



Paris Baguette is a Korean bakery with shops in many countries. They mix Asian and European flavours and want to change how people think about bread.



The bakery began 80 years ago. Now, it has 4,000 stores in 14 countries and plans to open more, with a new factory in Texas.



Paris Baguette works with football teams like Tottenham Hotspur. They believe food is culture and brings people together.



Paris Baguette uses frozen dough for quick baking. They make special breads with Asian flavours like matcha and red bean.



The bakery wants to change bread culture, not just make money. They plan to open more bakeries to share their special bread with everyone.