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Presents the

# BAKERY & CAFÉ MASTERY WORKSHOP 2025

Elevating Expertise, Inspiring Innovation.



**28-29-30**  
**JANUARY 2025**

**Tripura Vasini, Palace Ground**  
**BENGALURU, Karnataka – India**

# WHO CAN ATTEND & BENEFIT:



Bakery, Café Business,  
Franchise & Restaurant  
Owners



Chefs and Pastry Chefs  
(Bakery Chefs, Café Chefs,  
Pastry Chefs, Dessert Chefs)



Bakery/Café Managers,  
Operations Managers &  
Kitchen Supervisors



Product Developers,  
Food Technologists  
and R&D Professionals



Equipment Suppliers &  
Manufacturers



Culinary Students &  
Aspiring Professionals



Investors &  
Entrepreneurs



Marketing & Branding  
Professionals



Government & Industry  
Bodies



Food Critics & Bloggers



Wholesale & Retail  
Buyers



Home Bakers

**Workshop Fees & Terms:**  
**INR 500 per day**  
**INR 1000 for all three days**  
(Includes Lunch & Certificate  
from Whitecaps International  
School for Pastries)

Scan to Register



Admission:  
Trade visitors above 18 years only



# BAKERY & CAFÉ MASTERY WORKSHOP 2025” - SCHEDULE



DATE	DAY 1 - 28 JANUARY 2025	DAY 2 - 29 JANUARY 2025	DAY 3 - 30 JANUARY 2025
TOPIC	ARTISTRY & INNOVATION IN CAFÉ CUISINE	ESSENCE OF COFFEE & CHOCOLATE	DELIGHT IN CONVENIENCE & CAFÉ DESSERTS
FOCUS	<b>BREAD, CHEESE, CAFÉ DESIGN, AND UPSCALE STRATEGIES</b>	<b>SPECIALTY COFFEE, ARTISAN CHOCOLATE, SUSTAINABLE SOURCING, AND PAIRING TECHNIQUES</b>	<b>CAFÉ DESSERTS, CONVENIENCE FOODS, PROFITABILITY, AND QUICK-SERVE SOLUTIONS</b>
THEME SUMMARY	Dive into the creative side of café offerings, with a focus on European bread, the versatile use of cheese, and the art of café design. The day will cover both aesthetics and culinary creativity to inspire café owners in enhancing customer appeal and quality.	A celebration of two iconic café staples – coffee and chocolate. The day centers on the artistry, sourcing, and sustainable practices behind these ingredients, along with techniques to elevate the café experience through unique pairings and product innovation.	Explore the role of desserts and convenience foods in modern café menus. The day emphasizes practical, efficient solutions that balance convenience with quality, helping café owners optimize operations and expand their offerings to satisfy fast-paced, dessert-loving customers.
1100 - 1145 Hrs - Product Making Session (Hands On Session)	Variation of European Bread, Usage of Cheese	Crafting Artisan Chocolates and Specialty Coffee Pairings	Crafting Delectable Café Desserts
1200 - 1245 Hrs - Ingredient Tasting	Tour to the Booths of Ingredient Exhibitors at the Expo	Exploring Cocoa Origins and Coffee Bean Varieties	Sampling Convenience Ingredients for Quick-Serve Café Items
1245 - 1330 Hrs - Panel Discussion	Café Design & Upscale Your Business (Design Aspect)	Café Ambiance and Menu Innovation (Coffee & Chocolate Focus)	Dessert Trends and Convenience Foods: Enhancing Your Café Menu
1330 - 1430 Hrs	Lunch Break	Lunch Break	Lunch Break
1430 - 1515 Hrs - Product Making Session (A Hands On Session)	French Cakes, Sourdough Pizza, Sourdough	Signature Coffee-Based Desserts and Chocolate Confections	Innovative Takeaway Desserts and Quick-Serve Savory Items
1530 - 1615 Hrs - Machinery & Equipment Tour -	Tour to the Booths of Machinery Exhibitors at the Expo	Exploring Coffee Roasting and Chocolate Tempering Equipment	Exploring Equipment for Quick-Serve and Dessert Production
1630 - 1730 Hrs - Panel Discussion	Café Design & Upscale Your Business (Product Aspect)	Sourcing & Sustainability in Coffee and Chocolate	Profitability through Smart Menu Choices and Efficient Operations
1730 - 1800 Hrs	Q & A Session	Q & A Session	Closing Remarks & Issuance of Certificates to the Participants
1800 - 1830 Hrs	Closing Remarks & Issuance of Certificates to the Participants	Closing Remarks & Issuance of Certificates to the Participants	

# PARTNERSHIP OPTIONS:

**EXCLUSIVE - Title Partner**

INR 5,00,000 (for all 3 days)

As the Title Partner, your brand will be the primary sponsor for the entire workshop. You will have the highest level of visibility and recognition throughout the event, making this an exclusive opportunity to establish a strong association with the workshop.

## Benefits:

Exclusive Branding	Your company name will be prominently featured alongside the event title. For example, the workshop will be branded as “[Your Brand Name] presents Bakery & Café Mastery Workshop 2025”.
Prime Visibility	Your logo will be displayed on all event materials, including promotional flyers, social media posts, website, banners, certificates, session slides, and event signage.
Session Sponsorship	Exclusive branding during each session of the workshop. Your logo will be featured on session banners, slides, and promotional materials.
Custom Content	Opportunity to create and present a custom content piece (e.g., a 5-minute video or presentation) to introduce your company during the event every day.
Exclusive Networking	Priority access to interact with attendees, including key industry players and decision-makers, during breaks, networking sessions, and social media campaigns.
Opening Remarks	Acknowledgment and introduction at the opening of the event, ensuring maximum visibility.
Logo on Certificates:	Your logo will appear on all certificates issued to attendees as a lasting reminder of your brand’s support.
Social Media Promotion:	Dedicated social media campaigns before, during, and after the event, highlighting your brand as the Title Partner.
Promotional Materials:	Opportunity to distribute your branded materials (brochures, giveaways, etc.) during the event and in participant packages.
Complimentary Passes:	A generous number of complimentary passes to attend the workshop and network with industry professionals.

## EXCLUSIVE - Lunch Partner

INR 2,00,000 (for all 3 days)

Sponsor the lunch breaks on all three days of the workshop. The lunch partner will be prominently recognized during the lunch breaks, with branding opportunities across the dining area, menu cards, and more.

### Benefits:

Exclusive Branding	Your brand name and logo will be featured on all lunch-related materials, including menu cards, signage in the dining area, and banners.
Prime Visibility	Your company will be recognized during the lunch breaks with announcements and digital display of the logo.
Promotional Material:	Opportunity to distribute branded napkins, table settings, and other lunch-related materials with your company logo.
Social Media Promotion:	Inclusion in event promotional materials across social media platforms, including dedicated posts featuring your brand as the lunch partner.
Interaction Opportunity	Direct engagement with all attendees during lunch, which provides an informal environment to network with industry professionals.
Logo Placement:	Your logo will be prominently displayed across various locations, including the dining area, on-screen during event sessions, and in event brochures.
Complimentary Passes:	Receive 4 complimentary passes to the event to attend the sessions and engage with attendees



## EXCLUSIVE - Certificate Partner

INR 2,00,000 (for all 3 days)

Sponsor the issuance of certificates to all workshop participants at the end of each session. The Certificate Partner will have their branding prominently displayed on the certificates issued to attendees.

### Benefits:

Exclusive Branding on Certificates	Your company logo will be featured prominently on all certificates issued to participants, ensuring high visibility.
Recognition at the Closing Ceremony	Your brand will be acknowledged during the official certificate distribution ceremony, with a special mention during the closing remarks.
Brand Placement on Certificate Templates:	Your logo will appear on all digital and printed certificates provided to attendees as a token of their participation.
Social Media Exposure:	Your brand will be highlighted in social media posts related to the certificate distribution, providing additional exposure to attendees.
Promotional Opportunity:	Placement of your promotional materials (brochures, flyers) alongside the certificates, handed out during the session.
Complimentary Passes:	Receive 2 complimentary passes to attend the workshop and interact with industry professionals.



## Ingredient Partner

INR 1,00,000/ Day + GST

### Benefits:

Branding during the session and on recipe handouts/materials.

Opportunity to showcase relevant ingredients such as Cheeses, Flours, pastry flour, butter, sugar, chocolate, Coffee, toppings, bread making products and more

Recognition during the session and on event materials.

Option to provide samples or demonstrations.

## Machinery & Equipment Partner:

INR 1,00,000/ Day + GST

### Benefits:

Branding during the session and on recipe handouts/materials.

Opportunity to showcase pastry equipment such as mixers, proofing chambers, or other bread-making equipment, ovens, molds & tools and more.,

Recognition during the session and on event materials.

Option to provide samples or demonstrations.



### Contact Us for Sponsorship:

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AND  
CONSULTANCY.



## 28-29-30 JANUARY 2025

Tripura Vasini, Palace Ground  
**BENGALURU**, Karnataka – India

Exhibition Timings:

Day 1 & 2

1100 Hrs - 2000 Hrs.

Day 3 -

1100 Hrs - 1600 Hrs

Concurrent Expo



Visitor  
Registration



Exhibitor  
Registration



Admission: Trade visitors above 18 years only

Organised by



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