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# OLIVERSWEET

## History & Future

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# About us

Founded in 2007, Oliversweet has created desserts made with the best ingredients with a unique and creative touch and has strived to represent the best of Seoul's pastry dessert culture by setting the trends and promoting a healthy and exciting perspective on food.

Along with baking and pastry Oliversweet's fields of business are as following:

1. B2B Supply for Café & Restaurants
2. HMR & Savory Menu Development
3. B2C Retail Shop Branding & Management
4. Premium & Casual Catering Service
5. Space Design & Consulting

# Work History

## What Oliversweet has been doing

Oliversweet has been working in collaboration with more than 150 brands and companies. Our collaborative work include from space consulting to product development.



# Portfolio

## Experiences in Retail Shops

### Hyundai Department Stores, Lotte Department Stores, Seorae Store, Gyeongbokgung Store, and Other Shops

Oliversweet has experiences in opening retail shops in several places and department stores.



# Portfolio

## Character Products Development

### Kakao Friends RYAN café

Oliversweet endeavored in opening of RYAN cafés in collaboration with Kakao Friends. We planned and developed cupcakes that have Muji, Apeach, and Ryan's faces are on, producing process, packaging, etc. We also make macarons with which the characters' faces are decorated. Oliversweet participated to develop the infrastructure and the overall concept of RYAN Café's products



### Anthony Browne

Oliversweet, owning F&B Copyright of Anthony Browne, developed macaron set on which Mr. Browne's painting is printed. We designed the packages, cookies, and stickers.



# Portfolio

## Contents Development and Storytelling

### SM Entertainment

We matched SM Entertainment K-Pop stars' images with madeleine and cookies. BoA - Orange Madeleine/ TVXQ! - Jujube Madeleine/ Super Junior - Yuzu Madeleine/ SNSD - Omija Madeleine/ SHINee - Lemon Honey Madeleine/  
f(x) - Wild Raspberry Madeleine/ EXO - Chocolate Madeleine/ Red Velvet - Redvelvet Madeleine



### Kollen's Cookie Line

We developed an American Cookie Line in collaboration with the well known musical director, Kollen Park. We co-planned the Samsung Chef Collection, and the project was reported through several magazines and newspapers.



### PIKICAST

Oliversweet collaborated with Stella Living and produced stylish cooking videos. The contents gained over 1 million views.



# Portfolio

## High-end Desserts for Designer Companies and VIP Customers

### Shinsegae Department Store Trinity Lounge

Oliversweet created one & only afternoon tea set for the Trinity Lounge, which is a Shinsegae Department store's VVIP lounge. Afternoon tea set was designed as a set of high-end dessert pieces and savory bites.

We also offered food styling and presentation for the high-end space.



### Christian Dior Couture

Since 2013, Oliversweet has been supplying baked desserts and sweet bites for the VIP customers at Christian Dior Couture boutiques.

We continuously communicate with the boutiques and develop our product line up.

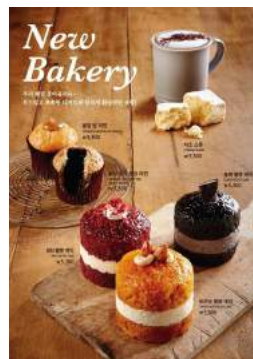


# Portfolio

Dessert Supply for International Brand and Global Quality Control Status

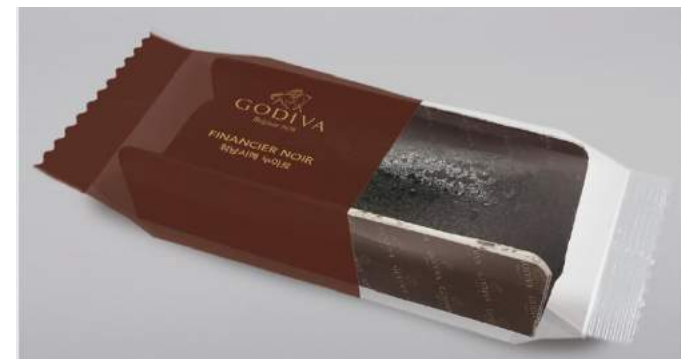
## Gongcha

Oliversweet developed the entire side menu for Gongcha. We created a full set of products that are paired with Gongcha's signature teas.



## GODIVA

Oliversweet supplied our baked desserts to the world famous chocolate brand, GODIVA. Oliversweet and our products were qualified by the headquarter of GODIVA from Japan. The fact that Oliversweet has passed the global standard Quality Control is very meaningful as it became a stepping stone for Oliversweet to go abroad and collaborate with global companies.





# Portfolio

## Brand Consulting and Product Development

### 미래식당 (Mirae Shikdang/ meesig.com)

Oliversweet made Tiramisu as the first private brand product for 미래식당 (Mirae Shikdang), which is one of the top 3 O2O F&B market. It was a reinterpretation process of the classic tiramisu. We developed the product itself, suitable packaging for O2O products, and explanation and saying on the product.



### CAUDALIE

Oliversweet consulted CAUDALIE Café in Itaewon, Seoul. We focused on setting the entire drink and dessert menus that suits the atmosphere of the cosmetics and spa brand, CAUDALIE. As the brand owns the grape farm in Bordeaux, Oliversweet suggested grape as the theme and developed special recipes for the entire line.



# Portfolio

## Brand Consulting and Product Development

### Fell & Cole

Oliversweet consulted a gastronomic ice-cream brand, Fell & Cole. We offered consultations on the setting of the manufacturing space and the opening of the Fell & Cole stores.



### 2018 Pyeongchang Winter Olympics

Oliversweet produced souvenir chocolate for 2018 Pyeongchang Olympics



# Portfolio

R&D for Mass Production and Major Companies

## Frozen Dessert Line with Chungjungone

Oliversweet, in collaboration with Chungjungone, one of the largest F&B companies in Korea, created a mass produced frozen dessert line that everyone can easily enjoy.



## Savory Products With OLIVEYOUNG

As OLIVEYOUNG, CJ's convenient stores to have mostly cosmetic products, enlarged their product line up to have refrigerated savory 'grab-n-go' products, Oliversweet supplied baked products like macaron, dacquoise, financier, and madeleine. Now we supply our gourmet sandwiches and soups.



## Premium Frozen Dessert Line and Western HMR Line with ORGA Whole Foods

Oliversweet, in collaboration with ORGA Whole Foods, with the 10 years of experiences in running retail shops created premium frozen dessert line that everyone can enjoy easily at home. We upgraded the quality and taste of mass produced dessert and are about to sell the products at ORGA stores soon.



# Portfolio

## Consulting on Space Development Projects

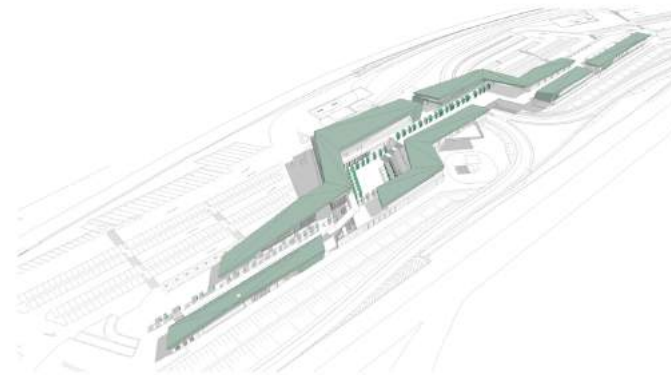
### Maesong Rest Stop

Oliversweet is in charge of creative directing for the newly-built Maesong Rest Stop, which the entire building project was about 30 million USD deal. We suggested the concept of the entire space and tenants setting and planned for the advertising and marketing strategy.



### Majang Rest Stop

Oliversweet is also in charge of creative directing for the renovation of the Majang Rest Stop where makes 20 million USD yearly sales. We organized the project team and planned for the entire concept of the rest stop, tenants setting, and advertising and marketing.



# Portfolio

## Consulting on Space Development Projects

### Changwon Hot Spring Resort

Oliversweet is in charge of creative directing aiming a future model of a hot spring resort in Changwon. We planned for the concept of the F&B area and tenants setting.



### Masan Multiplex

Oliversweet, as a creative director, planned concepts for each floor and tenants setting for a 26-floor multiplex building, which has a 110 million USD value, in Masan. We are currently working on practical issues based on our concept plan.



# Portfolio

## O2O Business and Collaboration

### Casual 'Food Box' Catering with Mango Plate

As Oliversweet has 10 years of catering service history, now we offer Food Box delivery catering service. In collaboration with Mango Plate, we set catering menu for online order and systemized catering order system. Customers order catering service via Mango Plate. Our customers include several foreign companies, fashion designer companies, embassies in Korea .



### Baemin Fresh

Oliversweet delivered fresh sandwiches named as '도도한 샌드위치 (Sassy Sandwich)' with Baemin Fresh, an online delivery food service.

From packaging to special recipes, Oliversweet in multi-ways developed products that are suitable for Online-to-offline service.



### Oliversweet Cake O2O

Oliversweet created a special cake package suitable for O2O delivery service. We invented an immovable insert for the cake box. We can deliver Oliversweet cake without worrying the damages.



# Portfolio

## Local Food Projects

### Jeju Café Carota

In collaboration with NH and Famnet, Oliversweet developed all of the dessert, savory, and drink menu. Along with food and drink menu creation, Oliversweet as a creative director endeavored in market research, planning and directing the concept of the space and ambience. As the Café is opening in Jeju Island, we developed the brand image, brand concept, and stories related to the nature of Jeju. Café Carota uses Jeju Gujwa carrots, pottery and plates made with Jeju volcanic soil.



### Apple Cake with Daegu Gyeongbuk Nonghyup

In collaboration with Daegu Gyeongbuk NH, Oliversweet created an apple cake using apples grown in Daegu. As a local food project, Oliversweet developed the recipe, package design, stories and production line.

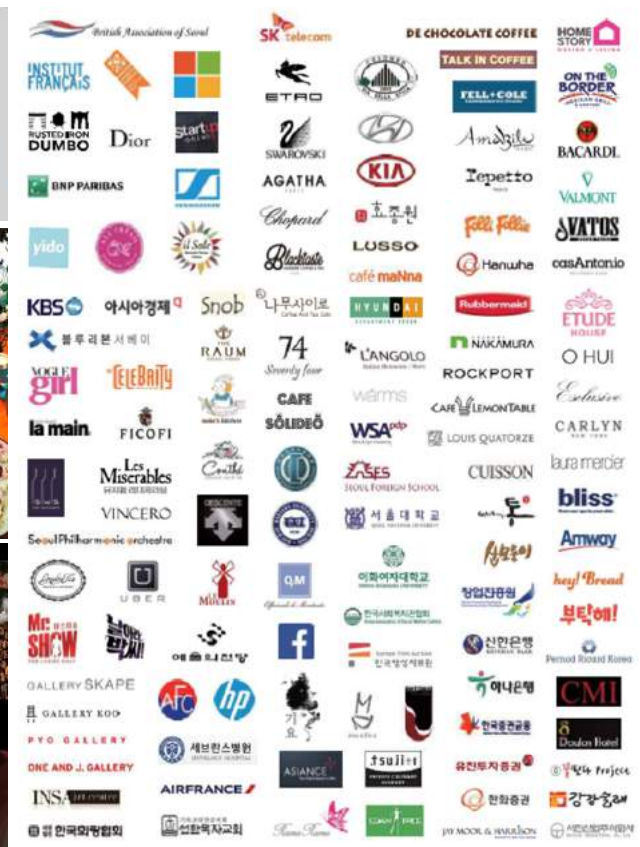


# Portfolio

## OLIVERSWEET's Premium Catering Service

### OLIVERSWEET's Catering Brand: OLIVERKITCHEN

Oliversweet has offered premium catering services to mainly luxury fashion brands, magazine companies, embassies in Korea, startups, universities, and many concerts and musicals. Oliversweet has presented customized menu settings, delicious taste, and highly decorated look to make our customers' events much more splendid.





# Facilities

## OLIVERSWEET R&D Center/Kitchen Lab & Manufacturing System

### OLIVERSWEET R & D Center/ Kitchen Lab

Topics of Oliversweet's Research & Development center concerns development of recipes for sweets, desserts, and savory menus; research on market trends, target customers (both B2B and B2C), areas and neighborhoods; package design, branding, etc..

Oliversweet's R & D process divides into two sections; 1) research, planning, and design; 2) recipe developing and quality control.

### OLIVERSWEET & Manufacturers

Once Oliversweet develops recipes, eight of specialized OEMs & ODMs including Maeil's Factory in Pyeongtaek, which makes the second largest amount of daily products in Korea, produce Oliversweet's sweet and savory products. Those of manufacturers are qualified by HACCP for their highly reliable conditions of clean and complete producing lines. Oliversweet continuously controls and manages sanitary conditions of each product's producing system to meet our customers' needs and satisfaction. In cooperation and collaboration with the major F&B incorporation, Maeil, and other manufacturers, Oliversweet has acquired an important producing system aiming for the future.



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# Project Manager and Project Team

## OLIVERSWEET as a PM and the Crew

### OLIVERSWEET as a Project Manager

Oliversweet, as a project manager, embarked on a lifestyle consulting business. The scope of consulting area includes the concept of the entire space, construction, store leasing, interior, visual design, f&b concept & menu development, food production, restaurant management, branding, performing arts and events, advertising and marketing, contents developing and storytelling, etc.. Oliversweet constitutes a project team for each project, and a project in cooperation is endeavored by participating expert companies.

# For the Future

## What Oliversweet can offer

### Space Design & Consulting

Not only food and beverage consulting itself, Oliversweet also offers consulting on entire space development projects. Spaces we have consulted include from a café to a complex shopping mall. We suggest and plan concepts on a building, each floor and unit.

### Branding

Through our skills in packaging, image making, storytelling, and marketing, Oliversweet has developed its own brand image and consulted several partners for their spaces and sweet products.

### R & D

We developed a vast catalog of sweet and savory products and refined production practices. As of 2018, Oliversweet has over 350 pastry and savory products registered with the Korean Nutritional Board.

We are specialized in refining of the texture and the flavor. Also we have proprietary freezing methods which allow us to maintain the quality of our products even after cold storage. Our scope of R & D includes mass produces sweet products for convenient stores and grocery markets and customized high-end dessert for cafés, restaurants, and VIP lounges.

From plan to success

Thank You For Watching



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