

## CHAPTER 2

### ESTABLISHMENT BACKGROUND

#### 2.1 Livingstone Café & Bakery Overview



Figure 2.1 Livingstone Cafe & Bakery Bali



Figure 2.2 Livingstone Cafe & Bakery Jakarta

Livingstone Café & Bakery is a Petitengat-based bakery and brunch house fixates on the laid back routine of drinking coffee and eating breakfast to start the day, a routine that had shaped Australia's robust coffee and brunch culture, one that also inspired co-founder Anthony Pribudi after living in Sydney for years. This company is started by a collaboration between Anthony Pridubi and a pastry chef, called Herdi Giri. This business also supported by Anthony's colleague and family members. This year, Livingstone has two different outlets, there are in Bali at Petitengat and in Jakarta at Batavia PIK Golf Island.

At Livingstone, they have Herdi Giri, who is also the founder. He filling in the pastry case with signature homemade croissants, danish and cookies to cakes. Because his experience working as a pastry chef in the UK, the brunch menu at

Livingstone sees fusion inspirations outside the Aussie-style egg benedicts and avo on toasts.

One of the café's highlights is The Full English Bunny Breakfast inspired by the bunny chow bread bowl dish; the big meal includes a brioche bucket of the traditional full breakfast, include sausages, bacons, sauteed spinach, baked beans, hash browns and fried egg. Local feasts such as Nasi Campur Bali and Balinese Bebek Cripsy also fill the menu.

Complete that with the establishment's speciality coffee, Anthony's personal passion. From him personally exploring and selecting the beans to working with the roasters, the coffee here is taken care of with great affection. They be known with their special blends, the Petitenget Blend which has a fruity aftertaste with notes of chocolate, hazelnut and tangerine.

Livingstone have five sections in production department, such as hot kitchen, vegan kitchen, pastry, bakery, and beverage. This casual dining concept café is also famous for their exquisite pastry, artisan bread, cakes, smoothies and other beverages. The eatery also offers a healthy all-day brunch menu as well as vegan-friendly. Currently Livingstone is home to more than 60 employees, who are trained, nurtured, and equipped to become skilled workers in their respective fields. Since then, they have provided wholesale to several renowned cafés and restaurant in Bali. Livingstone operates in both, wholesale and retail of pastry, bakery and viennoiserie.

### 2.1.1 Logo



Figure 2.3 Livingstone Logo

## 2.1.2 Location

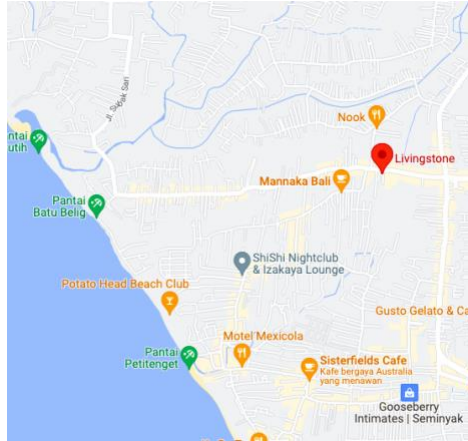


Figure 2.4 Livingstone Location

Livingstone Café and Bakery is located at Petitenget Street Numb.88X, Kerobokan Kelod, Kuta Utara, Badung, Bali. They open every day from 7AM until 10PM.

## 2.1.3 Vision and Mission

### a. Vision

Livingstone is all about passion, love, creativity, awesome croissants, and a cup of divine coffee. As innocent as it sounds, their aim is to inspire people through what they do.

### b. Mission

To share love and happiness with whoever they encounter along the way, may it be their valuable team members, customers, partners, and local communities. It is their delight to bring warmth through their products, service, and ambience.

## 2.2 History of Livingstone Café & Bakery



Figure 2.5 Livingstone Cafe and Bakery Owner (Mr. Herdi Giri and and Mr. Anthony Pribudi)

Livingstone Café & Bakery was founded in 2014 by a group of people that share the same love affair for fresh baked goods and good coffee. Livingstone's shareholders who are all native Indonesians, who wants to serve a good quality food with affordable price. Livingstone is managed by two company, called PT. Batu Penjuru Indonesia and PT. Batu Penjuru Tata Boga. Those company are conducted by Mr. Anthony Pribudi as the owner and Mr. Herdi Giri as the pastry chef, also as an owner representative. They are supported by six other people which now join as a shareholders at Livingstone, they are Mr. Candra Wibisono, Mr. Mario Calvin, Mr. Alex Herry Antolis, Mr. Jemy Sugihartono, and Mr. Henry Setiono. Few of them are known as Mr. Anthony's family members and colleague. They succeed to establish this place by believing in a classic simple truth: fresh and premium ingredients are the key to good food; therefore we are all about crafting nature's best with passion and creativity.

Growing steadily for the past eight years, Livingstone finally charmed its way to Jakarta, setting up a second outlet at Cove at Batavia, just below Talassa. Set in Pantai Indah Kapuk's burgeoning compound, the café already sees early risers and neighbourhood residents flocking the establishment since its 8 am opening, acquainting themselves with the café's homemade pastry, smooth coffee and an idyllic breakfast spread.

### 2.3 Livingstone Café and Bakery Restaurant Features

Livingstone is located in a strategic area, which close to public facilities, such as shopping centers, tourist sites, and is near the beach. They serving coffee, pastry, bakery, main courses, and healthy vegan dishes in collaboration with one of the plant-based caterers, namely Tru.



Figure 2.6 Indoor Dining Area



Figure 2.7 Entrance



Figure 2.8 Outdoor Dining Area

This cafe has a casual dining concept with a comfortable and calm atmosphere. The interior design of this cafe has a classic modern theme, supported by room decorations with wood nuances and green plants that adorn every corner of the room. The cafe, which is about two acres in size, is divided into two rooms, indoor (non-smoking area) and outdoor (smoking area). The capacity of this cafe is 55 seats for indoor and 35 seats for outdoor. Both rooms are divided by glass doors, which purpose is to make the natural sunlight enter the interior of the room. Livingstone Café & Bakery also offers private room facilities for various events, such as seminars, meetings, and other events with a minimum spend of IDR 1.5 million. They also provide free Wi-Fi to facilitate your internet activities.



Figure 2.9 Bakery and Pastry Display

In the indoor section, you will find a pastry shelf where they display their cakes, a cabinet where they put their garlic bread, watermelon bread and cookies collection, and a showcase to display baked goods such as cheesecake, whole cakes, various mousse, croissants, danish, bombolone, muffins, etc. Last but not least, there is also a coffee section where the barista makes fresh coffee upon request. They also provide juice, smoothies, tea, mocktail, etc.

Every weekend, Livingstone also provides entertainment in the form of live music with different guest stars every week. This is one of the attractions for customers to enjoy their weekend at this café. Besides that, Livingstone also do a partnership with fitness club, called Kompact Fitness. It is located above Livingstone's indoor dining area. Therefore, they can enjoy their morning coffee, juice or smoothies before the gym, then enjoy their healthy meals after.



Figure 2.10 Food & Beverage

Livingstone Bakery and Cafe offers several product ranges such as:

a. Main

Livingstone offers a variety of main dishes that you can choose from to have for breakfast, brunch, and dinner. A few examples are salads, sandwich, burger, pasta, toasted bread, steak, and pizza. They also serve Indonesian dishes to fit the local customer.

b. Vegan

They also have a collaboration with Tru, which is a famous plant-based food caterer in Bali. They serve vegan dishes as well. A few examples are salad, tacos, Balinese mix rice, vegan buns, and many more.

c. Dessert

Livingstone serves some desserts, such as homemade fluffy pancake, waffle, lava cake, crème brulee with bourbon vanilla, ricotta hot cakes, and collaboration dessert with Magnum.

d. Beverages

Livingstone also pays attention to the quality of its beverages. They offer a wide range of drinks to accommodate all people from children to the elderly. Some of the items on their menu include coffee, premium teas, squashes, mocktails, milkshakes, smoothies, cold juices, beers and wines.



Figure 2.11 Bakery and Pastry Product

e. Artisan Bread

A classic artisan bread that is freshly baked in the morning or the night before, such as sourdough, multi cereal, rye bread, baguette, country bread, etc. Using high quality ingredients for their products and using no preservatives. The best seller is sourdough bread which contains naturally cultured lactobacillus bacteria and takes 20 hours to proof.

f. Viennoiserie

Made from pure 100% European butter. Each pastry is hand-made from scratch. Some of the well-known goods of viennoiserie are various types of croissants, fruit danish, bombolone, etc.

g. Patisserie

Livingstone Café & Bakery offers both local and international taste. Livingstone makes various types of cakes, cheesecake, mousse, etc. The signature cake is Russian honey cake. Meanwhile the most favourite cheesecake is the Nutella oreo cheesecake. They serve many flavours of mousse, from strong flavours, such as Baileys Irish Cream, to lighter flavours like cherry yoghurt mousse. They also have local mousse flavours, such as Balinese Klepon Cake and Ongol-ongol cake, which has the Indonesian twist and flavours.



## 2.4 Pastry & Bakery Kitchen Brigade and Job Description

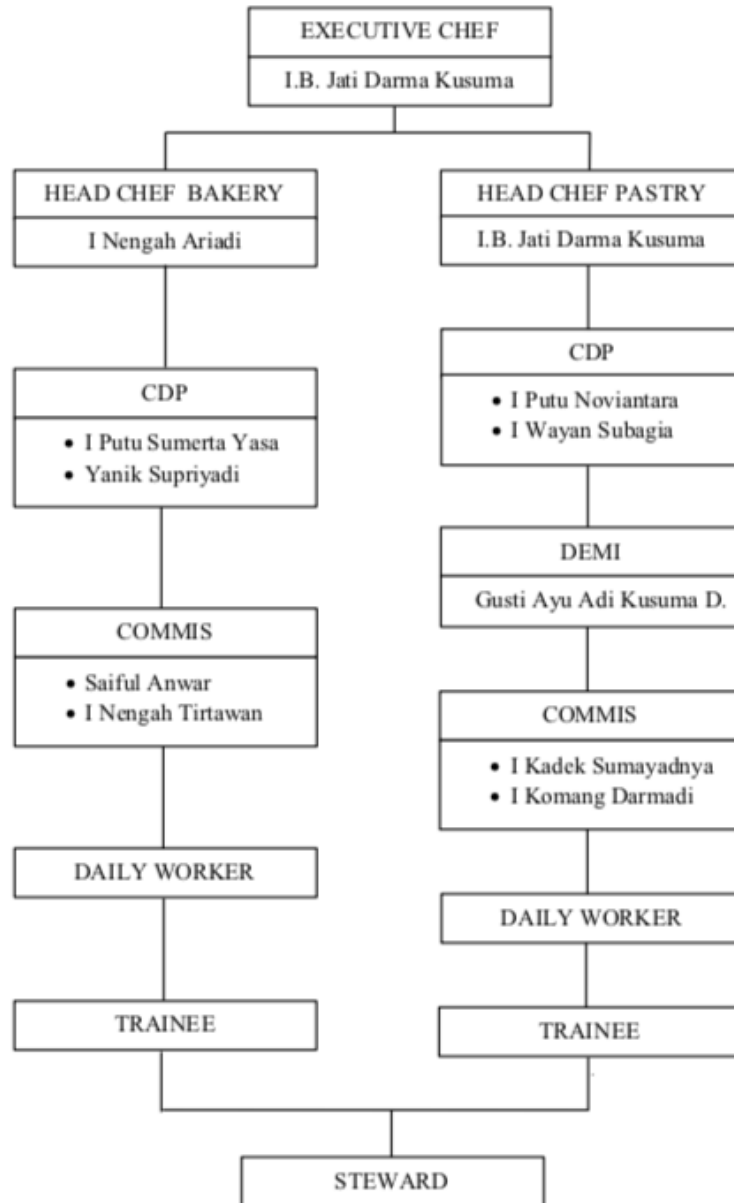


Figure 2.12 Bakery and Pastry Kitchen Brigade

a. Executive Chef (Ida Bagus Jati Darma Kusuma)

- Supervise and manage pastry and bakery department
- Select the qualified ingredients
- Control the pastry and bakery kitchen installation and the maintenance
- Create new and standard recipe in the menu
- Do research and development
- Develop recipes by considering the cost of the food to maximize profits and minimize loss
- Maintain sanitation, hygiene, and safety standards
- Improvise and always evaluate all issues both the outlets and kitchen to monitor customer satisfaction

Chef Kusuma is tend in charge in pastry department. He do the research and development for new product every week. He also responsible for create new product for partnership with Atlas Beach Fest Bali.

b. Head Chef

- Execute the function of each department
- Requisitioning material and supplies needed, also the cost control
- Create new recipe or improve old recipe for menu development
- Supervise the staff members
- Ensure all products are consistent with the correct recipe and presentation
- Give briefing to all staff
- Test and train the daily worker and trainee
- Accept order both retail and wholesale, then command to the Chef De Partie

In Livingstone Café and Bakey, Chef Ariadi is in charge in the bakery kitchen. If there is a problem, Chef Ariadi usually communicate with Chef Putu Sumerta and Chef Yanik as the CDP on bakery department. Meanwhile, Chef Darma Kusuma concurrently as the executive chef and

head chef pastry. If there is a problem, Chef Darma Kusuma usually communicate with Chef Noviantara as the pastry department CDP.

c. Chef De Partie

- Supervise and responsible for all kitchen staffs under each department
- Replace the job of the head chef if the head chef is absent
- Arrange the team schedule for each department
- Create new recipe then ask approval from the head chef and executive chef
- Check the availability of material and requisitioning stock
- Do the inventory check every month
- Ensure the hygiene and standard operation in each department
- Accept order and give command to each team

In Livingstone Café and Bakery, there are two CDPs in each department for pastry and bakery. CDP is more focus to the production and more often in the kitchen. Especially as CDP in bakery, all activities in the bakery team is controlled by Chef Sumerta. Meanwhile in pastry, Chef Noviantara is the one who in charge more often in the kitchen than Chef Chef Subagia. Chef Sumarta and Chef Noviantara is the one who arrange each department schedule, also supervised the department activities. Besides that, they usually in charge for decorating custom cake and special order from customer. If there is a problem in each department, they will communicate it with Chef Ariadi and Chef Kusuma.

d. Demi Chef

- Help Chef de Partie with the kitchen production and operation
- Demi chef is the one who in charge in each teams when the CDP is absent
- Discuss production problems occurred in the kitchen with the CDP
- Responsible for the storage of the products and handling leftovers
- Assist all commis, daily worker, and trainee in each department

In pastry department, demi chef is the one who always give guidance to the author both information, recipe, standard operation and handling stocks.

e. Commis

- Help Chef de Partie and Demi Chef with the kitchen production and operation
- Prepare everything from beginning until the finishing of the products
- Report everything both activities and problems occurred in the kitchen to the CDP or demi chef
- Keep the equipment, ovens, kitchen utensils, and cooking station are clean and organized
- Assist other chefs in the kitchen
- Guide the daily worker and trainee

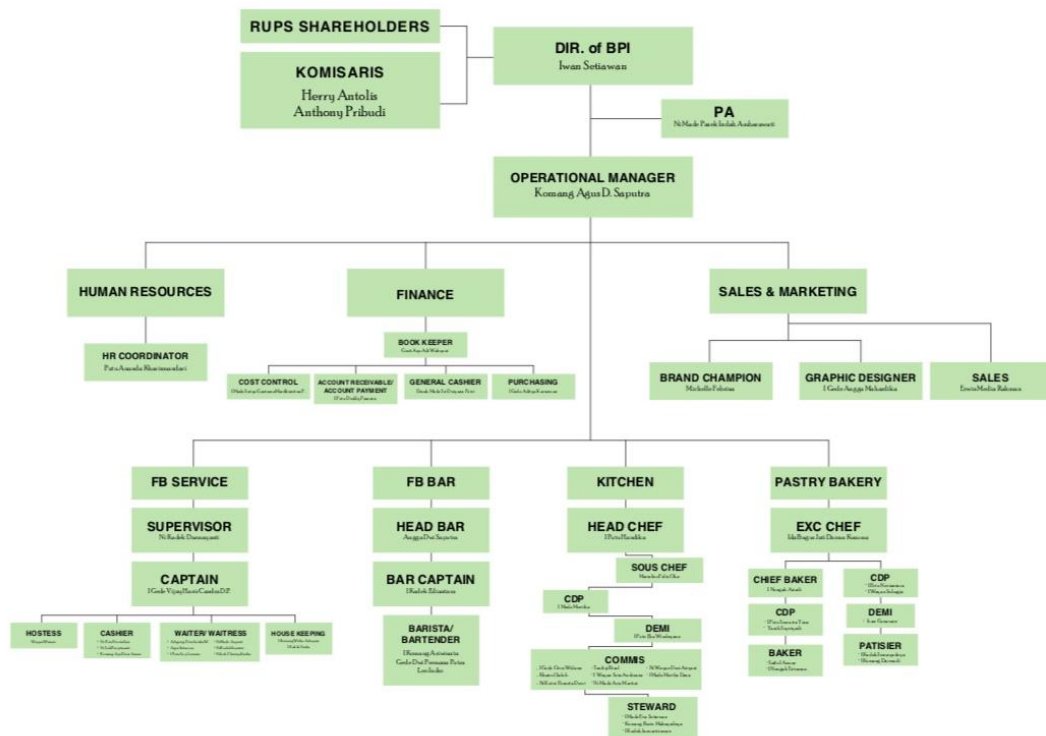
In Livingstone Café and Bakery, the author worked with all commis in pastry and bakery. They gave all instructions with all activities done by the writer. So the writer and all commis are helping each other to create and produce all products from beginning until the finishing of the product.

f. Steward

- Maintain the sanitation, hygiene and cleanliness of all kitchen utensils, kitchen appliances, all kitchenware, silverware and storage areas
- Help receiving deliveries of food, beverages, supplies and placing the goods in the proper place
- Control inventory management of kitchen items
- Engage in distribution of foodstuffs and supplies
- Check more specifically the proper use of chemicals and washing accessories
- Check the completeness of all silverware, equipment, and requisition replacements
- Observe and guard against theft and wastage
- Work with all departments to ensure the service items are available when needed

Being steward in Livingstone Café and Bakery is quite difficult, they in charge for five sections, from hot kitchen, vegan kitchen, pastry and bakery, and bar section. Few of them are often help pastry and bakery department do the target list. Most of the staffs in the bakery and pastry all started from steward. Some stewards are often help the bakery department for scaling and shaping some bread products or help pastry department make an a la carte dessert, for example pancake and waffle. Usually few years after work in Livingstone, if their performance is good and quite capable for the standard operation, they will be recruited or promoted to be in the pastry or bakery team.

## 2.5 Livingstone Café & Bakery Organization Structure



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Figure 2.13 Livingstone Organization Structure 2021

## **2.6 Standard Operational Procedure (SOP)**

- 1) Receipt of groceries
  - Record the time the groceries arrive.
  - Ensure that the food is appropriate by standard.
  - Check that the wrapping seal is intact and clean.
  - Return the damaged food items to the supplier.
- 2) Food handling
  - Wash hands before handling food.
  - Separate storage of raw and cooked ingredients.
  - Clean and dry equipment before use.
  - Prepare raw food in the morning
  - Wash all fruits before use.
  - Clean the workbench and tools in between food handling.
- 3) Dry food storage
  - Make sure there are no expired goods.
  - Food supplies must not be dented or dirty.
  - All dry foodstuffs are stored on a clean and dry rack.
  - Ensure FIFO (First In First Out) system
  - Label food (name and date)
- 4) Cold food storage
  - Separate egg storage with cooked food.
  - All food is covered.
  - Fresh and new food should not be mixed with old food.
  - Use dry and clean equipment.
  - Ensure FIFO (First In First Out) system
  - Label food (name and date)