# Latvian croissant-muffin hybrid brand Cruffins makes London debut with innovative menu and loyalty scheme



Cruffins, the Latvian bakery famed for its innovative croissant-muffin hybrids, has marked its entry into the UK market with a flagship store in the bustling heart of London’s Covent Garden on Drury Lane. This much-anticipated launch introduces Londoners to the brand’s signature flaky pastries, complemented by a new savoury offering—the Cruffin Burger, which uses the bakery’s laminated dough to craft rich, multi-layered sandwiches laden with flavourful fillings.

The menu at Cruffins showcases a range of sweet creations that reflect the brand's commitment to high-quality ingredients and imaginative flavours. Patrons can enjoy options such as Raspberry Cheesecake, filled with tangy coulis and whipped cream cheese; Pistachio with silky ganache and crushed nuts; Coconut-pineapple; and a decadent Snickers cruffin featuring caramel and roasted peanuts. A dedicated breakfast menu, available from 8 am, features enticing choices like Salmon and Avocado, Chicken Caesar, and The Londoner—a Drury Lane exclusive combining smoked bacon, brown sauce hollandaise, and a soft Clarence Court egg.

To complement the pastries, Cruffins serves specialty coffee by Volcano, alongside premium teas, matcha, kombucha, beer, and a curated selection of sparkling wines and Champagne, catering to both traditional and contemporary tastes. The bakery’s design aesthetic is reflected in its striking blue and white interiors, which extend to the walls, menus, and takeaway packaging. With seating for 50 inside and select outdoor tables, Cruffins offers a perfect spot for people-watching while enjoying quality pastries in one of London’s most vibrant neighbourhoods.

The opening also introduces the Cruffins Club, a loyalty scheme designed to engage regular customers with exclusive rewards, secret flavours, and surprise gifts triggered by repeat visits and creative interactions. This initiative aims to build a community around the brand’s craft and creativity.

Janis Vilisons, Director of Cruffins, acknowledged the challenge and opportunity of entering London’s highly competitive and discerning food scene. Speaking about the launch, Vilisons said, “London has one of the most exciting, creative and highly discerning food scenes in the world. We know we have to earn our place here — and that’s exactly what we intend to do. We’ve built a brand around craft, quality and imagination, and this opening is just the beginning for Cruffins in the UK.”

The bakery’s cult status began in its hometown Riga, Latvia, where since its opening in August 2023, it quickly gained a devoted following for its Instagrammable and delicious cruffins. The bakery’s distinct blend of flaky laminated dough and imaginative fillings captured local and tourist attention alike, establishing it as a notable culinary destination.

Cruffins’ new London venue spans 2,815 square feet, combining locations on 181 Drury Lane and 12 Stukeley Street, secured on a direct lease reportedly worth £140,000 annually. This significant investment underscores the brand’s ambition to solidify its presence in the UK market and grow its reputation beyond its Baltic origins.

As Cruffins enters the vibrant London food landscape, its blend of innovative product offerings, quality craftsmanship, and playful customer engagement position it as a fresh and exciting addition to the city’s bakery scene, inviting Londoners to experience the reimagined pastry hybrid that has captivated Riga and now aims to make its mark internationally.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.hospitalityandcateringnews.com/2025/09/cruffins-opens-first-uk-location-on-drury-lane/), [[5]](https://www.costar.com/article/1813066232/cruffins-set-to-rise-in-london-as-patisserie-opens-first-uk-location), [[4]](https://thatsup.co.uk/london/article/rigas-cult-pastry-sensation-lands-on-drury-lane/)
* Paragraph 2 – [[1]](https://www.hospitalityandcateringnews.com/2025/09/cruffins-opens-first-uk-location-on-drury-lane/), [[2]](https://www.hospitalityandcateringnews.com/2025/09/cruffins-opens-first-uk-location-on-drury-lane/), [[3]](https://www.londonworld.com/whats-on/cruffin-bakery-london-drury-lane-5300546), [[4]](https://thatsup.co.uk/london/article/rigas-cult-pastry-sensation-lands-on-drury-lane/)
* Paragraph 3 – [[1]](https://www.hospitalityandcateringnews.com/2025/09/cruffins-opens-first-uk-location-on-drury-lane/), [[2]](https://www.hospitalityandcateringnews.com/2025/09/cruffins-opens-first-uk-location-on-drury-lane/), [[4]](https://thatsup.co.uk/london/article/rigas-cult-pastry-sensation-lands-on-drury-lane/)
* Paragraph 4 – [[1]](https://www.hospitalityandcateringnews.com/2025/09/cruffins-opens-first-uk-location-on-drury-lane/), [[2]](https://www.hospitalityandcateringnews.com/2025/09/cruffins-opens-first-uk-location-on-drury-lane/), [[3]](https://www.londonworld.com/whats-on/cruffin-bakery-london-drury-lane-5300546), [[4]](https://thatsup.co.uk/london/article/rigas-cult-pastry-sensation-lands-on-drury-lane/)
* Paragraph 5 – [[1]](https://www.hospitalityandcateringnews.com/2025/09/cruffins-opens-first-uk-location-on-drury-lane/), [[2]](https://www.hospitalityandcateringnews.com/2025/09/cruffins-opens-first-uk-location-on-drury-lane/)
* Paragraph 6 – [[1]](https://www.hospitalityandcateringnews.com/2025/09/cruffins-opens-first-uk-location-on-drury-lane/), [[2]](https://www.hospitalityandcateringnews.com/2025/09/cruffins-opens-first-uk-location-on-drury-lane/), [[4]](https://thatsup.co.uk/london/article/rigas-cult-pastry-sensation-lands-on-drury-lane/)
* Paragraph 7 – [[1]](https://www.hospitalityandcateringnews.com/2025/09/cruffins-opens-first-uk-location-on-drury-lane/), [[6]](https://www.ferretingoutthefun.com/2016/05/03/riga-cafes/)
* Paragraph 8 – [[1]](https://www.hospitalityandcateringnews.com/2025/09/cruffins-opens-first-uk-location-on-drury-lane/), [[5]](https://www.costar.com/article/1813066232/cruffins-set-to-rise-in-london-as-patisserie-opens-first-uk-location)
* Paragraph 9 – [[1]](https://www.hospitalityandcateringnews.com/2025/09/cruffins-opens-first-uk-location-on-drury-lane/), [[2]](https://www.hospitalityandcateringnews.com/2025/09/cruffins-opens-first-uk-location-on-drury-lane/), [[3]](https://www.londonworld.com/whats-on/cruffin-bakery-london-drury-lane-5300546), [[4]](https://thatsup.co.uk/london/article/rigas-cult-pastry-sensation-lands-on-drury-lane/), [[5]](https://www.costar.com/article/1813066232/cruffins-set-to-rise-in-london-as-patisserie-opens-first-uk-location)

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## Bibliography

1. <https://www.hospitalityandcateringnews.com/2025/09/cruffins-opens-first-uk-location-on-drury-lane/> - Please view link - unable to able to access data
2. <https://www.hospitalityandcateringnews.com/2025/09/cruffins-opens-first-uk-location-on-drury-lane/> - Cruffins, a bakery renowned for its flaky croissant-muffin hybrids, has opened its first UK location on Drury Lane in Covent Garden. The bakery offers a variety of sweet and savoury pastries, including Raspberry Cheesecake, Pistachio, Coconut-pineapple, and Snickers cruffins. A dedicated breakfast range is available from 8am daily, featuring options like Salmon and Avocado, Chicken Caesar, and The Londoner, a Drury Lane exclusive. The menu also includes specialty coffee, premium teas, matcha, kombucha, beer, and a selection of sparkling wines and Champagne. The interior design reflects the brand's signature blue and white colours, with 50 seats for dine-in and outdoor tables for people-watching. Additionally, the Cruffins Club loyalty scheme offers regulars the chance to unlock secret flavours, rewards, and surprise gifts through repeat visits and creative interaction. Director Janis Vilisons expressed confidence in the brand's place within London's vibrant food scene, emphasising their commitment to craft, quality, and imagination.
3. <https://www.londonworld.com/whats-on/cruffin-bakery-london-drury-lane-5300546> - Cruffins, a bakery famous for its flaky croissant-muffin hybrids, has opened its first UK location on Drury Lane in Covent Garden. The bakery offers a variety of sweet and savoury pastries, including Raspberry Cheesecake, Pistachio, Coconut-pineapple, and Snickers cruffins. A dedicated breakfast range is available from 8am daily, featuring options like Salmon and Avocado, Chicken Caesar, and The Londoner, a Drury Lane exclusive. The menu also includes specialty coffee, premium teas, matcha, kombucha, beer, and a selection of sparkling wines and Champagne. The interior design reflects the brand's signature blue and white colours, with 50 seats for dine-in and outdoor tables for people-watching. Additionally, the Cruffins Club loyalty scheme offers regulars the chance to unlock secret flavours, rewards, and surprise gifts through repeat visits and creative interaction. Director Janis Vilisons expressed confidence in the brand's place within London's vibrant food scene, emphasising their commitment to craft, quality, and imagination.
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5. <https://www.costar.com/article/1813066232/cruffins-set-to-rise-in-london-as-patisserie-opens-first-uk-location> - Cruffins, a Latvian patisserie brand, has secured a 2,815 square foot space spanning 181 Drury Lane and 12 Stukeley Street in London on a direct lease for £140,000 a year. The bakery is known for its croissant-muffin hybrids and has built a devoted following in its hometown of Riga, Latvia. The London location offers a variety of sweet and savoury pastries, including Raspberry Cheesecake, Pistachio, Coconut-pineapple, and Snickers cruffins. A dedicated breakfast range is available from 8am daily, featuring options like Salmon and Avocado, Chicken Caesar, and The Londoner, a Drury Lane exclusive. The menu also includes specialty coffee, premium teas, matcha, kombucha, beer, and a selection of sparkling wines and Champagne. The interior design reflects the brand's signature blue and white colours, with 50 seats for dine-in and outdoor tables for people-watching. Additionally, the Cruffins Club loyalty scheme offers regulars the chance to unlock secret flavours, rewards, and surprise gifts through repeat visits and creative interaction. Director Janis Vilisons expressed confidence in the brand's place within London's vibrant food scene, emphasising their commitment to craft, quality, and imagination.
6. <https://www.ferretingoutthefun.com/2016/05/03/riga-cafes/> - Cruffins, a bakery in Riga, Latvia, has achieved cult status since its opening in August 2023. The bakery is known for its Instagrammable creations, particularly the cruffins—a cross between a croissant and a muffin, typically filled with pastry cream and/or jam. The raspberry cruffin is a popular choice among patrons. The bakery's sleek design and modern aesthetic have contributed to its popularity, making it a must-visit spot for both locals and tourists seeking a unique pastry experience in Riga.