



# Enjoy



**HAVE A DIP:** Dogs can work off the calories from consuming yummy baked goodies by paddling in the pool at Turf City.

TNP PICTURES: KENNETH KOH

## 'We can't bake cakes for dogs fast enough'

*S'poreans happy to spend on dogs to live it up at Turf City compound which includes a bustling dog bakery*

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**F**ORTUNE cookies you know. 4-D cookies?

The US Doggie Bakery in K9-Campus had customers positively barking for them – biscuits shaped in numbers – over the Chinese New Year period.

Said owner Ms Nelly Sim: "Our regulars bought the biscuits for their dogs and had the pets pick out 4-D numbers."

It is anything but a dog's life for our four-legged friends in the compound known as K9-Campus in Turf City.

Here, Rover can have the stress of chasing his own tail rubbed out with a massage, his coat shampooed and brushed to shine like his rhinestone collar, a paddle in the swimming pool alongside other mongrels and pedigrees, and a happy barkday cake too.

This is pooch paradise: A spa, a groom salon, a "hotel" to board and lodge dogs, and the one and only bakery for dogs in Singapore. All the establishments are run by different tenants.

There is no vet here, "because this is a happy place."

US Doggie Bakery is two years old (not in dog years) and operated by Ms Sim who used to be in child education.

More and more pet-owners treat their dogs like one of the family, so it was a pawstive move to go from kindergarten to the

doghouse?

Ms Sim has three dogs herself which she manages to walk three times daily at home.

Here in her bakery, weekends are peddemonium. The place is overrun by indulgent dog-owners out to give their canine companions a ball of a time.

She said, "We can't bake the cakes fast enough – every day, some dog is having a birthday."

The happy barkday cakes are \$4.50 to \$45 depending on size; customised requests are from \$60. ("Some want bone and bowl shapes.")

I ate a blueberry muffin to test its human-grade ingredients and it is as good as any made for humans, only it's baked with-

out salt and sugar, which makes it a healthy option.

Try and sit on one of the stuffed chairs, and you'll topple over. "They are made for dogs, all the furniture in here."

As if on cue, a mother and daughter came in with their beagle who beclined for the sofa.

Obviously not one to support betting, they picked and chose cookies for the flavours rather than one of each number. It cost them \$6.50 for 200g.

Fido is spoilt for choice here, there's dim sum for doggies, pizzas, cupcakes, and tingkat meals.

Yes, take-out makan for man's best friend, \$3.80.

There are more than 200 varieties of snacks, using lamb liver, honey, apple, cheese, sweet potato. "We also cater to vegetarian dogs, dogs with allergies."

Ms Sim researched her pet project for two years, working with a dietitian and a

vet to analyse and experiment with the recipes, before trying them out on her own dogs.

Her chef used to work for Dunkin' Donuts. Ms Sim got her AVA licence and business has been bow-wowie since.

She said, "People are willing to spend on their precious dogs, there are many yuppies, couples, and families, they even dress their dogs in cheongsams."

Do owners start to look like their mutts eventually?

"I know owners who dress like their dogs," she said.

The day we visited, there was a party for dogs, held in the clubhouse. It was petastic.



**YUMMY:** Ms Nelly Sim of US Doggie Bakery offers more than 200 varieties of snacks for your pup.