



How Sweet It Is

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High quality homemade desserts made by Roshan Samtani are sure to satisfy your sweet cravings.



(main photo) Roshan Samtani creates a wide range of baked items from her home. (left to right) Yummy surprise chocolate cupcakes; decorating the Good ol' fashioned Chocolate Cake.



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The faint aroma of baked cookies welcomes you as you enter the house of Roshan Samtani. “I am not a trained baker,” she says. But she has been baking since she was eight years old, assisting her mom in the kitchen. “My mom was very good in the kitchen, cooking and baking,” Samtani relates. “If I want to make something, she would teach me how to do it, or explain how it’s done. Then I would do it on my own.”

In college, she studied communication arts and business management at De La Salle University. “Our thesis required us to put up a business,” she relates. “We made and sold chocolate truffles and brownies.” This went on for a year. Friends would order, then friends of friends. Soon word spread and the orders just kept coming in. When more and more orders came regularly, that’s when she decided to make it a business, although she wouldn’t call it that. She’d rather keep it as a hobby. She remembers when she got her first order from a neighbor in Bel-Air. It was for her mango crepe samurai. This was in the early 1990s. She felt “excited and thrilled.”

Samtani loves baking “because it makes people happy,” she says. “I like it because it’s both a science and an art. It’s like ‘scientific art’ for me. Work is either scientific or artistic but baking is both scientific and artistic. You have the precision. You have to adhere to certain rules. But you also have creativity in terms of flavors and how the finished product looks.”

Samtani carries a wide range of products which include cakes, cookies, cupcakes, brownies, scones, biscotti, and ice cream. Her old-fashioned chocolate cake is super moist with lots of fudge frosting and delicious custard filling. The food-for-the-gods is generously filled with dates and nuts, while the cappuccino almond fudge ice cream is yummy coffee ice cream with chunks of fudge brownies and roasted almonds. Her mango crepe samurai is an all-time bestseller. And her Ghirardelli chocolate chip cookies are a definite stand-out. How can you go wrong with Ghirardelli? One Christmas, one person alone made an order for 48 dozens of Ghirardelli chocolate chip cookies.

Samtani puts great importance on the high quality of the ingredients that she uses. She imports some of her ingredients and if an

ingredient for a product is not available, she would not make that product. She will not settle for substitutes. “You should perfect your recipe,” she says. “Get good ingredients because what you put in is what will show in the final product. It’s very important to be consistent. For me, that is what’s important: the same consistency and same high quality of items.”

Samtani is also constantly developing new products. Something that we can look forward to are her high-end muffins. After months of research and product testing she has come up with six flavors: Belgian chocolate chunk, cappuccino, macademia, carrot, banana, and apple. “Everyone has different tastes,” Samtani observes. If someone would ask her to make something for them, “I would try it out. That is how new items come about, based on requests from people who have ordered.” No, she is not interested in putting up a store. “Because sometimes with a store, you end up being on the administrative side,” she explains. She does not want to do that. “I really want to bake, to make new things, to create different desserts.”

With Samtani you get a personal touch, from the moment you inquire on the phone, when she personally answers all of her customer’s inquiries, to the actual making of the products. “I’ve met a lot of people because I talk to them on the phone. A lot of times when I go out, I give my name, and they’d say ‘Oh, you’re the one who bakes.’ Even if I don’t have a shop and I’m not so out there, they recognize me. It shows you how word of mouth is so powerful,” Samtani shares. “For me, it’s really by word of mouth.”

There are a lot of touching stories, with terminally ill patients, for example, when they would ask for Samtani’s cookies from their relatives, which was the only thing that would make them take their medicine. A lot of families insist that when they celebrate certain occasions, they must have Samtani’s desserts. She says, “That makes me proud and happy that we have become a part of their lives.” ☐

Take your pick from Roshan Samtani’s homemade goodness at <http://www.homemadebyroshan.com> or call (02) 631-7786 or (0917) 8336286.