

Crafting joy, bite by bite



A curated
collection of
artisanal bakes

Vegan,
Gluten-free,
and
full of flavour

Perfect for every festive
moment, teatime treat,
or indulgent coffee break

Vegan & Gluten-free Bakes

Who

From fudgy cookies to Mediterranean inspired cakes, our Handmade Vegan and

Born in London, inspired by the Mediterranean, Simple Bakes celebrates the joy of honest, handcrafted baking.



We bring together bold flavours, timeless recipes, and modern twists to create bakes that feel as good as they taste.



Every piece is vegan, gluten-free, and made in small batches using natural ingredients, no preservatives, no shortcuts, just pure flavour and creativity.



Crafted for Coffee Culture



We Are



From the warmth of a spiced crumble to the elegance of a pistachio baklava flapjack, our bakes are designed to delight,



to share, and to pair beautifully with your favourite coffee or tea.

Simple Bakes is for everyone who believes



indulgence should be inclusive, where tradition meets imagination, and every bite tells a story of craft, care, and a little London flair.

Gluten-free Bakes are designed to Shine on Your Counter and Delight Every Customer

& Irresistible





Cookies



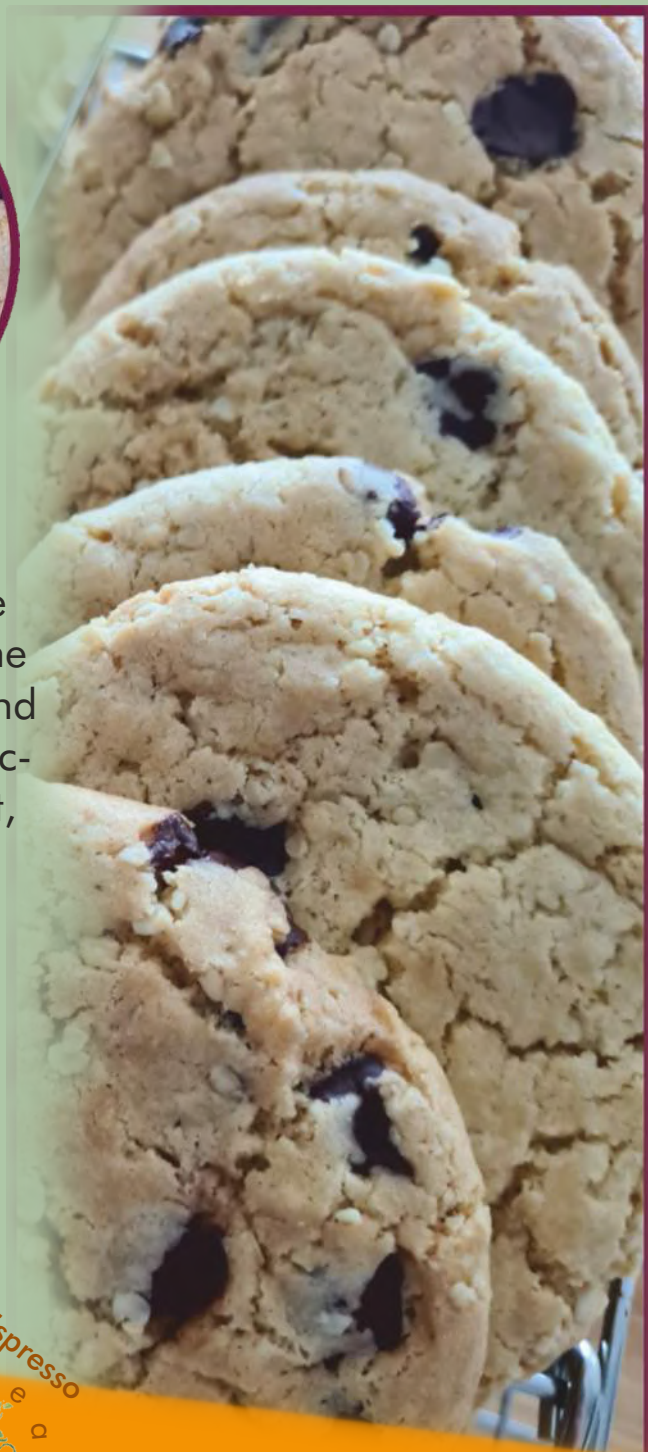
Chocolate Chip Cookies

Chewy. Goey. Simply irresistible

Best Seller



Golden at the edges and soft at the centre, our vegan and gluten-free chocolate chip cookies strike the perfect balance of crunch and melt. Crafted with rich dark chocolate and a hint of sea salt, they're made to flirt with your morning coffee, and win.



Coffee
pairing

Medium-Dark Roast Espresso
Cappuccino

Assam
Earl Grey

Kea
pairing

Pistachio, Matcha & White Chocolate Cookies

Green never tasted this good

Earthy matcha, roasted pistachios, and creamy white chocolate come together in a soft, buttery-style cookie in this dreamy fusion of East and West. Vegan, gluten-free, and utterly moreish. It's zen, indulgence, and flirtation, a little bite of calm with your coffee.

Coffee pairing
Light to medium roast coffee
Oat or soy latte

Mild green tea pairing
Fragrant jasmine



Best Seller

Baci Di Dama

Little kisses, big flavour

Melt-in-the-mouth
hazelnut biscuits joined by
silky dark chocolate, elegant,
delicate, and deeply moreish.
Crafted with Mediterranean
charm and London flair, these
vegan and gluten-free bites
are made to melt hearts
(and pair perfectly with
espresso)

Coffee pairing
Macchiato
Hazelnut Latte
Tea pairing
Roasted Oolong
Almond-Infused Tea





Green Matcha Crinkle Cookies

Green, serene, and dangerously moreish

Simple
bakes
Gluten Free & Vegan

Buttery-style
vegan cookies
kissed with matcha and
finished with a delicate
sugar crackle — bright,
balanced, and made to
melt into your coffee
break.



Blue Matcha Crinkle Cookies

A cookie from another hue



Soft, crinkled, and kissed with butterfly pea blossom. Delicately sweet and naturally vibrant, our blue matcha crinkle cookies are a moment of calm and colour, tender, vegan, and beautifully unique.

Beetroot Crinkle Cookies

The sweetest shade of red

A

soft crinkle
cookie infused with
beetroot's natural
charm, rich, vibrant,
and made to bring a
little colour to your
coffee ritual.



Coffee pairing
Medium-roast coffee
latte, flat white
brewed pour-over

Jasmine
Oolong
Rooibos

Tea pairing

Meet the cookies that colour your coffee break
Nature's palette, crunch, and a touch of magic

Crinkle Cookies

Simple
box
Products & Meals

Green Matcha & White Chocolate Checkerboard Cookies

Green meets cream



A delicate checkerboard of earthy matcha and creamy white chocolate, soft, balanced, and baked to bring a touch of art to your afternoon ritual.



Blue Matcha & White Chocolate Checkerboard Cookies

Calm meets charm

Butterfly pea blossom and white chocolate weave together in a serene blue-and-cream pattern, gentle, elegant, and made for mindful indulgence.



Beetroot & White Chocolate Checkerboard Cookies

Blush meets bite



Naturally radiant beetroot paired with smooth white chocolate, a tender, playful cookie that's as beautiful as it is bold.

Coffee pairing: Lightly roasted, floral coffee
Tea pairing: Delicate single-origin espresso
Jasmine Lightly floral Oolong

Bakes That Win Hearts

Why Partner with Simple Bakes

- 👍 Inclusive: 100% Vegan & Gluten-free.
- 👍 Handmade in small batches.
- 👍 Mediterranean inspired flavours you won't find elsewhere.
- 👍 Designed to look stunning on the counter, and on Instagram.
- 👍 Zero waste baking: made by order, no leftovers.
- 👍 Simple ordering process.
- 👍 Fresh overnight baking & direct next day delivery.
- 👍 Flexible batches for cafes big or small.



At Simple Bakes
we believe
“free-from”
shouldn't
mean “fun-free”.
Every bake is
handcrafted with
love in London,
balancing
health, flavour
and beauty.

Baking Inclusivity Simple

Flavours That Fall in Love

By offering Simple Bakes

Whether it's a
loyal vegan,
a gluten-free
customer or
simply someone
craving
something
special,
our bakes
welcome
everyone.



✓ Build loyalty
with mindfull
customers.



✓ Stand out with colourful,
playful counter treats.



✓ Create moments of joy your
customers will share &
remember.



Muffins



Best Seller

Blueberry Muffins

Blueberry bliss with a hint of intrigue



Plump, sun-sweetened blueberries folded into a soft, golden crumb, a muffin that's light, tender, and quietly captivating. There's a subtle note you can't quite name, a whisper of warmth that lingers just long enough to make you wonder. Vegan, gluten-free, and baked for slow mornings and coffee moments that deserve a little mystery.



Coffee pairing
Light Roast Coffee
Vanilla Latte
Lemon Verbena
Darjeeling
Tea pairing



Banana Muffins

Soft, golden, and made to make you smile



Naturally sweet and impossibly tender, our vegan and gluten-free banana muffins are baked with ripe bananas in small batches and celebrate simplicity done beautifully. Comfort in every crumb, simple, honest, baked to steal hearts and made for lingering over coffee.



Coffee pairing
Cinnamon-Spiced Latte
Medium Roast Coffee
Chai Tea pairing
Rooibos Tea

Leeks & Cheese Muffins

Savoury, soft, and quietly irresistible



Sweet leeks, melted vegan cheese, and a touch of Mediterranean olive oil come together in a tender, golden muffin that's as comforting as it is refined. Gluten-free, vegan, and baked to bring a little warmth to your coffee or brunch table. Pair them with a flat white or a crisp salad for the ultimate midday indulgence.



Coffee Pairing
Flat White, Americano
Cappuccino
Tea Pairing
Earl Grey
Green Tea, Rooibos

Treats that love everyone back



Customisation Options

For those with additional dietary restrictions or preferences, we offer customisation options for our baked goods. Choose from alternative sweeteners (e.g., maple syrup or stevia), nut-free recipes, and tailored flavours to suit individual tastes and costs.

Pricing

Our pricing is competitive and reflects the premium quality of our ingredients. Please contact us directly for detailed price lists.

Quality Assurance

All our products are made in a dedicated gluten-free kitchen to prevent cross-contamination. We source organic, non-GMO ingredients and avoid artificial additives, ensuring that you enjoy both health and indulgence.

We hope this catalog inspires you to explore the world of Gluten-free and Vegan Baked Goods. With options that cater both indulgence and health, there's sure to be something for everyone. Thank you for choosing us to be part of your journey towards delicious and inclusive eating.

Ready to taste the Difference?





Cakes



Best Seller

Banana Bread

Made to flirt with your coffee



Soft, golden, and endlessly comforting, our vegan and gluten-free banana bread is a slice of simple joy. Baked with ripe bananas, a touch of tahini for depth and Mediterranean warmth, it's tender, wholesome, and just the right kind of indulgent.

Perfect on its own or shared over coffee, it's the loaf that never fails to win hearts.



Coffee Pairing
Latte
Caramel Macchiato
Chai Tea
Vanilla Rooibos
Tea Pairing

Chocolate Marble Cake

Where dark and light fall in love



A tender swirl of rich cocoa and golden vanilla, perfectly balanced in every bite. Our vegan and gluten-free chocolate marble cake is soft and moist. It's classic comfort with a touch of artistry, indulgent, elegant, and made to turn coffee breaks into small celebrations.

Coffee pairing
Mocha
Flat White

Tea pairing

Earl Grey
Chocolate-Infused Black Tea



Lemon & Poppy Seed

A slice of sunshine with a little crunch



Bright, zesty, and softly speckled with poppy seeds, this vegan and gluten-free lemon cake brings a burst of Mediterranean light to any table. Moist, fragrant, and finished with a hint of citrus glaze, it's the perfect balance of freshness and indulgence. Uplifting, elegant, and made to make your coffee (or afternoon) sparkle.



Coffee pairing
Americano
Honey Latte
Tea pairing
Earl Grey
Jasmine Green Tea

Matcha & White Chocolate Blondie

Calm meets decadence

Delicate matcha and creamy white chocolate meet in perfect harmony, creating a blondie that's soft, golden, and quietly indulgent. Vegan and gluten-free, it balances earthy calm with gentle sweetness, smooth, mellow, and utterly irresistible. A little moment of luxury that turns any coffee break into something beautifully serene.



Flat white, Latte,
Light-roast pour-over
Espresso

Genmaicha, Jasmine Green Tea
Cold-brew Sencha
Rose or Chamomile



Green & Blue Matcha, White Chocolate and Rose Petals Traybake

A love letter in shades of green and gold



Soft,
dreamy, and
beautifully fragrant,
this traybake brings
together blue and green
matcha, creamy white
chocolate, and a scattering of
rose petals. The result is a
tender, golden bite that's
earthy, floral, and just a little
romantic. Vegan, gluten-
free, and baked in small
batches, it's a moment of
calm luxury designed to
charm the senses and
win hearts at first
bite.



Light roast or Single-Origin Ethiopian
Oat milk Latte or Flat White

Jasmine Green Tea
White Tea with floral hints



Raspberry Traybake

Sweet, bright, and made to steal hearts

A soft, golden raspberry traybake layered with airy vegan whipped cream and cream cheese, kissed with a touch of Greek yoghurt for subtle tang and balance. Light yet luscious, vibrant yet comforting, it's the perfect harmony of freshness and indulgence. Vegan, gluten-free, and baked to bring a taste of Mediterranean sunshine to your table.



Cappuccino
Light Roast Coffee

Hibiscus Tea
Lemon Verbena



Chocolate Babka

Twists of chocolate, whispers of spice



A soft, golden loaf swirled with rich chocolate and laced with delicate notes of cardamom and mahlab. Fragrant, tender, and irresistibly indulgent, this vegan and gluten-free babka is a love letter to warmth and tradition, a little exotic, a little familiar, and utterly captivating with coffee.



Cappuccino
Medium-Dark Roast
Darjeeling
Black Tea with Cardamom



Pistachio & Matcha Babka

Green gold in every twist

A tender swirl of pistachio and matcha, lifted with a whisper of cardamom. Where Mediterranean warmth meets Japanese serenity, soft, and gently aromatic, this vegan and gluten-free babka brings together nutty richness and earthy calm in every bite. Soft, balanced, and quietly indulgent, a modern twist on comfort, made to melt into your coffee ritual.



Flat White
Light Roast Single-Origin Filter Coffee
Espresso Macchiato

Jasmine Green Tea
Chai Latte
Genmaicha





Brownies & Bars



Chocolate Brownie

Double chocolate, double trouble



A
deep, fudgy
chocolate brownie
crowned with silky chocolate
cream, rich, dark, and
unapologetically decadent. Vegan
and gluten-free, it's pure comfort
dressed in elegance; the kind of
treat that lingers long after the
last bite, especially beside a
bold espresso or a
smooth mocha.



Cheesecake Brownie

Where chocolate meets its match

A luscious layer of creamy vegan cheesecake resting on a rich, fudgy chocolate brownie, smooth meets deep, indulgence meets balance. Vegan and gluten-free, it's a little bite of sophistication, perfectly paired with a vanilla latte or a silky flat white.



Flat White
Vanilla Latte

Chamomile
Earl Grey



Pistachio Baklava Flapjack

Golden layers, pistachio dreams



A

modern twist on tradition, buttery flapjack meets pistachio baklava in a symphony of crunch and chew. Infused with orange blossom and a drizzle of agave, this vegan and gluten-free delight celebrates Mediterranean indulgence in every golden bite. Sweet, nutty, and effortlessly elegant, the kind of treat that turns coffee into an occasion.



Jasmine, Sencha
Turkish Apple Tea
Rose-infused Black Tea



Medium-roast Espresso
Cappuccino
Cardamom-spiced Latte



Pasta Florentina



Strawberry Jam Pasta Flora

Sunshine in a slice

Golden, crumbly pastry filled with slow-cooked strawberry jam, simple, sweet, and softly nostalgic. A vegan and gluten-free classic that tastes like summer mornings and home.



Chocolate & Candied Orange Pasta Flora

Dark chocolate, bright soul

A golden pastry base filled with silky chocolate ganache and kissed with candied orange. Rich, zesty, and beautifully balanced, a vegan and gluten-free delight made for slow coffee moments.



Cinnamon Custard & Apple Pasta Flora

Sweet comfort, baked golden

Buttery pastry filled with smooth cinnamon custard and tender apple, cosy, creamy, and quietly indulgent. A vegan and gluten-free hug in slice form, perfect beside your morning coffee.



Espresso, Mocha
Cappuccino, Vanilla Latte
Latte, Caramel Cappuccino



Leeks & Cheese Pasta Flora

Savoury comfort, reimagined

A golden, crumbly pastry filled with sweet caramelised leeks and creamy vegan cheese, where rustic charm meets Mediterranean finesse. This vegan and gluten-free pasta flora transforms a traditional sweet favourite into a savoury showstopper: buttery, rich, and perfectly balanced. Delicious warm or cool, it's the kind of bake that turns a simple lunch or coffee break into something special.



Flat White
Light Roast Americano

Green Tea
Mint Tea





A curated collection of traditional Greek delights, lovingly crafted with a modern twist. Inspired by recipes passed down through generations, each bake celebrates the soulful warmth and festive spirit of Greeks.

These classics are not yet gluten-free or vegan, we've chosen to honour their authentic form for now, as we work behind the scenes to perfect new recipes that capture the same flavour, texture, and joy you love. Because when we reinvent tradition, we make sure it still feels like home.

Greek Bakes

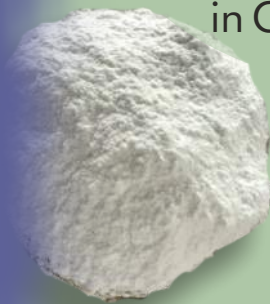
Kourabiedes

Butter & Almond Cookies

Snow-dusted bites of joy



Delicate almond shortbread coated in a flurry of icing sugar, buttery, crumbly, and melt-in-the-mouth. A true Greek classic, baked to celebrate life's sweetest moments. Simple, festive, and irresistibly nostalgic, one bite and it's Christmas in Greece.



Melomakarona

Cinnamon, Orange and Honey Cookies

Honey, spice, and everything Greek

Soft,
spiced biscuits
soaked in golden honey
syrup and sprinkled with
crushed walnuts, fragrant,
festive, and irresistibly moreish. A
Greek Christmas classic that tastes
like warmth, joy, and celebration
in every bite. Vegetarian by
tradition, indulgent by
nature



Greek or Turkish Coffee
Spiced Latte

Chai Tea
Orange Spice Tea



Koulourakia

Vanilla & Orange Cookies

Twists of tradition, baked with love



Buttery, crisp, and lightly scented with vanilla and orange zest, these classic Greek biscuits are simple pleasures made to share. Perfect for coffee or tea, koulourakia bring a touch of sunshine and nostalgia to every moment, golden, humble, and irresistibly moreish.



Tsoureki

Greek Sweet Brioche Style Bread

Soft, sweet, and beautifully Greek

A rich, braided sweet bread infused with mahleb and orange zest, soft, aromatic, and gently spiced. Traditionally baked for celebrations, this golden loaf is a true taste of Greek hospitality: tender, fragrant, and perfect shared over coffee or tea.



Flat White
Light Roast Americano

Green Tea
Mint Tea



Baklavas

Nuts and Honey Dessert

Layers of love, honey, and heritage



Crisp

golden filo filled
with roasted nuts and
drenched in fragrant honey
syrup, sweet, nutty, and
endlessly satisfying. A timeless
Greek masterpiece that
balances crunch and syrup in
perfect harmony, baked to
celebrate life's sweetest
moments.



Greek or Turkish Coffee
Espresso

Mint Tea

Cinnamon-Spiced Black Tea



Spanakopita

Spinach & Feta Cheese Pie

Crisp layers, vibrant greens, pure Greek soul

Flaky
golden filo
wrapped around a rich
filling of spinach, herbs, and
creamy feta — fresh, savoury,
and deeply satisfying. A beloved
Greek classic that captures the
taste of sun, sea, and simplicity in
every bite. Perfect warm or
cool, shared or savoured
solo, it's comfort with
character.



Greek Coffee
Latte Macchiato

Green Tea with Lemon
Peppermint Tea



Pites

Greek Savoury and Sweet Pies

Crisp layers, rich fillings, timeless flavour

Tyropita, Feta Cheese Pie

Golden layers, creamy heart



Flaky filo pastry filled with rich, tangy cheese, simple, comforting, and unmistakably Greek. A timeless bite of home, best enjoyed warm and shared with love.



Prasopita, Leeks Pie

Flaky, fresh, and full of green

Crisp filo pastry wrapped around sweet leeks and herbs, light, savoury, and full of Mediterranean sunshine. A simple Greek classic that tastes like comfort done right.



Kremopita, Custard Cream Pie

Golden, creamy, unforgettable



Crisp layers of filo embrace a smooth vanilla custard, lightly dusted with sugar. Sweet, silky, and perfectly balanced, a classic Greek indulgence that never goes out of style.



Thyme, Lemon Tea or Sage Tea
Mint Tea, Mountain Tea (Tsai tou Vounou)
Jasmine Green Tea, Vanilla Rooibos





Karydopita, Walnut Cake

Spiced, soaked, and simply Greek

A moist walnut cake infused with cinnamon and bathed in light syrup, rich, aromatic, and full of warmth. A timeless Greek classic that tastes like celebration in every bite.



Ekmek Kantaifi

Layers of light, syrup, and cream



Crisp kataifi pastry soaked in syrup, topped with smooth custard and clouds of whipped cream. Sweet, delicate, and irresistibly indulgent, a Greek dessert made to linger over coffee.

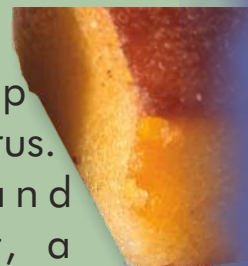


Revani, Orange Semolina Cake

Golden, fragrant, and full of sunshine

A soft

semolina cake soaked in light syrup and scented with citrus. Sweet, moist, and effortlessly elegant, a Greek classic that brings a taste of summer to every bite.



Mocha, Latte

Greek Coffee, Vanilla Latte

Flat White, Cardamom Latte

Cinnamon Black Tea, Chai

Rose Tea, Cardamom Black Tea

Chamomile, Orange Blossom Tea



Glyka
Greek Sweet Bakes
Syrup-soaked, spiced, and simply divine

Let's Bake Inclusivity Simple

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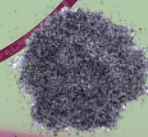


If you
have any
questions or need
assistance, feel free to
reach out to our customer
service team. We're here to
make your gluten-free and
vegan baking
experience
delightful!



London-based, baked fresh overnight

Request your
complimentary
sample box
and see how Simple
Bakes can bring
colour, joy, and
inclusivity to your
café counter



Treats that love everyone back