



“Collaborating with Tom’s Palette, who has 14 years of experience, was the best decision we have made for our customers. Our belief to only serve natural and quality desserts was made even more possible through this collaboration.”

- CHARMAINE
CO-FOUNDER



SOLUTIONS

Gelato Tubs | Consultation

ABOUT THE COLLABORATOR

Madlygood first started as a dream to create a modern space with good vibes, where people could sip speciality coffee and watch the world go by. It was conceived in 2019 right by the ice skating rink in JCube, where it now serves handcrafted coffee and five distinctive waffles that were inspired by the founders' travels in America. From Cheddar Cheese Waffles to Cinnamon Roll Waffles, the delicious creations and complementary sauces are all made from scratch. Guests can also look forward to handpicked coffee blends and single-origin brews, as well as artisan tea lattes like Honey Lavender Tea Latte and Chai Tea Latte.

CHALLENGES FACED

As it was the founders' first foray into the F&B industry, the challenges they faced were numerous. In addition to searching for suitable and reliable staff that could meet their high standards of customer service and coffee, the avid waffle lovers also spent many sleepless nights trying to create waffle recipes from scratch and trying to perfect them. As they took absolute pride in the quality of the plates they serve, creating quality and unique gelato flavours which would bring out the taste of their waffles was a challenge in its own.

OBJECTIVES

The team at Madlygood were originally only looking for products to pair with their uniquely flavoured waffles, and were on the hunt for premium gelato made from natural ingredients.

RESULTS

The first meeting took off and quickly evolved into a collaboration, with the team from Tom’s Palette offering ideas to help create differentiation in the already saturated F&B industry, as well as continued feedback on the waffles they had created. The veteran team also offered advice on the gelato flavour selection that would help create interest amongst new customers, as well as retain customers and keep them coming back. The Madlygood team was also impressed with the intensity of the flavours and the creamy texture of the gelato, and thus decided to keep the collaboration going.