

Creative Urban Bakery Bo&Mie in Paris

As customers expectations are shifting, the French bakery sector accelerates its efforts to adapt to the new environment. Alongside with national chains which regularly redesign and refit their concepts, some local independent entrepreneur are also reshaping the future of this industry.

Bo&Mie is a creative urban bakery recently opened in central Paris which has been created by an experienced entrepreneur, Jean François Bandet, who formerly run a successful sport business before diving into this new adventure.



Bo&Mie's ambition is to provide visitors with a cool and comfortable environment where quality and service are highlighted.

The 100 square meter premises have been remodeled by Italian studio Patavium Design. Bo&Mie now features a neat and contemporary atmosphere where raw stone, light wood and

metal are elegantly combined together.





Let's zoom in on Bo&Mie's range of products:

- Contrary to the majority of bakeries on the market which often use industrial pre-baked frozen items, 100% of the products here are prepared and baked on site to ensure the ultimate in freshness. Besides, the store voluntarily features a small number of items to focus on quality and on an impactful presentation.



- At lunchtime, Bo&Mie also offers a variety of home made sandwiches and salads to eat on the spot or to take away. Some hot dishes are also available at the counter.





- Fresh juices and coffees are available all day long.



Nothing revolutionary at first sight but as soon as you dig a bit further, you might find some key factors of success in the long run.

- Bread and viennoiserie are all made out of “label rouge” local flour. A reassuring label of quality and sustainability in France. Some organic and gluten-free recipes will be also introduced along the way to cater to specific needs.



- Creative and fancy pastries are designed by the local pastry team with a background in luxury hotels.



- The price positioning is pretty aggressive compared to competitors. Providing such value for money is likely to build strong customer loyalty.



At Bo&Mie, customers can see how the bread is prepared and baked on the ground floor. And if you ask Jean François to have a look to the additional premises in the basement, he will be pleased to show you around the pastry and sandwiches labs where the staff seems to enjoy working there.





Businesswise, the initial investment to refurbish the store and buy equipment represents 500,000 euros. A 600,000-euro turnover on year 1 is scheduled but the guidance is likely to be raised soon since customers have already rapidly adopted the concept.

Jean François will now focus on social media marketing and delivery service to grow its business.

Bo&Mie aims to open several bakeries in Paris in the years to come. Perhaps the start of something big.

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