



THE ORIGINAL
CRUMBS
BAKESHOP®

LAUNCH PRESS BOOK
OCTOBER 2023

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THE ORIGINAL
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BAKESHOP

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OUTLET

Fox 5 Good Day New York



METRICS

- Good Day New York averages a daily viewership of 231,800 adults 25-54.

THE ORIGINAL
CRUMBS
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Mia and Jason showcased the CRUMBS product line and discussed the brand's return

[SEE MORE](#)

THE ORIGINAL
CRUMBS
BAKESHOP

PRESS HITS

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OUTLET

INSIDER

INSIDER

METRICS

- UVM: 118M

THE ORIGINAL
CRUMBS
BAKESHOP

HOME > RETAIL

A New York couple who saw their cupcake empire soar to a \$66 million business before going bust say there's never been a moment of regret selling the business — and wouldn't write off doing it again



It was a sharp reversal for the New York-based cupcake shop that started in 2003 with a single store in Manhattan's Upper West Side but went on to spawn a Y2K fad that spread around the globe.

The chain offered over 75 flavors of cupcakes with unique toppings — such as a Girls Scouts Thin Mints option.

op. Crumbs Original Bake Shop

[READ MORE](#)

OUTLET

NEW YORK POST

NEW YORK POST

METRICS

- UVM: 18,724,103

THE ORIGINAL
CRUMBS
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Crumbs Bake Shop, once valued at \$66 million, bought back by founders for \$300



Crumbs Bake Shop — a cupcake empire valued at \$66 million when it went public more than a decade ago — was quietly bought back by its founders for \$300, The Post has learned.

The Big Apple bakery — credited with igniting a cupcake craze in the early 2000s — had built a chain of 79 stores across eight states, only to be left for dead in a 2014 bankruptcy despite a major growth push by high-profile retail executives.

Last year, co-founders Jason and Mia Bauer, who started Crumbs in 2003 with a single shop on Manhattan's Upper West Side at West 75th Street and Amsterdam Avenue, retook control for \$300 — that is, the fee that's required to purchase an abandoned brand from the US Patent and Trademark Office.

[READ MORE](#)

OUTLET

MASHED

mashed

METRICS

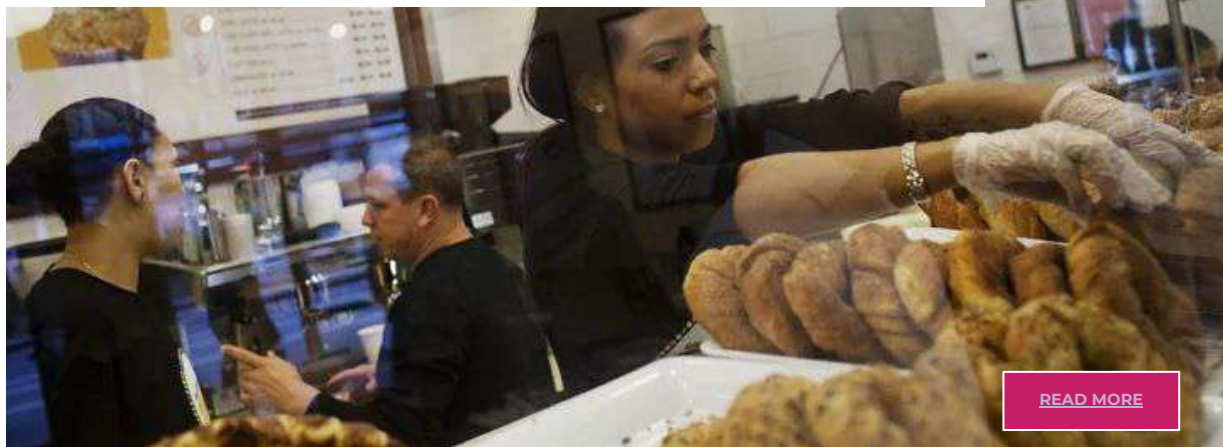
- UVM: 9,900,000

THE ORIGINAL
CRUMBS
BAKESHOP

FACTS

Here's What Happened To The Massively Trendy Crumbs Cupcakes

Crumbs Bakeshop initially emerged on the scene in 2003, founded by Mia and Jason Bauer. The first store opened on New York City's Upper West Side specializing in handcrafted cupcakes with a variety of flavors. The bake shop rode a wave of popularity in the 2000s during which eating gourmet cupcakes suddenly became all the rage. One of the sparks that ignited this particular dessert trend was an episode of "Sex and the City" that shows Sarah Jessica Parker's character Carrie Bradshaw noshing on a cupcake from Magnolia Bakery in NYC's West Side.



[READ MORE](#)

OUTLET

AXIOS PRO

AXIOS PRO

METRICS

- UVM: XXXXX

THE ORIGINAL
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After buying back Crumbs for \$350, founders raise \$1.3M



It was a sharp reversal for the New York-based cupcake shop that started in 2003 with a single store in Manhattan's Upper West Side but went on to spawn a Y2K fad that spread around the globe.

The chain offered over 75 flavors of cupcakes with unique toppings — such as a Girls Scouts Thin Mints option.

[READ MORE](#)

OUTLET

BonAppetit.com

bon appétit

METRICS

- UVM: 11,400,000

THE ORIGINAL
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SHOPPING

The Very Best Cookie Delivery Services for When You Need Sugar Directly at Your Doorstep



6. The Original Crumbs Bakeshop

You may remember Crumbs from its glory days when it was on seemingly every street corner hawking oversize cupcakes with gritty frosting and in dubious flavors like a shockingly dry take on a Hostess cupcake. The company went dark in 2014 but has recently been revived by its original owners. Their new business strategy: delivery (and a few select grocery store aisles). Cupcakes are still the star, but Crumbs has jumped on the delivery cookie bandwagon as well, offering small, five-inch-tall cookie jars filled with mini cookies in flavors like Chocolate Chip and Cotton Candy that you can pluck and enjoy immediately.

[READ MORE](#)

OUTLET

JEWISH WEEK

JEWISH TELEGRAPHIC AGENCY

METRICS

- UVM: 155,000

THE ORIGINAL
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NEW YORK NOSH *FOOD*

Crumbs cupcakes, founded by a Jewish couple, makes a comeback



[\(New York Jewish Week\)](#) — Picture the Upper West Side, circa 2003, the year that Jewish couple Mia and Jason Bauer opened Crumbs Bake Shop at Amsterdam Avenue and 75th Street. In the wake of a cupcake craze kicked off by a “Sex and the City” scene filmed at Magnolia Bakery, fans lined up for Crumbs’ oversized cupcakes, available in inventive varieties like Black-Bottom Cheesecake Brownie, Grasshopper and Squiggle, a gargantuan riff on the traditional Hostess cupcake.

[READ MORE](#)

OUTLET

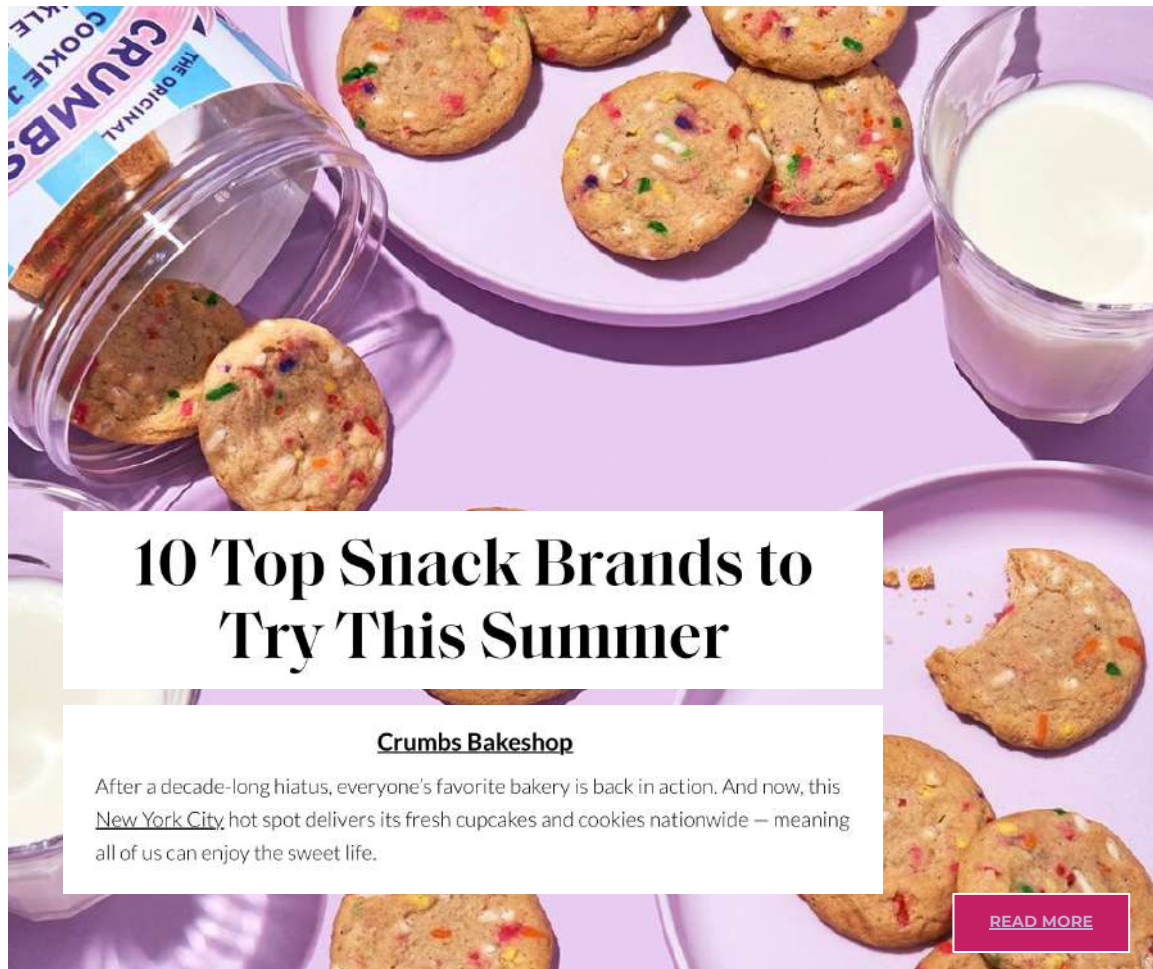
ARTFUL LIVING

Artful Living

METRICS

- UVM: 230K

THE ORIGINAL
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10 Top Snack Brands to Try This Summer

Crumbs Bakeshop

After a decade-long hiatus, everyone's favorite bakery is back in action. And now, this [New York City](#) hot spot delivers its fresh cupcakes and cookies nationwide – meaning all of us can enjoy the sweet life.

[READ MORE](#)

OUTLET

BUSINESS INSIDER

INSIDER

METRICS

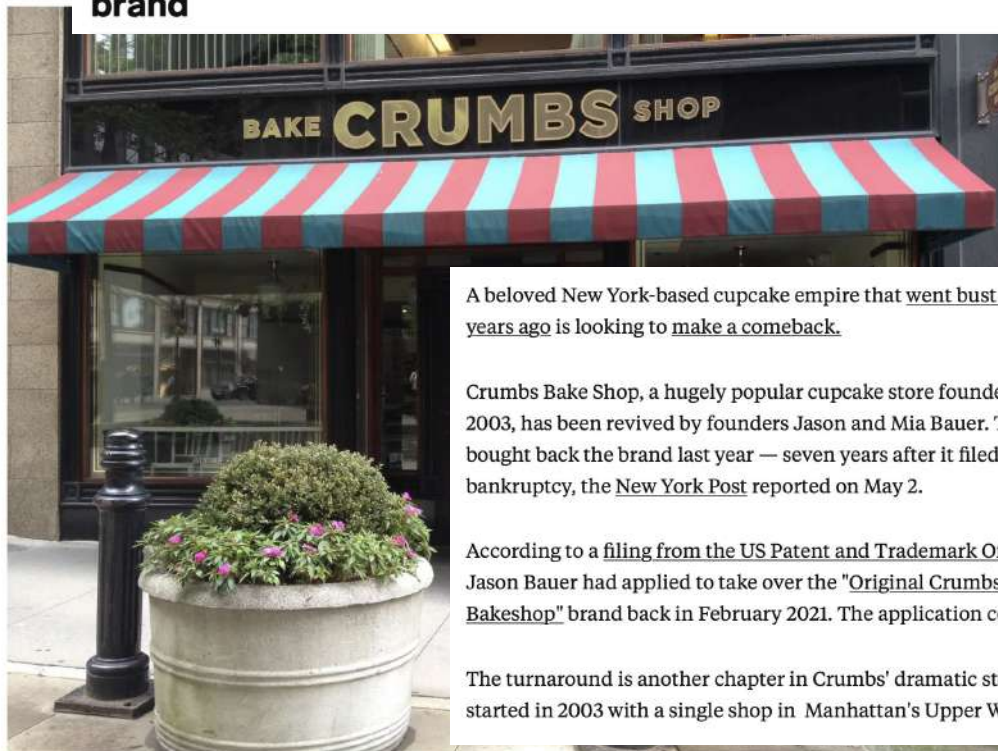
- UVM: 118M

THE ORIGINAL
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HOME > RETAIL

Huileng T

A New York couple who saw their cupcake empire soar to a \$66 million business in 2011 before going bust paid \$350 to revive the brand



A beloved New York-based cupcake empire that went bust nine years ago is looking to make a comeback.

Crumbs Bake Shop, a hugely popular cupcake store founded in 2003, has been revived by founders Jason and Mia Bauer. They bought back the brand last year — seven years after it filed for bankruptcy, the New York Post reported on May 2.

According to a filing from the US Patent and Trademark Office, Jason Bauer had applied to take over the "Original Crumbs Bakeshop" brand back in February 2021. The application cost \$350.

The turnaround is another chapter in Crumbs' dramatic story which started in 2003 with a single shop in Manhattan's Upper West Side.

A New York couple who saw their cupcake empire soar to a \$66 million business in 2011 before going bust paid \$350 to revive the brand. Denise Marcotte/Getty Images

[READ MORE](#)

OUTLET

MSN



METRICS

- UVM: 665M

THE ORIGINAL
CRUMBS
BAKESHOP

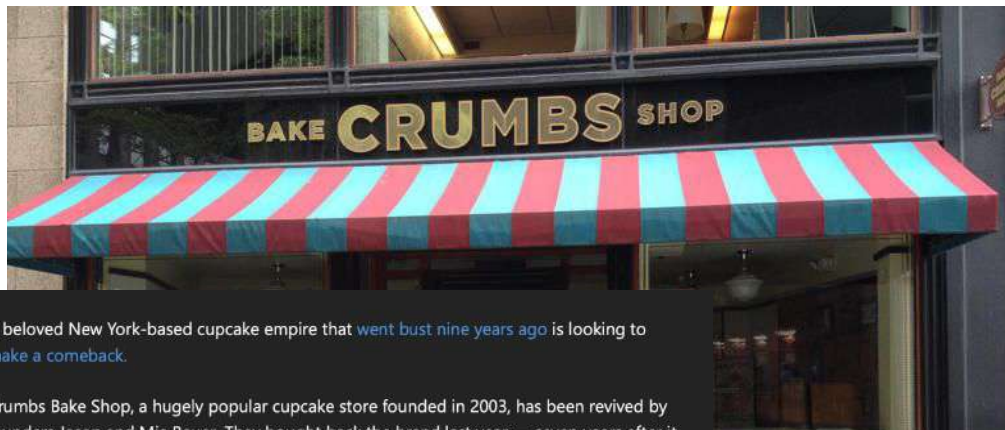


Business Insider

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A New York couple who saw their cupcake empire soar to a \$66 million business in 2011 before going bust paid \$350 to revive the brand

Story by htan@insider.com (Huileng Tan) • Yesterday 3:54 AM



A beloved New York-based cupcake empire that [went bust nine years ago](#) is looking to [make a comeback](#).

Crumbs Bake Shop, a hugely popular cupcake store founded in 2003, has been revived by founders Jason and Mia Bauer. They bought back the brand last year — seven years after it filed for bankruptcy, the [New York Post](#) reported on May 2.

According to a [filing from the US Patent and Trademark Office](#), Jason Bauer had applied to take over the "Original Crumbs Bakeshop" brand back in February 2021. The application cost \$350.

[READ MORE](#)

OUTLET

Food Network



METRICS

- UVM: 34M

THE ORIGINAL
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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](#)

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](#)



- 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 per cupcake, [originalcrumbs.com](https://www.originalcrumbs.com))

[READ MORE](#)

OUTLET

CBS News



METRICS

- UVM: 38,561,114

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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

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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

Secret NYC

* SECRET NYC

METRICS

- UVM: 556K:

THE ORIGINAL
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12. Crumbs Bake Shop, Local Retailers



Photo: Crumbs

Crumbs Bake Shop, one of NYC's most iconic bakeries that closed their doors over a decade ago is back! Back on a national stage, you can now purchase signature flavor cookie jars at ShopRite stores across the Northeast, in flavors that include **Sprinkle Sundae, Chocolate Cherry, Cotton Candy and more**. You can also buy them online as well through their website or enjoy them via same-day delivery from apps like UberEats, GrubHub and Seamless! Check all flavors [here](#).

Where: NYC ShopRite locations, CRUMBS website, delivery services + more

[READ MORE](#)

OUTLET

Medium



METRICS

- UVM: 73.4 MILLION

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Search Medium

Write Sign up Sign In



Zippy Sandler

Jan 30 · 9 min read · Listen



Valentine's Day Gift Guide for Foodies

The items in this post were sent to us by the brand. We do not charge them for consideration or placement as we prefer to retain the right to not place an item that we don't truly love. We may however include affiliate links so that we get credit when you shop.



This is a TRUE STORY

One Valentine's Day I got a beautiful gold box of chocolates. You know, the one with a red ribbon? Yes, THAT fancy chocolate brand from Belgium that we all know. I opened the box to find that one THAT of the chocolates was



Zippy Sandler

678 Followers

68-year-old travel and lifestyle blogger sharing tips on how to live your best life NOW!



More from Medium

andrew costa in Human Paris

Today I Learned Something About My Boyfriend That No Girl Should Ever Have to...

Bryan Ye in Better Humans

How To Wake Up at 5 A.M. Every Day

Margaret Pan in Hello, Love

A Harvard Study Reveals the Secret to Being Likable

Ryan Holiday

If You Only Read A Few Books In 2023, Read These

READ MORE

OUTLET

US Weekly



METRICS

- 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

EATER - NEW YORK

EATER
NEW YORK

METRICS

- 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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[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

CNBC NEW YORK 4



METRICS

- 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

US WEEKLY



METRICS

- UVM: 12,558,208

THE ORIGINAL
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A photograph of a magazine page from 'US Weekly'. The page is titled 'THE US BUZZZ-O-METER' and features a section titled 'What Hollywood is buzzing about this week'. The page is partially obscured by a woman's blonde hair and a man's face (Donald Trump) in the foreground. The magazine content includes several articles with small images: 'THORNE DYNASTY' with a necklace image, 'VIRGIN VOYAGES' with a group photo, 'CRUMBS BAKESHOP' with a cupcake image, and 'SKY WELLNESS' with a gummy bear image.

THE US BUZZZ-O-METER
What Hollywood is buzzing about this week

THORNE DYNASTY
Make a statement with provocative pieces from **Bella Thorne's** jewelry line, which offers 14-karat gold-plated brass, natural pearls and crystals. (Prices vary, thornedynasty.com)

VIRGIN VOYAGES
During *Vallant Lady's* first trip to Honduras, **Sir Richard Branson** joined sailors on board for the record-breaking MerMaiden celebrations. (virginvoyages.com)

CRUMBS BAKESHOP
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)

SKY WELLNESS
Stay healthy and relaxed this holiday season with the broad spectrum CBD Immunity Gummies and Softgels, made with CBG, elderberry and vitamin C. Plus, get a free gift with all orders \$35+! (From \$11.99, skywellness.com)

- 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!

[READ MORE](#)

Crumbs Bakeshop

OUTLET

GUILTY EATS



METRICS

- 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](#)

NEW YORK POST

- UVM: 18,724,103

THE ORIGINAL
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Drum up support

DEF Leppard drummer **Stick Allen** didn't want to live after losing his arm in a 1986 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-29-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** cupcakes 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 **Summer Ray's** **Innata 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



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 eye rehabilitation. The entrepreneur, an 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 **Ashley Ketcher**, **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, **Roxie Lillian**, 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
"Page Six" 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

BAKE MAGAZINE

bake

METRICS

- UVM: 67,754

THE ORIGINAL
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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

HER CAMPUS

METRICS

- 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

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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
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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

YAHOO SPORTS

yahoo!sports

METRICS

- UVM: 28,303,537

THE ORIGINAL
CRUMBS
BAKESHOP

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

GUILTY EATS



METRICS

- UVM: 108,005

THE ORIGINAL
CRUMBS
BAKESHOP

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

HOLLYWOOD LIFE

Hollywood Life

METRICS

- UVM: 7,974,695

THE ORIGINAL
CRUMBS
BAKESHOP

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](#)

OUTLET

NEWSBREAK



METRICS

- UVM: 7.6 Million

THE ORIGINAL
CRUMBS
BAKESHOP

Valentine's Day Gift Guide for foodies | Champagne Living | NewsBreak Original



Treat yourself for any occasion with CRUMBS mouth-watering cupcakes that are 2x larger than the typical size. After a 10-year hiatus, they are back and better than ever because they offer cookies too! All their products are kosher & they even offer a subscription model for convenience.

The cupcakes are big enough to split, but why would you? You won't want to give up a single crumb of these CRUMBS Bakeshop cupcakes and cookies. Remember that half-eaten box of chocolates I got? I may have gotten him back, but I'm not that mean. I saved one for him too.

[READ MORE](#)

OUTLET

MODERN RETAIL

 ModernRetail

METRICS

- UVM: 146K

THE ORIGINAL
CRUMBS
BAKESHOP



 ModernRetail



SUBSCRIBE LOGIN

TECHNOLOGY

MARKETING

OPERATIONS

MODERN RETAIL+

PODCASTS

EVENTS

AWARDS

STORE OF THE FUTURE | NOVEMBER 7, 2022 • 8 MIN READ

Famed cupcake maker Crumbs is relaunching as a digital bakery

GABRIELA BARKHO



Rethinking the local bakery model

Crumbs B

The bakery was started on the Upper West Side of Manhattan back in 2003 by husband and wife Jason and Mia Bauer, who exited the company in a SPAC deal in 2012.

[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

NEW YORK POST [LOG IN](#)

[Lifestyle](#) [Shopping](#) [Black Friday](#) [Cyber Monday](#) [Gift Guides](#) [Sales](#) [Deals](#)

TRENDING NOW IN SHOPPING

 These are the 56 best Amazon Black Friday deals right now

 Grab these iPhones from Amazon and Walmart at Black Frid...





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
CRUMBS
BAKESHOP



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.

[READ MORE](#)

OUTLET

NOSH PODCAST



METRICS

- LISTENERS: 29.5K

THE ORIGINAL
CRUMBS
BAKESHOP

[NOSH](#) > [Headlines](#) > [NOSH Podcast](#) > [Top Feature](#)

NOSH Podcast: Building Back A Bakery Brand After Bankruptcy

NOSH Staff | Nov. 10, 2022 at 4:07 PM



Podcast

Listen to this article



00:00 / 01:48

A vibrant pink podcast cover. On the left, the text 'NOSH PODCAST' is at the top, followed by 'JASON & MIA BAUER' in large white letters, and 'Founders • Crumbs Bakeshop' below. On the right, a circular photo shows Jason and Mia Bauer wearing 'CRUMBS BAKESHOP' hats. A white circular badge in the bottom right corner says 'THE ORIGINAL CRUMBS BAKESHOP'. A large, faint microphone icon is in the background.



NOSH PODCAST

NOSH Podcast: Building Back A Bakery Brand After Bankruptcy

[READ MORE](#)

THE ORIGINAL
CRUMBS
BAKESHOP

SUPERMARKET ADS

PRINT MENTIONS

OUTLET

D'AG NYC

D'AG NYC

NEW YORK POST

METRICS

- UVM: NY POST 250K-

THE ORIGINAL
CRUMBS
BAKESHOP



OUTLET

SHOPRITE



METRICS

- UVM: 325 stores

THE ORIGINAL
**CRUMBS
BAKESHOP**

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
CRUMBS
BAKESHOP

SOCIAL MEDIA

HIGHLIGHTS

OUTLET

INSTAGRAM
@girlwithnojob



METRICS

- Followers: 3.2 M

THE ORIGINAL
CRUMBS
BAKESHOP



OUTLET

INSTAGRAM
@cosmopolitan



METRICS

- Followers: 4.1M

THE ORIGINAL
CRUMBS
BAKESHOP



OUTLET

INSTAGRAM
@bonappetitmag



METRICS

- Followers: 4.6M

THE ORIGINAL
CRUMBS
BAKESHOP

Crumbs Cupcakes, Once
a \$66 Million Empire, Was
Revived for Merely \$300

bon appétit | DELICIOUS OR DISTRESSING

ba bonappetitmag • Follow ...

ba bonappetitmag • We're not leaving any crumbs on the table. The formerly popular cupcake 🧁 chain went from a \$66 million empire to a bankrupt, abandoned brand. The founders and former owners have now repurchased the shop for a mere \$300, no more zeros. And they have plans to resurrect its massive cupcakes online and in grocery stores. For those who remember these baked goods, how Delicious 👍 or Distressing 🙄 would you rank Crumbs? Find this and other highly contentious food-related internet culture at the link in bio. 📷 Photo Courtesy of Crumbs

2d

skincando I remember the hype ...

4,623 likes
2 DAYS AGO

OUTLET

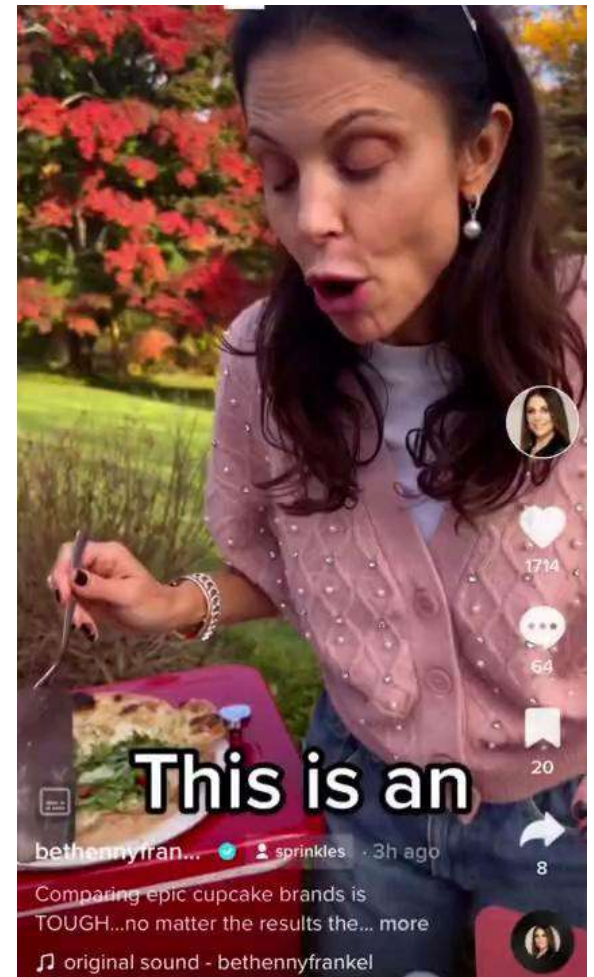
INSTAGRAM
@bethannyfrankel



METRICS

- Followers: 2.8 Million

THE ORIGINAL
CRUMBS
BAKESHOP



OUTLET

INSTAGRAM
@batshevahaart



METRICS

- Followers: 490K

THE ORIGINAL
CRUMBS
BAKESHOP



OUTLET

INSTAGRAM
@cosmopolitan



METRICS

- Followers: 4 Million

THE ORIGINAL
CRUMBS
BAKESHOP



OUTLET

INSTAGRAM
@jillzfoodz



METRICS

- Followers: 1.3M

THE ORIGINAL
CRUMBS
BAKESHOP



OUTLET

INSTAGRAM
@mickmicknyc



METRICS

- Followers: 149,000

THE ORIGINAL
CRUMBS
BAKESHOP



OUTLET

INSTAGRAM
@cookiemonsterr



METRICS

- Followers: 156,000

THE ORIGINAL
CRUMBS
BAKESHOP



OUTLET

INSTAGRAM
@fooodiee



METRICS

- Followers: 481K

THE ORIGINAL
CRUMBS
BAKESHOP



OUTLET

INSTAGRAM
@gothamlove



METRICS

- Followers: 57,500

THE ORIGINAL
CRUMBS
BAKESHOP



OUTLET

INSTAGRAM
@lullabiesandlouboutins



METRICS

- Followers: 126,000

THE ORIGINAL
CRUMBS
BAKESHOP



OUTLET

INSTAGRAM
@beautyofthefoodie



METRICS

- Followers: 22.4K

THE ORIGINAL
CRUMBS
BAKESHOP



OUTLET

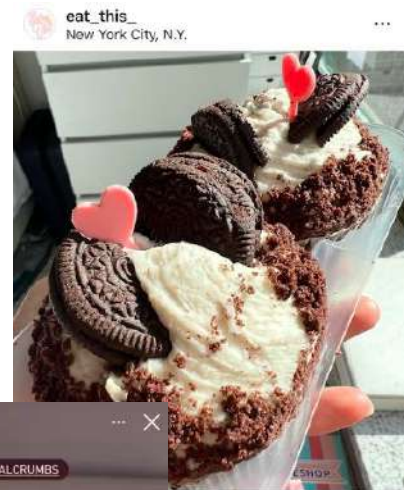
INSTAGRAM
@eat_this_



METRICS

- Followers: 193K

THE ORIGINAL
CRUMBS
BAKESHOP



Liked by lilymarviin and others
eat_this_ PSA: @originalcrumbs CRUMBS CUPCAKES REBRANDED AND IS BACK 🍪 #eatthis

OUTLET

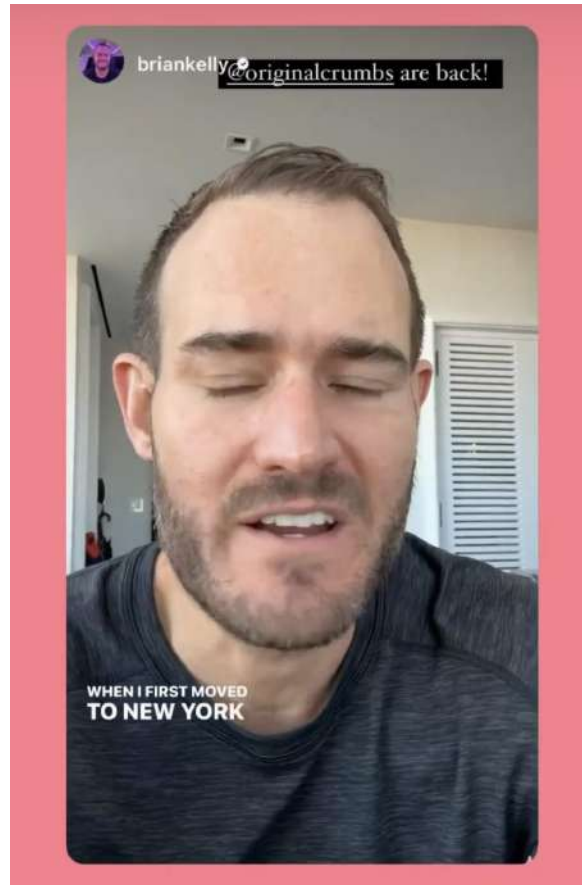
INSTAGRAM
@brainkelly



METRICS

- Followers: 300K

THE ORIGINAL
CRUMBS
BAKESHOP



OUTLET

INSTAGRAM
@nyc.food



METRICS

- Followers: 245 K

THE ORIGINAL
CRUMBS
BAKESHOP



OUTLET

INSTAGRAM
@theviplistnyc



METRICS

- Followers: 52.3K

THE ORIGINAL
CRUMBS
BAKESHOP



OUTLET

INSTAGRAM
@nancyberger1



METRICS

- Followers: 2,388

THE ORIGINAL
CRUMBS
BAKESHOP



OUTLET

INSTAGRAM
@natalieoffduty



METRICS

- Followers: 1 Million

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

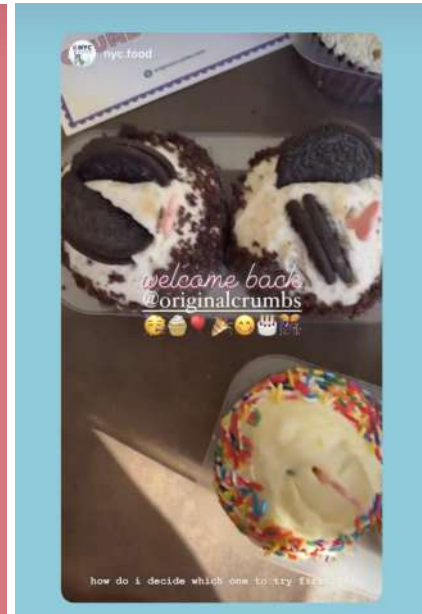
INSTAGRAM
@nyc.food



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

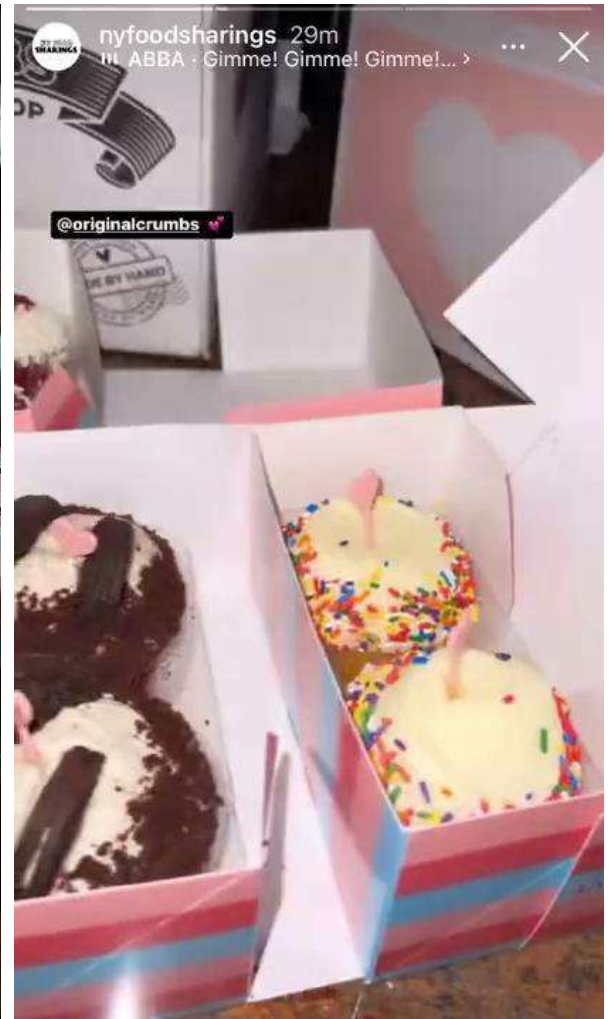
INSTAGRAM
@nyfoodsharings



METRICS

- Followers: 171K

THE ORIGINAL
CRUMBS
BAKESHOP



OUTLET

INSTAGRAM
@racheldube



METRICS

- Followers: 15.3K

THE ORIGINAL
CRUMBS
BAKESHOP



OUTLET

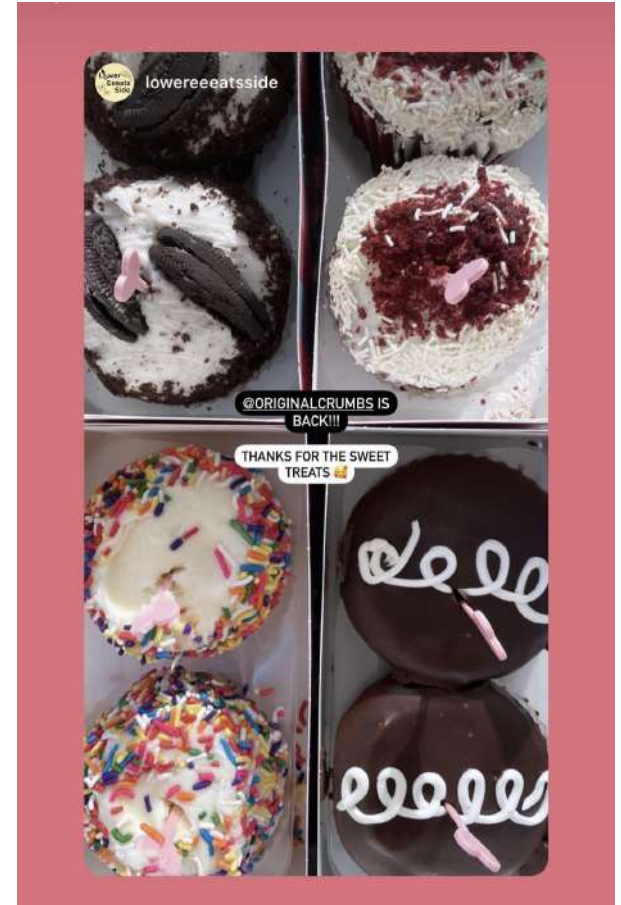
INSTAGRAM
@lowereeatsside



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

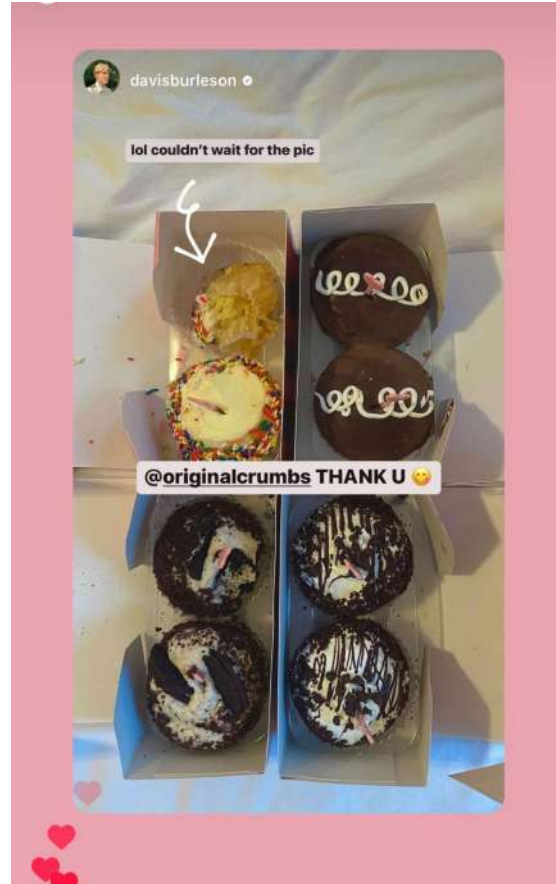
INSTAGRAM
@davisburleson



METRICS

- 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

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

PURE WOW

PureWow



METRICS

- Subscribers: 2 Million

THE ORIGINAL
CRUMBS
BAKESHOP



DAILY OBSESSION

Crumbs Build-Your-Own 4-Pack of Cookies

Remember CRUMBS, the bakeshop that sparked the cupcake craze of the early aughts? The brand just launched a line of cookies that we're eager to taste. Take your pick of flavors like chocolate candy, red velvet, sprinkle sundae and chocolate cherry for this customizable four-pack.

BUY IT (\$40)

[READ MORE](#)

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



CHOCOLATE LOVERS



VANILLA LOVERS



BERRY LOVERS



BEST SELLERS

[ORDER NOW](#)

OUTLET

NEWSLETTER EMAILS



METRICS

- 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

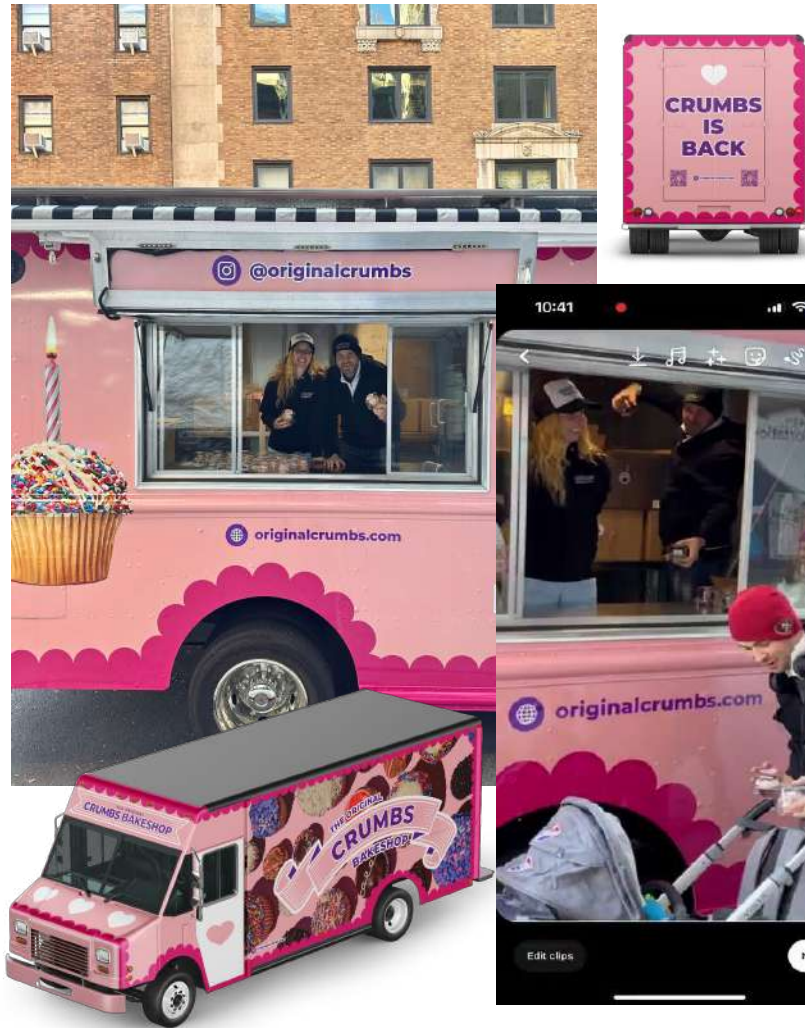
TRUCK ACTIVATION
NYC (2 WEEKS)



METRICS

- Samples Given: 10K

THE ORIGINAL
**CRUMBS
BAKESHOP**



[SEE MORE](#)

OUTLET

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

