

Japan's Pan For You Biz starts B2B sales in Singapore

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To support local bakeries, PanforYou, Inc., headquartered in Kiryu City, Japan, offers Pan For You Biz (<https://panforyou.jp/biz>), a platform connecting businesses with bakeries using unique freezing technology and digital transformation (DX). It began B2B sales of frozen bread overseas, initially at Singapore cafes, with plans to expand to hotels and other industries.

Pan For You's unique freezing technology preserves the aroma and texture of freshly baked bread, allowing it to be stored for over a month. This enables restaurants without bread-making facilities to offer delicious bread easily and with less food waste. The move to Singapore leverages the city-state's strong cafe culture and bread consumption habits. Additionally, the availability of frozen delivery services ensures that Pan For You can deliver bread with the same quality as in Japan.

Pan For You Biz is a platform that connects businesses with bakeries. Since July 2020, it has offered over 400 products and partnered with over 300 companies. Using unique freezing technology and a broad network, it supports the bread business in e-commerce, supermarkets, restaurants, food manufacturers, and events, helping with product selection, inventory, logistics, store deployment, and innovative ideas.