



THE ORIGINAL  
**CRUMBS**  
**BAKESHOP**<sup>®</sup>

**LAUNCH PRESS BOOK**  
MARCH 2023

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THE ORIGINAL  
**CRUMBS**  
**BAKESHOP**

# Press Hits

PRINT & ONLINE MENTIONS

## OUTLET

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Food Network



## METRICS

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- UVM: 34M

THE ORIGINAL  
**CRUMBS**  
**BAKESHOP**

# These 30+ Gifts Make Birthdays So Much Happier

*Make a wish!*

Keep in mind: Price and stock could change after publish date, and we may make money from these affiliate links.



## CRUMBS Bakeshop Sprinkle Lovers Cupcake 6-Pack

**\$45** | *THE ORIGINAL CRUMBS BAKESHOP*

Sprinkles are a necessary requirement of birthdays big and small, and this delicious cupcake bundle from Crumbs Bakeshop is stocked full of the rainbow-colored jimmies. The pack comes with six cupcakes total — two strawberry-frosted, two vanilla-frosted and two chocolate-frosted — so your birthday celebrant will have more than enough wishes to make. Just don't forget the candles! To really play up the sprinkle theme, be sure to add a canister of the brand's equally colorful and yummy [Sprinkle Sundae cookies](#) to your order as well.

Buy It

READ MORE



- UVM: 12,558,208

EXCLUSIVE

# Buzzzz-o-Meter: Bella Thorne's Jewelry, Celeb-Approved Cupcakes and More of What Stars Are Buzzing About This Week

By Michelle McGahan November 27, 2022



While you dazzle your party guests with Thorne-approved sparklers, wow them even more with dessert — specifically, cupcakes from beloved NYC bakery Crumbs Bake Shop, [a long-adored celeb hotspot](#).

*Credit: Crumbs Bake Shop*

## **Crumbs Bake Shop**

The celeb-loved cupcake hotspot has reopened — and New Yorkers can satisfy their sweet tooth by ordering same-day delivery! (\$4.99 for one cupcake, [originalcrumbs.com](#))

[READ MORE](#)

OUTLET

FORBES

Forbes

METRICS

- UVM: 65,519,691

THE ORIGINAL  
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## For Your Cupcake Shop Companion

Gourmet Confections From An Iconic Bakery



After closing up shop a decade ago, New York City's beloved Crumbs Bakeshop is back—only now, the decadent treats can be delivered to your pals far and wide. The brand's special Valentine's Day packages are certainly worth a look, as are the recently-launched [cookie jars](#) that come in fun flavors like red velvet and chocolate candy. But because you know your bestie better than anyone, we'd suggest building your own 6-pack of cupcakes. From cookies and cream to classic sprinkles, all of the hits are there (and they're as good as you remember).

CRUMBS BAKESHOP

### Crumbs Bakeshop Cupcakes, Build Your Own 6 Pack

\$45

[Buy From Crumbs Bakeshop](#)

[READ MORE](#)

## OUTLET

CBS News



## METRICS

- UVM: 38,561,114

THE ORIGINAL  
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## Crumbs Bakeshop Cupcakes



ESSENTIALS >

## Christmas gift guide 2022: The best edible gifts to give



BY LEAH GROTH  
UPDATED ON: DECEMBER 19, 2022 / 12:16 PM / ESSENTIALS

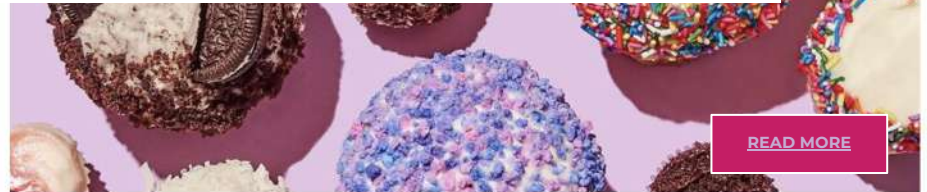


CRUMBS BAKESHOP

Send Crumbs Bakeshop's famous cupcakes anywhere in the country this holiday season. Choose from 13 flavors and curate your own pack of cupcakes to their liking.

[Crumbs Bakeshop Cupcakes 6-pack, \\$45](#)

\$45 AT CRUMBS BAKESHOP



[READ MORE](#)



- UVM: 13,284,562

THE ORIGINAL  
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BAKESHOP

UPDATE!

## 22 Unique, Delicious & Functional Gift Ideas for Every Foodie

For the person who's always snacking or the self-proclaimed chef, treat all the food-lovers in your life to some of the most mouthwatering gifts out there.

### *Build Your Own 4 Pack of Cookies*

CRUMBS Bakeshop is a sweet lover's dream, so it feels like a no-brainer to gift them this [set of four build-your-own cookie jars](#). You can choose delectable flavors like chocolate chip, red velvet, sprinkle sundae and more.



\$40 CRUMBS Bakeshop

[READ MORE](#)



## OUTLET

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US Weekly



## METRICS

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- UVM: 12,558,208

THE ORIGINAL  
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### **Crumbs Bake Shop**

The celeb-loved cupcake hotspot has reopened — and New Yorkers can now satisfy their sweet tooth by ordering same-day delivery! (\$45 for a 6-pack, [originalcrumbs.com](https://www.originalcrumbs.com))



[READ MORE](#)

## OUTLET

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EATER - NEW YORK

**EATER**  
NEW YORK

## METRICS

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- UVM: 13,124,581

THE ORIGINAL  
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# Crumbs Bake Shop Is Back From the Dead, With Plans to Go National

Plus, Brooklyn gets a vegetarian deli — and more intel

by [Melissa McCart](#) | Nov 4, 2022, 10:48am EDT

If you buy something from an Eater link, Vox Media may earn a commission. See our [ethics policy](#).



The once ubiquitous NYC bakery chain that was at one time the [world's largest cupcake vendor](#), [Crumbs Bake Shop](#), which shuttered almost a decade ago, has been resuscitated with plans for a national expansion, [the Daily News reports](#). Original co-founders and husband-wife team Mia and Jason Bauer struck a deal to relaunch that will allow them to take items like the squiggle, red velvet, and cookies and creme cupcakes to supermarkets starting in New York, with home delivery in Manhattan [available now](#).

[READ MORE](#)

## OUTLET

House Beautiful

# House Beautiful

## METRICS

- UVM: 6,530,417

THE ORIGINAL  
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BAKESHOP

[Entertaining](#) > [Holidays + Celebrations](#)

# Valentine's Day Gifts for Her That She'll Love (and Actually Use!)

Who says it can't be sweet *and* practical?!

BY [ISIS BRIONES AND JACOREY MOON](#) PUBLISHED: FEB 3, 2023



[Best for the Huge Sweet Tooth](#)

## The Original Crumbs Bakeshop Best Seller Variety Pack

\$75 AT [ORIGINALCRUMBS.COM](#)

Credit: The Original Crumbs Bakeshop

Or do you think she'd prefer something warmer and more traditional? You're in luck as The Original Crumbs Bakeshop delivers and will get you fresh cupcakes and cookies straight to your door. Some exciting classic flavors in the variety pack are Red Velvet, Cookies & Cream, and more.

[READ MORE](#)



- UVM: 16,438,057



## Celebrate Valentine's Day With These Sweet Treats: Cookies, Cupcakes, Brownies, Candy, and More

If the way to someone's heart is through their stomach, these Valentine's Day food gifts are the perfect present.

By MARENAH DOBIN JAN 26, 2023 8:14 PM TAGS

### *Crumbs Bakeshop Build Your Own 12 Pack*

Pick your favorite flavors to build your [cupcake dozen](#). Choose from birthday cake, blackout, cookies and cream, red velvet, raspberry swirl, strawberry crumb cake, vanilla coconut, and more delectable flavors.



**\$85** Crumbs Bakeshop

[READ MORE](#)

## OUTLET

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CNBC NEW YORK 4



## METRICS

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- UVM: 5,887,131

THE ORIGINAL  
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- UVM: 63,915,232

## DINING

## Crumbs Bakeshop Announces Relaunch With Nationwide Delivery



Nearly 20 years ago, the world was infatuated with cupcakes and those who were diehards knew CRUMBS Bakeshop was the OG cupcake spot. Founded by husband-and-wife duo, Mia and Jason Bauer, in 2003, CRUMBS grew quickly to having 50 stores nationwide before being sold in 2012. Sadly by 2016 all of the CRUMBS stores had closed and the brand was no more—until the need for nostalgia hit in the pandemic and the Bauers found themselves on a soul searching adventure that led to the decision to bring back CRUMBS. That's right, cupcake lovers, starting today CRUMBS is back and better than ever.

A lot has changed in the last 20 years, and the Bauers are committed to making CRUMBS 2.0 an experience that's evolved with its customers. Rather than finding a new brick and mortar home, CRUMBS cupcakes—and their new cookie jar line—will be available via nationwide shipping through the company's website, with same day delivery available where the CRUMBS story began in NYC through UberEats, GrubHub, DoorDash, Seamless, and Postmates. Plus the high-quality baked goods will be available in select grocery stores including ShopRite, Fairway, and Westside Market NYC before the end of the year.

[READ MORE](#)

## OUTLET

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US WEEKLY



## METRICS

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- UVM: 12,558,208

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- UVM: XXXXXX

# 16 Gift Ideas for Tweens & Teens That Won't Get an Eye Roll

LIFESTYLE Updated Dec 11, 2022

By [Wendy Robinson](#)



## Crumbs Bakeshop Build Your Own Four-Pack

\$40.00 from [The Original Crumbs Bakeshop](#)

SHOP

Win alllll the cool aunt points by sending tween or teen nieces and nephews their own cookie delivery from Crumbs Bakeshop. Not only does the four pack come packaged in some cute mini cookie jars (that can totally get reused for storing art supplies or small items), the cookies are *so good*. Our tween and teen testers especially loved the red velvet and psychedelic sugar cookies flavors!

Crumbs Bakeshop

READ MORE



## OUTLET

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### GUILTY EATS



## METRICS

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- UVM: 115,279

THE ORIGINAL  
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# 3 Sweet treats to get delivered to your door this holiday season



by Kimberley Spinney 3 minutes ago

Follow @KimberleyDS84

TWEET

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COMMENT

- **The Original CRUMBS Cookies** – Jars of cookies delivered to our door? Yes, please! When we learned that **CRUMBS** was making a comeback we were thrilled. And then they announced the launch of their Cookies and we were all in. Now, we are all about getting cookie jars delivered to our door for the holidays. Among the flavors you can choose from are Oatmeal Raisin, Sprinkle Sundae, Chocolate Cherry, and Psychedelic Sugar, to name a few. They come in cute plastic cookie jars that you can easily reuse and the cookies themselves are pure perfection. It's sweet treats done right!

READ MORE

- UVM: 18,724,103

Drum up support

DEF leppard drummer **Stick** **Allen** didn't want to live after losing his arm in a 1990 accident. "I really didn't want to be here and I felt very defeated," Allen, 51, exclusively told *The Post's* **Nicki Goslin**, adding he felt "awkward" and "self-conscious." In 1998, the then-28-year-old lost his left arm after an auto accident in England, Allen, who had been trying to pass another car at high speed, lost control of his Corvette and was thrown through the sunroof. His arm stayed with the car. The English-born rocker — who's touring with his wife **Lauren Monroe** — managed to rebuild his life and career using a specially designed electronic drum kit. The couple are also the founders of the **Koven** drum foundation, which helps veterans dealing with PTSD. "The first thing any of us ever learn is our mother's heartbeat, so we're electronic beings. It's just a very ancient form. It immediately taps into healing," Allen said.

We hear

THAT **Crumbs** capsules are back. The store opened on the Upper West Side in 2003, but went bust in 2016. Now they're being shipped via same-day delivery. ... THAT **Diplo**, **Cheryl Burke** and **Angie Stone** were at **Caris** Hollywood for the launch of **Sommer Ray's** **Inanna Beauty** line on the **TikTok** app.

It's a bare family affair for **Robert Downey Jr.**, who fills the last eight of "Se," about his father, with his head freshly shaved by his kids.



More celebrity photos at [nypost.com](http://nypost.com)



**Holly Bieber** teams with **Levi's** to help get out the vote ahead of Election Day by sporting a crop top T-shirt.

Still a marathon man at 88

VENTURE capitalist heavyweights **Alan Patrickoff**, 88, was the oldest NYC Marathon runner this year out of 42,899 participants, and the financier raised more than half a million for Alzheimer's charity **Caring Kind** with his epic achievement. The entrepreneur entrepreneur who said he's "determined to live to be 104" crossed the finish line in just over 8 hours and 50 minutes, wearing a shirt that proudly proclaimed his age. "I feel a great sense of satisfaction that I set out to complete the marathon," Patrickoff told *Page Six*. "Even more importantly I wanted to finish to be somewhat of a role model for older people ... to know if they set out to accomplish something and try hard enough, they can achieve anything. You are never too old to consume your goals." He did four marathons in the '70s and '80s, and he participated in this year's race with his son, **Jamie**. Other big-name runners included **Ashlon Katcher**, **Chelsea Clinton**, **Ellie Kemper**, **Tiki Barber** and **Amy Robach**.

Rebel's ranks grow by one

**REBEL Wilson** revealed on Instagram yesterday that she has welcomed her first child, a girl, via surrogate. "Beyond proud to announce the birth of my first child," **Roxy Lillien**, born this past week via surrogate, the "Pitch Perfect" star wrote. It's unclear if she will be co-parenting her newborn with partner **Ramona Agruma**. *Page Six* reported that the pair got engaged, after seven months of dating — when spies said they were "making out in a corner" at the recent **Casimiro** Halloween party in LA, "and telling everyone how excited they are to be engaged." But Wilson subsequently posted on social media, "Thanks for the well wishes but we are NOT engaged!"

Page Six

VIRTUAL REALI-TEA Live!

An exclusive holiday live podcast event spilling juicy reality TV news and exclusive interviews.



**DANNY MURPHY**  
Senior editor  
*Rage Six*'s host



**EVAN REAL**  
Page Six  
Senior TV reporter

Join **Danny**, **Evan**, **The Real Housewives of New Jersey's** **Jackie Goldschneider**, plus more special guests!

Monday, Dec 5th

Doors Open / Show 7:30pm

IN THE LOFT AT

CITY WINERY

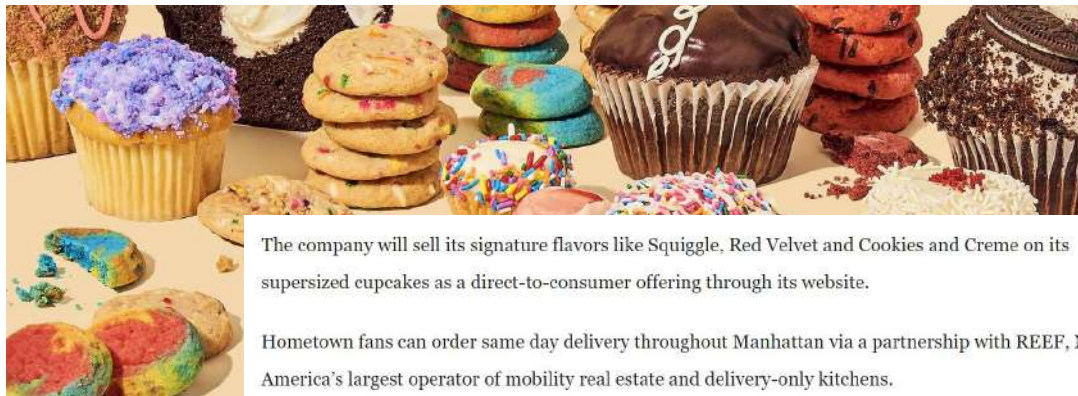
NEW YORK CITY

- UVM: 241,566

## NYC's Crumbs Bake Shop relaunches after 2016 shuttering

A once-popular local bakery chain that ran out of dough nearly a decade ago is coming back.

Crumbs Bake Shop, the Upper West Side-born enterprise credited for the gourmet cupcake trend nearly 20 years ago, is back in business with Thursday's announcement that original husband-and-wife co-founders Mia and Jason Bauer struck a deal to relaunch their brand and take it national.



The company will sell its signature flavors like Squiggle, Red Velvet and Cookies and Creme on its supersized cupcakes as a direct-to-consumer offering through its website.

Hometown fans can order same day delivery throughout Manhattan via a partnership with REEF, North America's largest operator of mobility real estate and delivery-only kitchens.

[READ MORE](#)

## OUTLET

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BAKE MAGAZINE

**bake**

## METRICS

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- UVM: 67,754

THE ORIGINAL  
**CRUMBS**  
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## Crumbs Bakeshop returns with old favorites and new featured products

PREV

NEXT



The Original Crumbs is launching a comeback under the guidance of the company's original owners. Mia and Jason Bauer, original founders of Crumbs Bakeshop, are back to relaunch the iconic brand that pioneered the gourmet cupcake nearly 20 years ago in 2003, and later helped spawn the cupcake craze that spread across the globe.

But a rapid growth plan under different management as a publicly traded company turned sour for Crumbs Bakeshop, which in 2014 announced that it was closing its nearly 50 remaining stores nationwide, according to published reports. Crumbs Bakeshop, which opened its first location in 2003, had grown to dozens of stores, and analysts remarked that the speed of growth proved too much to handle profitably.

[READ MORE](#)

## OUTLET

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HER CAMPUS

## METRICS

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- UVM: 257,321

THE ORIGINAL  
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STYLE

## 42 SHIPPABLE GIFT SETS TO SEND YOUR LONG DISTANCE BESTIE



### 32. CRUMBS BAKESHOP CUPCAKES

Treat your BFF (or yourself) to the perfect shippable sweet treats from CRUMBS Bakeshop. Choose from their wide selection of cupcakes, like this best seller six pack (\$45) and cookie assortments to earn the title of best secret Santa of the season.

[See On CRUMBS](#)

[READ MORE](#)

## OUTLET

## GUILTY EATS



## METRICS

- UVM: 115,279

THE ORIGINAL  
**CRUMBS**  
BAKESHOP

# CRUMBS cookies are perfect for the holiday season



by Sarah Perchikoff 2 months ago

Follow @sperchikoff

TWEET

SHARE



COMMENT

With the holidays getting closer and closer, it's officially cookie time. There really is never a bad time for cookies but when it's this time of year, cookies feel more appropriate than ever. But if you don't want to make cookies, CRUMBS cookies can be the perfect alternative.

You may remember CRUMBS for their cupcakes from the early 2000s. There were defunct in 2016 but they **came back this year** with not only cupcakes but cookies too. The cookies come in a bunch of different flavors including Chocolate Chip, Oatmeal Raisin, Sprinkle Sundae, Chocolate Cherry, Cotton Candy, Red Velvet, Chocolate Candy, and Psychedelic Sugar.



[READ MORE](#)

## OUTLET

### FOOD BUSINESS NEWS

# Food Business News

## METRICS

- UVM: 203,114

THE ORIGINAL  
**CRUMBS**  
**BAKESHOP**

## Crumbs cupcakes return to market though CPG, e-commerce route



There will be no Crumbs bakeshops this time around. According to the company, all Crumbs cupcakes and cookies are made by hand using Ms. Bauer's recipes at its partner commercial bakery facilities in the Northeast.

The CPG line of cupcakes and cookies will be available at ShopRite, Kings, Fairway, Westside Market and Foodtown in the Northeast. The company said it plans for its sweet baked foods to be available, "on the shelves in hundreds of doors by the end of the year."

NEW YORK – The original husband-and-wife co-founders of Crumbs Bakeshop, Mia and Jason Bauer, have relaunched the specialty cupcake brand with a new retail model and added a line of cookies to their product offerings. The newly organized baking company, which is back under the Bauers' ownership, launched a CPG retail line for its cupcakes and cookies and will utilize e-commerce to sell direct to consumers.

There will be no Crumbs bakeshops this time around. According to the company, all Crumbs cupcakes and cookies are made by hand using Ms. Bauer's recipes at its partner commercial bakery facilities in the Northeast.

[READ MORE](#)

## OUTLET

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YAHOO SPORTS

**yahoo!sports**

## METRICS

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- UVM: 28,303,537

THE ORIGINAL  
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## NYC's Crumbs Bake Shop relaunches after 2016 shuttering

A once-popular local bakery chain that ran out of dough nearly a decade ago is coming back.

Crumbs Bake Shop, the Upper West Side-born enterprise credited for the gourmet cupcake trend nearly 20 years ago, is back in business with Thursday's announcement that original husband-and-wife co-founders Mia and Jason Bauer struck a deal to relaunch their brand and take it national.

The company will sell its signature flavors like Squiggle, Red Velvet and Cookies and Creme on its supersized cupcakes as a direct-to-consumer offering through its website.

Hometown fans can order same day delivery throughout Manhattan via a partnership with REEF, North America's largest operator of mobility real estate and delivery-only kitchens.

Crumbs cupcakes and cookies will arrive in supermarkets by the end of the year, starting with locations in the New York area.

[READ MORE](#)



## OUTLET

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### GUILTY EATS



## METRICS

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- UVM: 108,005

THE ORIGINAL  
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# CRUMBS Bakeshop is back and with new products



**CRUMBS Bakeshop** was part of the huge cupcake craze in the early 2000s but they have been gone for the past 10 years. Well, they are back and with their return, they are offering some new products as well. Now the brand has cookies too!

For the comeback, **CRUMBS** is bringing back old favorites like the Squiggle, Vanilla, Raspberry Swirl, Red Velvet, and Cookies and Creme cupcakes. They will eventually be available at most local grocery stores by the end of the year but will start at locations in the New York area.

But beyond the cupcakes, the brand is also debuting CRUMBS cookies as well. When are cookies ever a bad idea? The **cookies** come in a bunch of delicious flavors including Marshmallow Cookies and Cream, Red Velvet, Oatmeal Raisin, Cotton Candy, Chocolate Chip (have to have the classics), Chocolate Cherry, Chocolate Candy, Psychedelic Sugar, and Sprinkle Sundae.

The brand originally closed its doors after changing hands from the husband-and-wife founders, but CRUMBS Bakeshop is not only back, it's back with those original owners, Jason and Mia Bauer. And besides the addition of cookies, they are also adding one important change. They are offering same-day delivery!

[READ MORE](#)

## OUTLET

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HOLLYWOOD LIFE

Hollywood Life

## METRICS

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- UVM: 7,974,695

THE ORIGINAL  
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## Hottest Celebrity Pics This Week Of Nov 7–Nov. 13: Teresa Giudice & More



“CRUMBS Bakeshop, is BACK and they’re celebrating their return with a fun mobile bakeshop – touring around NYC this week! Follow CRUMBS on Instagram (@originalcrumbs) for the inside scoop on where the truck will be stopping in the city.”

[READ MORE](#)



- UVM: 11,216,649



# Axios Pro: Retail Deals



November 07, 2022

Axios Pro Exclusive Content



Richard Collings, Kimberly Chin

Welcome back, Retail readers.



**Situational awareness:** Crumbs, the New York-based bakery chain, is bringing back its cupcakes nearly a decade after closing its brick-and-mortar stores, this time in the form of a digital bakery.

[READ MORE](#)

- UVM: 288,622

MARKETING ON PLATFORMS

## Inside Crumbs' return as a digital bakery store appealing to Gen Z

November 15, 2022 | By [Julian Cannon](#)



Ivy Liu

[READ MORE](#)



- UVM: 52,639,654

The screenshot shows the top navigation bar of the New York Post website. It features a red background with the 'NEW YORK POST' logo in white and black. To the right is a 'LOG IN' button. Below the logo is a menu with 'Lifestyle', 'Shopping' (highlighted with a red underline), 'Black Friday', 'Cyber Monday', 'Gift Guides', 'Sales', and 'Deals'. Underneath is a 'TRENDING NOW IN SHOPPING' section with three featured articles: 'These are the 56 best Amazon Black Friday deals right now', 'Grab these iPhones from Amazon and Walmart at Black Frid...', and a 'BLACK FRIDAY DEALS' graphic.



**SHOPPING**

# 153 Black Friday deals you don't want to miss out on this year

By **Camryn La Sala**

November 25, 2022 | 5:15pm | Updated

[READ MORE](#)

## OUTLET

NEW YORK POST

**NEW YORK POST**

## METRICS

- UVM: 52,639,654

THE ORIGINAL  
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# Crumb's Bakeshop offers 50% off its signature cupcakes for Black Friday



New York Post Composite

New York Post may be compensated and/or receive an affiliate commission if you buy through our links.

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**BAKESHOP**

# Supermarket Ads

PRINT MENTIONS

## OUTLET

D'AG NYC

**D'AG NYC**

**NEW YORK POST**

## METRICS

- UVM: NY POST 250K-

THE ORIGINAL  
**CRUMBS**  
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## OUTLET

SHOPRITE



## METRICS

- UVM: 325 stores

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**ShopRite**

# Welcome from our family to yours.

## Fresh Baked

Our professionally trained bakers prepare baked goods and offer bakery treats for any lifestyle including gluten-free & sugar-free. Our talented cake decorators will customize cakes for any special occasion.

*Wow!* **\$9.99**  
SAVE \$3.00  
**Crumb Cupcakes 6-Pack**  
12-OZ. PKG.

*Wow!* **\$3.99**  
SAVE \$2.00  
**Dere Street Cheddar Chive or Cheddar Red Pepper Scones**  
9.5-oz. pkg., 3 Pack

**Deli Delights**

3-2  
JG  
R1  
R2  
R3  
R4  
R5

THE ORIGINAL  
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# Social Media

HIGHLIGHTS

## OUTLET

INSTAGRAM  
@cosmopolitan



## METRICS

- Followers: 4.1M

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## OUTLET

INSTAGRAM  
@bethannyfrankel



## METRICS

- Followers: 2.8 Million

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## OUTLET

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INSTAGRAM  
@batshevahaart



## METRICS

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- Followers: 490K

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## OUTLET

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INSTAGRAM  
@cosmopolitan



## METRICS

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- Followers: 4 Million

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## OUTLET

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INSTAGRAM  
@jillzfoodz



## METRICS

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- Followers: 1.3M

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## OUTLET

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INSTAGRAM  
@cookiemonsterr



## METRICS

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- Followers: 156,000

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BAKESHOP



## OUTLET

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INSTAGRAM  
@gothamlove

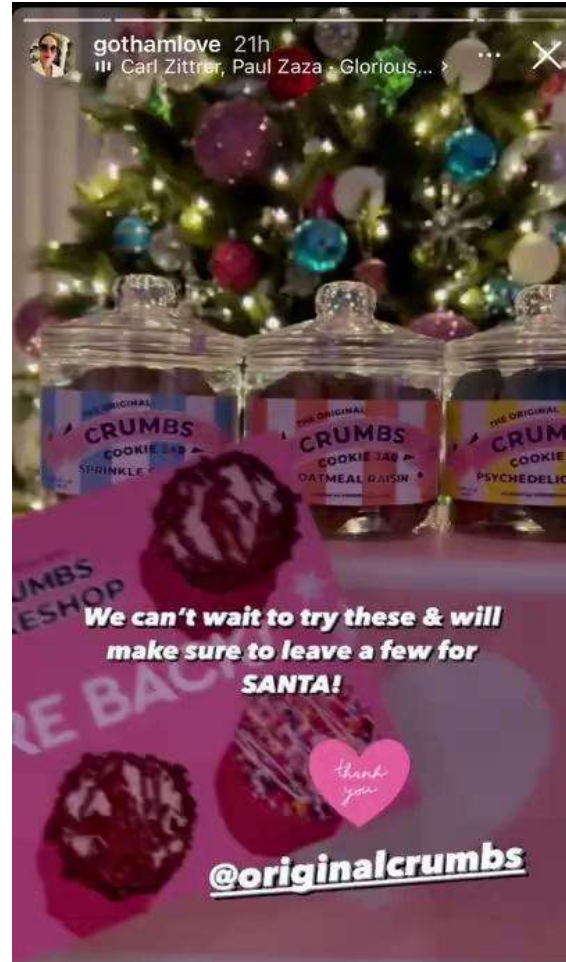


## METRICS

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- Followers: 57,500

THE ORIGINAL  
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BAKESHOP



## OUTLET

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INSTAGRAM  
@lullabiesandlouboutins

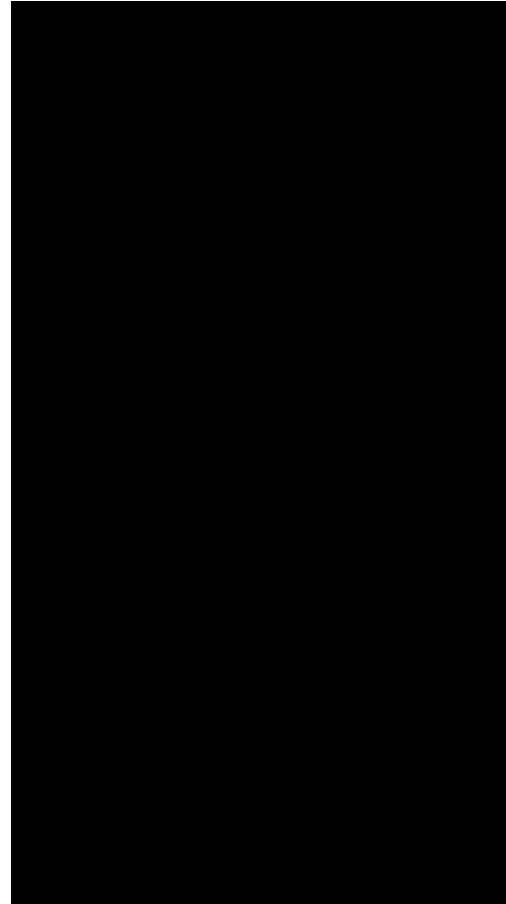


## METRICS

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- Followers: 126,000

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BAKESHOP



## OUTLET

INSTAGRAM  
@beautyofthefoodie



## METRICS

- Followers: 22.4K

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## OUTLET

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INSTAGRAM  
@nyfoodsharings



## METRICS

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- Followers: 43.9K

THE ORIGINAL  
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## OUTLET

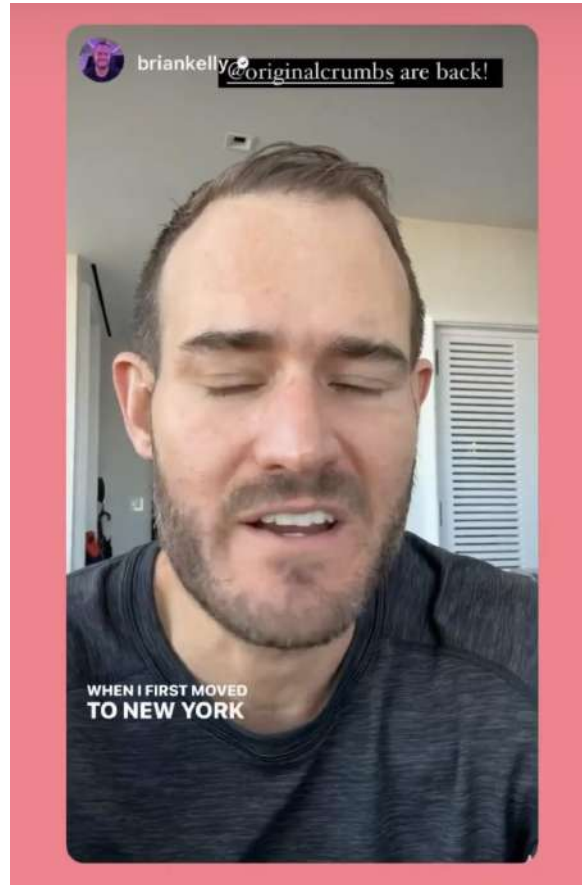
INSTAGRAM  
@theaudreyeters



## METRICS

- Followers: 74.2K

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## OUTLET

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INSTAGRAM  
@nyfoodsharings



## METRICS

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- Followers: 246 K

THE ORIGINAL  
**CRUMBS**  
BAKESHOP





## OUTLET

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INSTAGRAM  
@theviplistnyc



## METRICS

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- Followers: 43.9K

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## OUTLET

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INSTAGRAM  
@theviplistnyc



## METRICS

---

- Followers: 43.9K

THE ORIGINAL  
**CRUMBS**  
BAKESHOP



## OUTLET

---

INSTAGRAM  
@nyc.food



## METRICS

---

- Followers: 246K

THE ORIGINAL  
**CRUMBS**  
BAKESHOP



## OUTLET

---

INSTAGRAM  
@nancyberger1



## METRICS

---

- Followers: 2,388

THE ORIGINAL  
**CRUMBS**  
BAKESHOP



## OUTLET

---

INSTAGRAM  
@foodbabyny



## METRICS

---

- Followers: 308K

THE ORIGINAL  
**CRUMBS**  
BAKESHOP



## OUTLET

---

INSTAGRAM  
@nydoorman



## METRICS

---

- Followers: 73.3K

THE ORIGINAL  
**CRUMBS**  
BAKESHOP



## OUTLET

---

INSTAGRAM  
@petersom



## METRICS

---

- Followers: 53.2K

THE ORIGINAL  
**CRUMBS**  
BAKESHOP



## OUTLET

---

INSTAGRAM  
@nyc.food

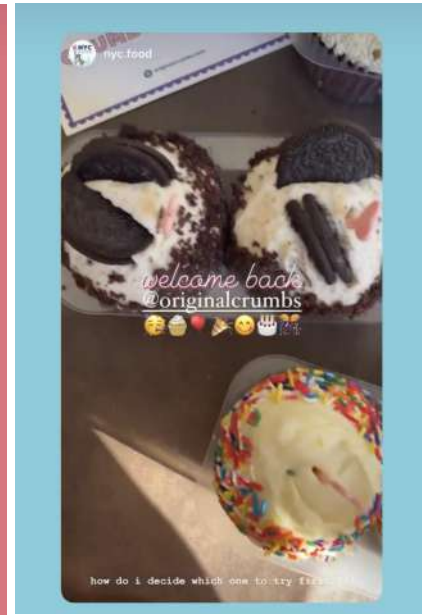


## METRICS

---

- Followers: 246K

THE ORIGINAL  
**CRUMBS**  
BAKESHOP





## OUTLET

INSTAGRAM  
@theaudreypeters



## METRICS

- Followers: 74.2K

THE ORIGINAL  
**CRUMBS**  
BAKESHOP



## OUTLET

---

INSTAGRAM  
@nycfoodgals



## METRICS

---

- Followers: 234K

THE ORIGINAL  
**CRUMBS**  
BAKESHOP



## OUTLET

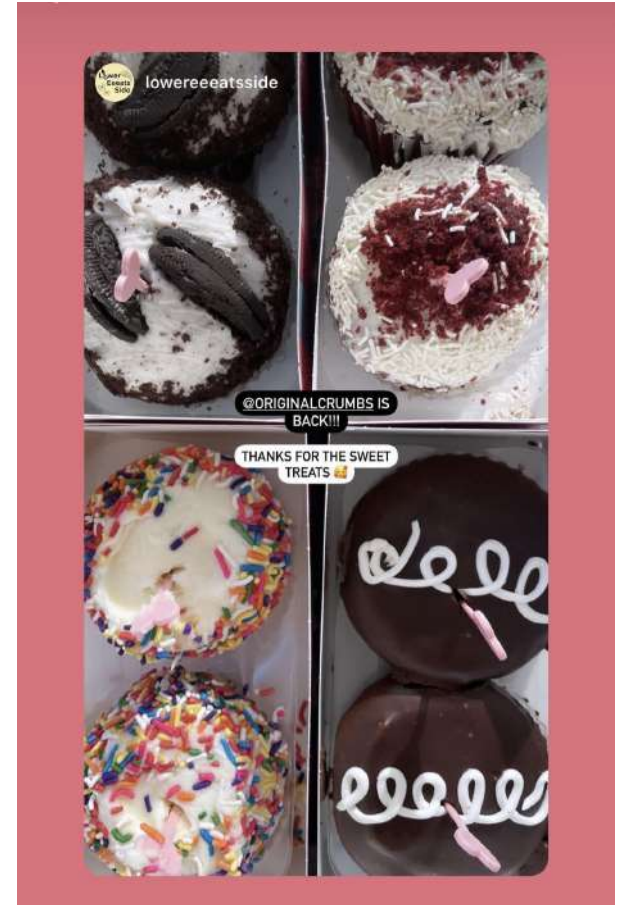
INSTAGRAM  
@lowereeatsside



## METRICS

- Followers: 28.1K

THE ORIGINAL  
**CRUMBS**  
BAKESHOP



## OUTLET

---

INSTAGRAM  
@eatingnyc



## METRICS

---

- Followers: 299K

THE ORIGINAL  
**CRUMBS**  
BAKESHOP



## OUTLET

---

INSTAGRAM  
@stillhungry4more



## METRICS

---

- Followers: 55.9K

THE ORIGINAL  
**CRUMBS**  
BAKESHOP



## OUTLET

---

INSTAGRAM  
@motiankari



## METRICS

---

- Followers: 201K

THE ORIGINAL  
**CRUMBS**  
BAKESHOP



## OUTLET

---

INSTAGRAM  
@davisburleson

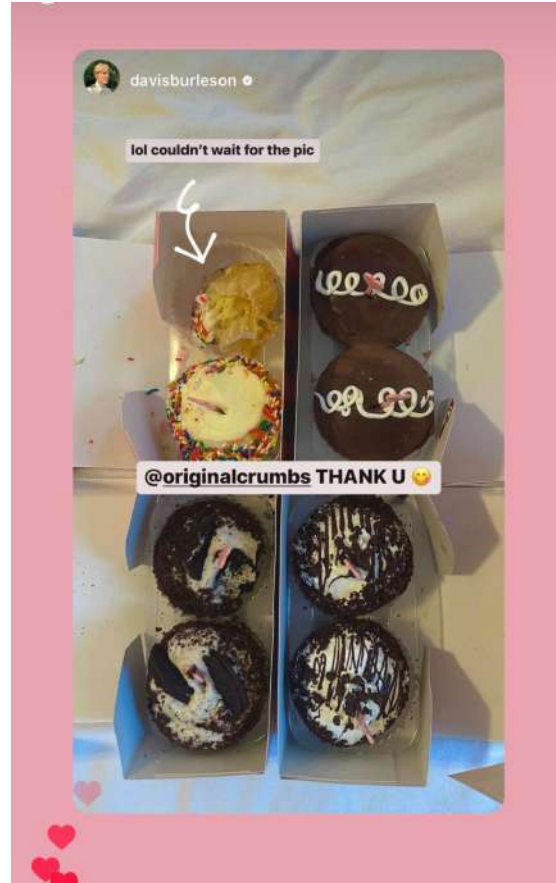


## METRICS

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- Followers: 51.3K

THE ORIGINAL  
**CRUMBS**  
BAKESHOP



## OUTLET

---

INSTAGRAM  
@thecarboholic



## METRICS

---

- Followers: 169K

THE ORIGINAL  
**CRUMBS**  
BAKESHOP





## OUTLET

---

INSTAGRAM  
@nyctreats



## METRICS

---

- Followers: 195K

THE ORIGINAL  
**CRUMBS**  
BAKESHOP



## OUTLET

---

INSTAGRAM  
@mcarthurjoseph



## METRICS

---

- Followers: 16.4K

THE ORIGINAL  
**CRUMBS**  
BAKESHOP



## OUTLET

---

INSTAGRAM  
@eating\_longisland



## METRICS

---

- Followers: 118K

THE ORIGINAL  
**CRUMBS**  
BAKESHOP



## OUTLET

---

INSTAGRAM  
@deniserichards



## METRICS

---

- Followers: 1.4M

THE ORIGINAL  
**CRUMBS**  
BAKESHOP



THE ORIGINAL  
**CRUMBS**  
**BAKESHOP**

# NEWSLETTERS

CURRENT DATABASE: 13K SUBSCRIBERS

## OUTLET

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NEWSLETTER EMAILS



## METRICS

---

- Subscribers: 12K

THE ORIGINAL  
**CRUMBS**  
BAKESHOP

Back this November!

THE ORIGINAL  
**CRUMBS**  
BAKESHOP



**LOVE FREE  
CUPCAKES?**

Follow us on Instagram this week and you'll be entered to win a free 12-pack of cupcakes

FREE CUPCAKES HERE



@OriginalCrumbs

Join the conversation about your favorite crumbs memories. #CRUMBSisBack

JOIN THE COMMUNITY



Back this November!

THE ORIGINAL  
**CRUMBS**  
BAKESHOP

**SHARE  
THE LOVE**

Have a favorite Crumbs memory?

Join our Instagram community and share what you love about Crumbs. Plus, receive the latest on product releases, special offers and more.

JOIN THE COMMUNITY



@OriginalCrumbs

## OUTLET

NEWSLETTER EMAILS



## METRICS

- Subscribers: 12K

THE ORIGINAL  
**CRUMBS**  
BAKESHOP

Back this November!

THE ORIGINAL  
**CRUMBS**  
BAKESHOP

**SO CLOSE YOU  
CAN TASTE IT!**

The wait is nearly over.

Join our Instagram community to be the first to find out when your favorite cupcakes are available. Plus, share what you love most about CRUMBS cupcakes.

JOIN THE COMMUNITY

f i t d @OriginalCrumbs

THE ORIGINAL  
**CRUMBS**  
BAKESHOP

**ORIGINAL  
CRUMBS**  
IS BACK

(and tastier than ever!)

Give into your cravings with 10% OFF and get our heavenly cupcakes shipped straight to your door.  
Use Code: CRUMBSISBACK

TAKE ME THERE

**NEED IT NOW?**  
Satisfy your sweet tooth in a flash with local delivery in NYC.

DOORDASH seamless Uber Eats POSTMATES

@OriginalCrumbs

f i t d

CUPCAKES | ABOUT US | RETAILERS | WHOLESALE

THE ORIGINAL  
**CRUMBS**  
BAKESHOP

**THE SECRET TO OUR  
DELICIOUS CUPCAKES?**



DEVILS FOOD  
Baked with love.  
Stuffed with love.  
Frosted with extra love.

SHOP NOW

THE TASTY LINEUP

6 PACKS



SHOP NOW

12 PACKS



SHOP NOW

## OUTLET

NEWSLETTER EMAILS



## METRICS

- Subscribers: 12K

THE ORIGINAL  
**CRUMBS  
BAKESHOP**

### THE ORIGINAL **CRUMBS BAKESHOP**

#### INTRODUCING THE **CRUMBS POP-UP CUPCAKE TRUCK**



You asked for an in-person cupcake experience and we listened. The CRUMBS Pop-up Cupcake Truck hits the streets of NYC tomorrow. Meet us at our truck stops for the cupcakes you've been missing and mingle with fellow CRUMBS lovers.

#### Want A Free Cupcake?

Our Pop-up Cupcake Truck will hand out one free cupcake to anyone following us on Instagram (while supplies last). So check us out on social to find out where we'll pop up next.

CHECK OUT OUR STOPS

### THE ORIGINAL **CRUMBS BAKESHOP**

#### CALLING ALL VANILLA LOVERS



This National Vanilla Cupcake Day, celebrate with our Vanilla Lovers cupcake packs

TAKE ME THERE

Each Vanilla Lovers pack includes Vanilla Sprinkle, Vanilla Coconut and Birthday cake. Available in 6 pack and 12 pack



VANILLA SPRINKLE



VANILLA COCONUT



BIRTHDAY CAKE

TAKE ME THERE

### THE ORIGINAL **CRUMBS BAKESHOP**

NOW TAKING ORDERS FOR  
Thanksgiving

#### SKIP THE PUMPKIN PIE AND GO FOR CUPCAKES

Plan Ahead and Place Your Orders for Thanksgiving.  
Order by 4pm on Sunday, November 20th for on time arrival.



ORDER NOW

DELICIOUS FLAVORS THAT THE WHOLE FAMILY WILL LOVE  
Available in packs of 6 or 12



6 PACK



6 PACK

CHOCOLATE LOVERS

VANILLA LOVERS



6 PACK

BERRY LOVERS



6 PACK

BEST-SELLERS

ORDER NOW



## OUTLET

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NEWSLETTER EMAILS



## METRICS

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- Subscribers: 12K

THE ORIGINAL  
**CRUMBS  
BAKESHOP**

## THE ORIGINAL **CRUMBS BAKESHOP**

THANKSGIVING ORDERS: ORDER BY 6PM ON THE 20TH FOR ON TIME DELIVERY

### THE THANKSGIVING DESSERT YOU REALLY WANT

Skip the same old pie this year! Make our sweet and delicious cupcakes your new tradition and bring an extra sprinkle of joy to your table.

GET MY CUPCAKES



## THE ORIGINAL **CRUMBS BAKESHOP**

ORDERS FOR THANKSGIVING CLOSE TONIGHT AT 6PM

### MAKE YOUR DESSERT TABLE POP THIS THANKSGIVING!

Need a dessert for Thanksgiving but have no time to bake?  
Skip the kitchen mess and order our crowd-pleasing cupcakes.

**BUT HURRY!**

The order deadline for on time delivery for Thanksgiving is tonight at 6PM.

GET MY CUPCAKES



OUTLET

NEWSLETTER EMAILS



METRICS

- Subscribers: 12K

THE ORIGINAL  
**CRUMBS**  
BAKESHOP

THE ORIGINAL  
**CRUMBS**  
BAKESHOP

GET SOCIAL WITH US



Follow CRUMBS on socials and we'll fill your feed with tasty offers and giveaways!

FOLLOW ALONG



WE <3 YOUR STORIES  
What's your go-to treat?  
Tag @originalcrumbs on  
Instagram and spread the  
sweet love around!

SHARE YOUR STORY

THE ORIGINAL  
**CRUMBS**  
BAKESHOP

BLACK FRIDAY SPECIAL

50% OFF



Use code **CYBERSWEETS** at checkout  
For a short time treat yourself to 50% OFF sitewide.

ORDER NOW

THE ORIGINAL  
**CRUMBS**  
BAKESHOP

CYBER WEEKEND SPECIAL

50% OFF

Use code **CYBERSWEETS** at checkout  
For a short time treat yourself to 50% OFF sitewide.

ORDER NOW



Packs for all the flavors you love



BIRTHDAY CAKE



VANILLA COCONUT



CHOCOLATE LOVERS



VANILLA LOVERS



BIRTHDAY CAKE



FAN FAVORITE



SPRINKLE LOVERS



BERRY LOVERS

ORDER NOW

ORDER NOW

Offer ends 11/26/23. Some exclusions may apply.  
May not be combined with other promotions. No adjustments to previous purchases.

Offer ends 11/26/23. Some exclusions may apply.  
May not be combined with other promotions. No adjustments to previous purchases.

## OUTLET

NEWSLETTER EMAILS



## METRICS

- Subscribers: 12K

THE ORIGINAL  
**CRUMBS  
BAKESHOP**

THE ORIGINAL  
**CRUMBS  
BAKESHOP**

LAST DAY TO SAVE

5% OFF

Use code **CYBERSWEETS** at checkout  
Hurry! Today is the last day to save 50% OFF sitewide.

ORDER NOW



Want all your favorite flavors in one pack?  
Our Build Your Own 6 and 12 Packs let you mix  
and match the cupcake flavors you love most.



BUILD YOUR OWN 6 OR 12 PACK

ORDER NOW

Offer ends 11/26/22. Some exclusions may apply.  
May not be combined with other promotions. No adjustments to previous purchases.

THE ORIGINAL  
**CRUMBS  
BAKESHOP**

HELLO,  
COOKIE!



They're finally here! Grab a taste of the  
sweet life with our all-new cookie jars  
of sweet, buttery goodness.

GET YOUR COOKIES

Decisions, Decisions...

Get a 4-pack of your favorites, build your own 4-pack,  
OR treat yourself to an 8-pack and try 'em all!



BUILD YOUR OWN 4-PACK OF COOKIES



COOKIE JAR 8-PACK



PSYCHEDELIC SUGAR COOKIE JAR 4-PACK



RED VELVET COOKIE JAR 4-PACK

SHOP NOW

THE ORIGINAL  
**CRUMBS**  
**BAKESHOP**

# ON-SITE ACTIVATIONS

IN THE STREETS

## OUTLET

TRUCK ACTIVATION  
NYC (2 WEEKS)



## METRICS

- Samples Given: 10K

THE ORIGINAL  
**CRUMBS  
BAKESHOP**



[SEE MORE](#)

## OUTLET

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TRUCK ACTIVATION  
NYC (2 WEEKS)



## METRICS

---

- Samples Given: 10K

THE ORIGINAL  
**CRUMBS**  
BAKESHOP



[SEE MORE](#)

## OUTLET

iMordechai Movie Sponsorship  
Starring Judd Hirsh and Carol Kane



## METRICS

- Samples Given at Premiers

THE ORIGINAL  
**CRUMBS**  
BAKESHOP

