

BAGUETTE FRENCH BAKERY

SHINING IN A BRAND NEW LANDMARK

As Baguette French Bakery celebrates a decade of authentic French baking in Sri Lanka, founder Nathalie Pujolle unveils the brand's largest and most ambitious chapter yet: an expansive new destination in the former Cricket Club premises at 34 Queen's Road.

When Nathalie Pujolle first envisioned introducing authentic French baking to Sri Lanka, her ambition was never simply to open another bakery. She wanted to recreate the traditions she had grown up with in France where bread is handcrafted with patience, croissants are made entirely by hand, and food is a celebration of craftsmanship, family and community.

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That vision became Baguette French Bakery, a brand that has spent the past decade earning the trust of its Colombo and Galle outlet customers through uncompromising quality, consistency and authenticity. Since its establishment in 2016, Baguette French Bakery has become Sri Lanka's reference for artisan French baking, renowned for its handcrafted sourdough breads, pure butter croissants, delicate pastries and French café favorites. Thanks to the large customer base the brand enjoys, sourdough bread and its multiple benefits are part of the diet of many Sri Lankans and foreign residents in the country.

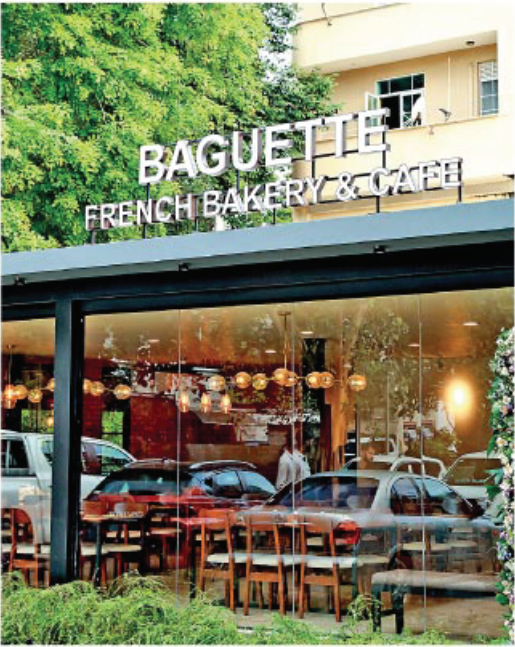
Now, as the company celebrates its 10-year milestone, Baguette French Bakery is embarking on its biggest project and most exciting transformation yet: a spacious new franchise flagship location in Colombo that reflects just how far the brand has come and where it hopes to go in the years ahead.

“This is the biggest project Baguette French Bakery has ever undertaken,” says Nathalie. “We wanted to create much more than a bakery. We wanted a destination where people can enjoy authentic French food, spend time with family and friends, and experience a little piece of France right here in the heart of Colombo. The space offers different sitting arrangements for patrons coming alone or as a group.”

Unlike a conventional bakery expansion, the new outlet has been designed as a complete lifestyle destination. With a significantly larger dining area, extensive parking facilities, on-site baking and an expanded café concept, the new location will redefine what customers can expect from Baguette French Bakery.

A New Home for a Growing

Finding the perfect location proved to be one of the greatest challenges of the project. Remaining within Colombo 3 was always the priority but suitable properties offering both accessibility and sufficient space are exceptionally difficult to find. Existing buildings lacked the capacity Baguette French Bakery required and would have demanded extensive structural alterations. When the ideal site became available, Nathalie chose to build rather than compromise, allowing every detail to be planned around the customer experience. The new premises can comfortably accommodate over 40 guests while introducing one of the features customers had long requested: ample parking (12 to 14 vehicles). The expanded layout also triples the café's dining capacity, creating a relaxed environment where customers can enjoy leisurely breakfasts, business meetings, brunches or afternoon coffee without feeling rushed. Patrons can relax on the outside deck facing a garden which can be used for private parties.



Fresh Bread, All Day Long

Perhaps one of the most significant improvements lies behind the scenes. At the previous outlet, breads and pastries had to be transported from the production facility each morning, often selling out by noon or early afternoon.

The new outlet changes that entirely.

For the first time, Baguette French Bakery will feature full on-site baking facilities, allowing fresh baguettes, artisan sourdough loaves, croissants and pastries to be baked throughout the day to ensure ongoing availability. Customers can now enjoy warm, crusty bread fresh from the oven regardless of when they visit, while restaurants and hospitality partners can benefit from faster responses to urgent wholesale orders. It is a development that strengthens both the retail and B2B sides of the business while preserving the quality that has become synonymous with the Baguette French Bakery name.

Introducing French Casual Dining

While Baguette French Bakery has long been recognized for its bakery products, the new location introduces new café food items showcasing authentic affordable French dishes, a concept rarely seen in Sri Lanka. Besides sandwiches and crêpes, the new menu features slow-cooked and baked dishes “casseroles”, such as Chicken Dijon, a rich chicken thigh stew cooked with Dijon mustard, paprika, cream and cheese. Among the highlights is the signature Egg Casserole or “Oeufs en Cocotte”, a classic French dish dating back to 1870 where eggs are baked with cream and cheese in individual cast-iron cocottes and served alongside oven-roasted bread sticks for dipping. Although Egg Benedict has become a brunch favorite across many cafés, Nathalie believes dishes like Egg Casserole introduce patrons to a far more authentic expression of French cuisine. Customers can also expect an expanded all day range including go and grab sandwiches, and a new dessert-in-a-jar collection.



Nathalie Pujolle
Founding Director
Baguette (Pvt) Ltd



H.E. Rémi Lambert,
The Ambassador of France to Sri Lanka



Innovation Without Losing Tradition

Innovation has always played an important role at Baguette French Bakery but never at the expense of authenticity. While artisan breads remain rooted in traditional French recipes, Nathalie enjoys introducing carefully curated seasonal creations inspired by her travels across Europe and the Middle East. Recent additions include a soft walnut sourdough loaf, an aromatic anis Danish pastry and the popular Zaatar Fatayer, combining fragrant sumac, roasted sesame, oregano and cheese in an eye-shaped bread. Also, following a customer survey Baguette French Bakery & Café is now introducing smaller pastry items and softer, smaller breads to please all palates and needs.

Looking ahead, the new outlet will become a creative platform where customers can discover rotating European items. Each month may celebrate the flavors of a different country from Polish cheesecake and to Italian focaccia.

Supporting Sri Lankan Producers

One of Baguette French Bakery's quietest yet most meaningful achievements has been its growing commitment to local sourcing. During the COVID-19 pandemic, global supply disruptions encouraged the business to explore local alternatives for many of its ingredients and retail items like jam or the newly introduced range of probiotic shrubs, pickles, virtually no sugar jams and vegetarian spreads by the Just Essentials brand. Today, almost every major ingredient apart from imported flour is sourced within Sri Lanka. From locally produced chocolate and butter to artisan cheeses, Baguette French Bakery has built strong partnerships with Sri Lankan suppliers whose businesses continue to grow alongside the bakery itself. As production expands through the new outlet, Nathalie believes the benefits will extend well beyond Baguette French Bakery's own success. “Our expansion means larger orders for all of our local suppliers,” she explains. “Growing together with them is something we're very proud of.”

The Team Behind Every Loaf

Behind every baguette,



croissant and pastry is a team whose dedication has been instrumental in Baguette French Bakery's journey. For Nathalie, her employees are the company's “first customers.” Without a motivated production team, there can be no exceptional products, and without exceptional products, there can be no satisfied customers. She remains personally involved in the business every day, overseeing operations, mentoring staff and ensuring that every member of the team receives the training and support needed to maintain Baguette French Bakery's exacting standards.

More Than a Bakery

Although the expansion represents a significant milestone for the business, Nathalie's long-term vision extends beyond food. She hopes the new venue will eventually become a vibrant cultural hub where people gather not only to dine but also to experience French culture through poetry readings, film screenings, private events and community gatherings.

“It shouldn't simply be a place where people come to eat,” she says. “I'd like it to become a living place for French culture beyond the French music we play.”

A New Chapter Begins

Ten years ago, Baguette French Bakery introduced Sri Lanka to authentic French artisan baking. Today, it is building on that legacy with its most ambitious project yet. With larger dining spaces, continuous on-site baking, an exciting French casual dining menu, expanded production capabilities and a vision that celebrates both culinary excellence and cultural exchange, the new flagship outlet represents far more than an expansion. It is a reflection of everything Baguette French Bakery has stood for: authenticity, craftsmanship, consistency and passion and a promise that the very best is still to come.

By Raviresha Ranathunge