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AnnaBella PÃ¢tisserie expands production and renews Disney Licensing to drive growth in 2025

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Renowned French-Japanese dessert brand AnnaBella PÃ¢tisserie is entering a major growth phase in 2025, following the renewal of its Disney licensing agreement and a new collaboration with BBC Studios (Bluey), as well as the acquisition of an additional 4,000 sq ft facility, bringing the total manufacturing space to 16,000 sq ft in Singapore. These strategic milestones position the company to meet rising regional and international demand while expanding its portfolio of premium, character-themed desserts.

AnnaBella PÃ¢tisserie's partnership with Disney has been officially renewed this month, extending the collaboration through 2027. The renewed contract covers the brand's signature macarons, brownies, and festive gift collections, continuing the rights to produce and distribute Disney-themed pastries and gift assortments across Singapore and select regional markets.

This renewal strengthens AnnaBella PÃ¢tisserie's relationship with Disney and supports its goal of bringing premium, family-friendly desserts inspired by beloved Disney characters to customers throughout Asia.

The brand has also signed a new licensing partnership with BBC Studios to introduce desserts inspired by the popular children's series Bluey. The Bluey-themed product range includes macarons, cookie sets, and children's gift boxes, and will launch in November 2025, just in time for the Christmas season and year-end celebrations.

Expanded 16,000 sq ft Factory to Boost Production and Exports

InÂ November 2025, AnnaBella PÃ¢tisserie will complete the acquisition of a new 4,000 sq ft manufacturing facility, bringing the total manufacturing space in Singapore to 16,000 sq ft and significantly increasing capacity to meet regional and international demand.

The expanded facility will triple production capacity for the brand's core pastry and snack lines, enable greater automation and precision with new packaging and cold chain systems for large-scale exports, support regional growth through improved supply chain efficiency, and advance product innovation and Halal-certified export production under ISO 22000 standards.

This investment represents a significant step forward in AnnaBella PÃ¢tisserie's growth as a global dessert brand, with the ability to serve markets across Asia and beyond.