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**STATE OF WASHINGTON  
DEPARTMENT OF FINANCIAL INSTITUTIONS  
SECURITIES DIVISION**

IN THE MATTER OF DETERMINING  
Whether there has been a violation of the  
Franchise Investment Protection Act of  
Washington by:

Pink Baking Co. d.b.a. Kiki Bakery,  
Pin-Hsiu Lin, and  
Ming Chang Peng

Respondents.

Order No. S-20-3053-21-FO01

ENTRY OF FINDINGS OF FACT AND  
CONCLUSIONS OF LAW AND FINAL  
ORDER TO CEASE AND DESIST AS TO  
PINK BAKING CO. D.B.A. KIKI BAKERY,  
PIN-HSIU LIN, AND MING CHANG PENG

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**THE STATE OF WASHINGTON TO:      Pink Baking Co., Pin-Hsiu Lin, and Ming Chang Peng**

On July 8, 2021, the Securities Administrator of the state of Washington issued a Statement of Charges and Notice of Intent to Enter Order to Cease and Desist, Order Number S-20-3053-21-SC01 (“Statement of Charges”). The Statement of Charges, together with a Notice of Opportunity for Hearing (“Notice”) and an Application for Adjudicative Hearing (“Application”), were served on Respondents Pink Baking Co. d.b.a. Kiki Bakery, Pin-Hsiu Lin, and Ming Chang Peng (the “Respondents”) on July 12, 2021 by U.S Mail. The Notice advised the Respondents that the Application must be received within twenty days from the date of service. The Respondents failed to request an administrative hearing within twenty days of the date of service. Therefore, the Securities Administrator adopts as final the following Findings of Fact and Conclusions of Law as set forth in the Statement of Charges and enters a final order against the Respondents to cease and desist from violations of the Franchise Investment Protection Act.

ENTRY OF FINDINGS OF FACT AND  
CONCLUSIONS OF LAW AND FINAL  
ORDER TO CEASE AND DESIST

DEPARTMENT OF FINANCIAL INSTITUTIONS  
Securities Division  
PO Box 9033  
Olympia, WA 98507-9033  
360-902-8760

1 **FINDINGS OF FACT**

2 **Respondents**

3 1. Pink Baking Co. (“Pink Baking”) was incorporated in the state of California. Its principal  
4 business address is in Edmonds, Washington. Pink Baking is in the business of operating “Kiki Bakery”  
5 chain stores.

6 2. Pin-Hsiu Lin (“Lin”) is a principal and co-owner of Pink Baking.

7 3. Ming Chang Peng (“Peng”) is a principal and co-owner of Pink Baking.

8 **Nature of Conduct**

9 *Unregistered Franchise Offer*

10 4. In 2018, the Respondents were approached by two Washington residents (“the Residents”),  
11 who were interested in acquiring an existing Kiki Bakery location. Lin and Peng met and negotiated with the  
12 Residents regarding the store purchase over a series of meetings at the store location, at their home, and at  
13 the Respondent’s lawyer’s office. Respondents provided the Residents with several months of Profit and  
14 Loss statements for the store.

15 5. Respondent Lin told the Residents that the Respondents could offer them an arrangement in  
16 which they could continue to use the Kiki Bakery name, receive training and support from the Respondents,  
17 and purchase supplies through them at a lower price.

18 6. Respondents offered the Residents the opportunity to purchase the store and enter into a  
19 “franchise agreement” for \$10,000 plus an additional \$10,000 per year. Respondents also sold the Residents  
20 the store’s equipment, supplies and inventory. Respondents provided the Residents with a franchise  
21 agreement which was signed by them on or about August 31, 2018. The franchise agreement had an  
22 effective date of September 1, 2018. The Residents paid Respondents a total of \$250,000 for their franchise  
23 agreement and store purchase.



1 **FINAL ORDER**

2 IT IS HEREBY ORDERED that Respondents Pink Baking Co., Pin-Hsiu Lin, Ming Chang Peng,  
3 and their agents and employees, each shall cease and desist from violations of RCW 19.100.020.

4 IT IS HEREBY ORDERED that Respondents Pink Baking Co., Pin-Hsiu Lin, Ming Chang Peng,  
5 and their agents and employees, each shall cease and desist from violations of RCW 19.100.170.

6 **AUTHORITY AND PROCEDURE**

7 This Final Order is entered pursuant to RCW 19.100.248 and is subject to the provisions of RCW  
8 19.100.260 and Chapter 34.05 RCW. Respondents have the right to petition the superior court for judicial  
9 review of this agency action under the provisions of Chapter 34.05 RCW. For the requirements for judicial  
10 review, see RCW 34.05.510 and sections following.


11 **WILLFUL VIOLATION OF THIS ORDER IS A CRIMINAL OFFENSE.**

12 SIGNED and ENTERED this 6th day of August, 2021

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17 William M. Beatty  
18 Securities Administrator

19 Approved by:

20 

21 Suzanne Sarason  
22 Chief of Enforcement

Presented by:

23 

Martin Cordell  
Financial Legal Examiner

ENTRY OF FINDINGS OF FACT AND  
CONCLUSIONS OF LAW AND FINAL  
ORDER TO CEASE AND DESIST

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Jack McClellan  
Financial Legal Examiner Supervisor

**ENTRY OF FINDINGS OF FACT AND  
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ORDER TO CEASE AND DESIST**

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