gobi is all about indulging yourself just that little bit every...

Over 30 Famous Bloggers

Gobi Cakes

In Eating out, Outside Dubai, singapore, snacks n bites on April 16, 2012 at 08:36

Those who know know about my sweet-tooth and my love for all things chocolate. This is another of my fav little places that I head over to for a little something sweet! Gobi Cakes. They do wonderful petit four and Soufflé. They serve soups and light meals too but I usually only come for dessert.

<http://sgfoodieinuae.wordpress.com/2012/04/16/gobi-cakes/>



I thought the highly acclaimed Scoop Cake from Tampopo was the 'matchless' cake. That position has definitely been replaced by Gobi's strawberry shortcake.

<http://cavinteo.blogspot.sg/2012/07/gobi-disturbingly-delightful-desserts.html>

The Dessert Prince



Being a food blogger for so long now, I could visually tell you how certain styled food comes from a particular place. And I must say I'm quite good at it given the countless "tests" my friends always put me up.

I've long suspected that many cafes outsource their desserts from a particular place. That oreo cheesecake and matcha azuki has always been a familiar sight at quite a handful of cafes but I never really know whose the supplier behind until I visited Gobi. They all come from here.

The backward looking minimalist kitchen from Gobi that is.

<http://thedessertprince.com/gobi-desserts-joo-chiat-singapore/>



You have to wait 10 minutes for it but it was worth it. OMG, both Wise Guy and Hooke lily agreed it was the **BEST SOUFFLE IN SINGAPORE**. It was so light and airy and ethereal, like it evaporated in the mouth. The sweetness was just right. It was simple delicate and delicious.

<http://rubbisheatrubbishgrow.com/2012/01/23/gobi-cakes-joo-chiat/>

巧克力诱惑蛋糕
CHOCOLATE THERAPY

香甜可口的 praline 巧克力, 加上黑巧克力海绵蛋糕, 还有 ganache 巧克力和带点酒味的白巧克力, 简直是巧克力的诱惑。
(600克/\$38)



经典提拉米苏 TIRAMISU

经典的意大利提拉米苏蛋糕, 融合着意大利 mascarpone 乳酪慕丝, 三甜酒, 白兰地酒和咖啡香。
(500克/\$38)



火焰红莓蛋糕 FLAMING RASPBERRY

颜色鲜艳夺目的红莓蛋糕, 包裹着 ganache 法式海绵蛋糕, 让你尝到白巧克力慕丝及意大利红莓奶冻。
(500克/\$36)



象牙塔的梦想 IVORY TOWER

充满醇香的 ganache 法式海绵蛋糕, 散发出香浓的牛乳糖干果味, 搭配椰子慕丝, 就如童话故事般浪漫诱人。
(500克/\$36)

幸福的美味

犹如精致甜品专卖店 GOBI 的标语一样: 打开的是美丽的快乐。Happiness in a Box! 位于 The Central 的 GOBI, 其雪白童话般的小店, 让我看到的是天使遗留在人间的幸福美味。色彩斑斓, 美丽动人, 款式犹如艺术品的精美蛋糕, 巧克力和甜入心扉的西式甜点, 就近在眼前, 让活在俗世平凡的日子, 品味着精致的美味。

文/蔡依帆 图片提供/GOBI

草莓蛋糕
STRAWBERRY SHORTCAKE

法国经典 chanelly 奶油包裹着松软的法式海绵蛋糕, 铺满新鲜的草莓, 这加拿大诱人。
(500克/\$36)



维也纳沙架蛋糕
SPICY SACHER TORTE

为维也纳经典的传统甜点, 黑巧克力海绵蛋糕夹着 ganache 巧克力, 还散发香醇和浓的甜香味。
(600克/\$42)



GO BIG

Confusing layout aside, there are actually a couple of good reasons to visit Central mall - Tomton for its delicious black pig tonkatsu, Nippon-Ya for amazing Japanese snacks and Gobi for dessert.

POSH NOSH



TAN HSUEH YUN

Gobi, readers of this column will know, makes these little cakes that come in sets of six or 12.

Each one looks like a work of art.

Customers have been bugging owner Lee Ai Ming to think bigger and she has. Not only has she opened the new outlet in an un-missable spot at the front of Central, she is also now selling whole cakes. They're still smaller than the ones you find in patisseries but will serve six quite nicely.

Try Gobi's version of the Austrian favourite, Sachertorte. Called the Spicy Sacher Torte (\$42 for a 850g cake, above), it is covered with dark, shiny chocolate and topped with mini macarons. Inside, the rich and dense chocolate sponge is sandwiched with chocolate ganache. And

instead of the usual apricot jam filling, there are bits of candied ginger. The result is a dreamy cake with a little heat from the ginger to tame the richness.

On a lighter note, Flaming Raspberry (\$36 for a 500g cake, right) is a shiny, pinky-red dome of a cake with chocolate mousse and a rather intense raspberry bavaois and coulis inside.

Like the mini-cakes, these larger ones are also perfectly formed and so pretty to look at. What's great is that they taste as good as they look.

Cakes, from Gobi, 01-27 Central, 6 Eu Tong Sen Street, tel: 6534-8187. Opening hours: 11am to 9pm daily.

hsueh@sph.com.sg



CLEO: Feb 2007

The cheat sheet for *Chocolates on-the-go*



Gobi

Why: Open up a box of Gobi desserts and you'll immediately fall in love with the bite sized offerings inside. Tremendous effort has been poured into each creation — you can't resist taking a snapshot before it disappears forever in your stomach! Check out cheeky names like "Oomph", "Between the Sheets" and "Dark Angel".

GOBI'S CHOCOLATE DESSERTS ARE \$10.80 FOR A BOX OF SIX. GOBI IS AT KATONG MALL, #03-13. TEL: 6345 2127

Gobi

#01-27,
6534-8187.

This store serves "disturbingly delightful desserts"—pink macarons with

raspberries, tiny adorable cakes topped with chocolate, sugar and delicate lavender structures. The Chocolate Factory and Fantasy selections are available in 6- (\$12.80) or 12-piece packages (\$21.80).

I-S Magazine: May 18, 2007

Family: Aug 2006



GOBI If you prefer a more sophisticated selection of bite-size treats, or desserts that look almost too beautiful to eat, then this is the place to head to. Delivery is also free for orders above \$100. #03-13 Katong Mall. Tel: 6345-2127.

GOBI



“甜东西”美在法式杏仁蛋白酥饼中，“黑天使”蛋糕富于巧克力口味。



梦幻系列糕点

两英寸甜点上磨工

文：莫美颜

对李爱明来说，甜点没她甜，就像一块还没画上美瞳的假体。因为爱她，她毅然吃素。一年多前她离开工作了10年的银行工作，选择开甜点店为她事业的第二个起跑点。

沙漠旅行萌起创业构想

李爱明独自一人到蒙古旅行了一个月。开甜点店的构想是在旅途中决定的。新店以“GOBI”（戈壁）命名。常常沙漠旅行的李爱明在带她顾客。

在李爱明心目中，甜点除了美味，花样要多而且要漂亮。“大家工作得那么辛苦，应该让自己在享用甜品的那五分钟高兴一下。”所以尽管制作较难，材料价钱较高，李爱明还是选择把法式甜点和日式蛋糕的精致和美味结合起来，推出有精美质感的法式甜点。

走进“GOBI”的门市店面，透过方形玻璃窗，看到色彩缤纷、形状各异、小巧精致的甜点，像一件件精致

雕琢的艺术品，体现李爱明做甜点的功力。

李爱明特别痴迷于制作过程，甚至自己动手制作。但还是得假借师傅之手制作甜点。高里斯推出的4款梦幻甜点，就是她的心血。除了“歌碧”（Oomph）是一款传统的法式甜点外，其余3款都加入了师傅和李爱明的创意。其中“黑天使”（Dark Angel）是一款外形犹如巧克力的蛋糕，因为巧克力成分很高，馅料很少，蛋糕入口时，是满口滑化不开的幼滑巧克力，肯定令巧克力迷陶醉其中。

而“甜东西”（Sweet Something）一样能让喜欢甜食者着迷。令人折服的是师傅花在甜点上的心思。甜点的上下铺上一层杏仁蛋白酥饼，这是法国传统甜点的做法。听说要把两块酥饼磨碎才能充塞是非常的费劲。饼干还夹了厚厚的一层巧克力，难怪在这一切全在一个直径大约两英寸的甜点内！

师傅花心思的地方

“GOBI”还有4款巧克力甜点也制作精工，给人印象最深刻的是“Between the Sheet”，这甜点有牛奶巧克力、黑巧克力夹馅，加了薄层子（mashery）的巧克力夹馅中还夹了一层薄饼。这甜点一口放进嘴里就化了，师傅却在上面花了这么多心力，很难想象吧？

不只小甜点，即使是体积较大的蛋糕师傅也不马虎。单看蛋糕上的巧克力装饰就知道师傅用心了。巧克力装饰易溶，功夫不到家是无法把蛋糕装饰得如此漂亮的。

（照片提供：GOBI）



GOBI的巧克力甜点



日式草莓蛋糕



大型蛋糕之一：Chocolate Therapy



ケーキショップ

UNIT #01-27

キュートなパッケージも心惹く

フランス風の可愛いオリジナルケーキがいっぱい。あれこれお味見しやすいミニサイズで、リッチなダークチョコレート、マカロンサンド、バタークリームなど、趣向を凝らしたラインナップ。1ホールの苺ショートケーキはケーキ職人が日本で習ってきたレシピにもとづき、たっぷり苺とふわふわスポンジのベースをライトな生クリームで贅沢に包んだ逸品。メリーゴーランドをイメージしたパッケージもセンス良く、お招かれの際の手土産に喜ばれそう。



●メニュー例
 ブチケーキ 6個入り \$12.80 12個入り \$23.80
 ★お得なクーポンあり (P02を参照ください)
www.gobi.com.sg



First-month Gifts

Inspired by the child in all of us, GOBI, the fine pastries house, has launched a new series of First Month Celebration Gift Packages. Exquisitely packed with gift tags and bags, they are quickly gaining popularity with new parents who are planning for an event to

be remembered. The packages are available in six- and 12-piece gift boxes, and you even have the option of including traditional red eggs. Pop down to Katong Mall to try the lovely desserts. For more details, visit www.gobi.com.sg or call 6345-2127.



Central Kitchen





Gobi Bedok Point Outlet

