



Says

What have we heard them say?  
What can we imagine them saying?

Bombay Sweet Shop is a new celebratory venture by Hunger Inc., the company behind The Bombay Canteen and O Pedro. The timely launch marks the five year anniversary of Hunger Inc. and fittingly puts the spotlight on the sweets that shaped all our happy occasions



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Staying true to their ethos of ‘Re-creation’, the thought that has driven The Bombay Canteen and also shaped O Pedro, the company looked at Indian sweets and the tradition of gifting sweets through a new lens of play.

sweet shop

The team scoured India, gathering knowledge, recipes and imbibing techniques from the masters.

At the sweet shop, our chefs turned these traditions on their head to create sweets that may look and sound familiar but prompt surprise and wonder through both presentation and flavours.



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?