

CRAZY BAKER

ARTISAN WHOLESALE BAKERY



Who are we?

We are Crazy Baker, an artisan bakery based in NW10, North West London. Everything we bake is handmade using only the best ingredients—no additives, no shortcuts, just real, honest food. Our passion is in every loaf, roll, cake, and pastry we make. We pride ourselves on delivering fresh, made-to-order products with exceptional customer service and a personal touch.



Why Choose Crazy Baker?

- Freshly handmade with love & care
- No additives or preservatives
- Locally sourced ingredients
- Gluten-free & vegan options
- Next-day delivery available across London & M25, 7 days per week

Delivery Details

Central London	£25 minimum delivery
Greater London	£35-£100 depending on distance



Order by 12pm (Mon-Fri)
for next-day delivery






The Old Torpedo Factory, St Leonard's Road, London, NW10 6ST
info@crazybaker.co.uk | 020 8964 1712

SOURDOUGH

PLEASE NOTE MOST OF OUR SOURDOUGHS
REQUIRE 48HRS NOTICE



Our Sourdoughs are where it all began. Crafted from our heritage starter, each loaf is made with stoneground flour and undertakes a natural fermentation process giving depth of flavour, chewy texture and that classic crisp crust.

White Sourdough	400g, 800g
Wholemeal Sourdough	600g, 800g
Country Brown Sourdough	600g, 800g
 French Sourdough (FSD)	600g, 800g, 1.2kg, 1.8kg
Rye Sourdough	400g, 800g
 Wildfarmed Brown 	600g , 800g
Artisan Baguette (batch of 2)	
Black Olive FSD	400g, 800g
Sundried Tomato & Basil FSD	600g, 800g
Seeded Sourdough	600g, 800g
Sultana & Walnut FSD	600g, 800g
Apricot & Hazelnut White SD	600g, 800g
Chilli & Garlic White SD	600g, 800g
Hazelnut & Raisin White SD	600g, 800g
Blue Cheese & Walnut White SD	600g, 800g
Sourdough Spelt	400g, 800g

All our products are handmade. This might cause slight shape and weight differences in some cases.

Slicing of loaves
(13mm or 16mm
thick sliced)
ADD £0.30



CLASSICS

PAIN DE MIE, COUNTRY CRUSTY & ITALIAN BREAD

Pain de Mie

Our Pain de Mie loaves encapsulate the classic French sandwich bread. With a soft, fine crumb and thin, tender crust. Available for slicing.

Pain de Mie White / Granary

Square	800g
Open Tin	800g
Farmhouse	400g, 800g
Bap	30g, 50g, 70g, 80g
Demi Baguette / Long Baguette	140g, 275g
Hot Dog Roll	6", 8"



Pain de Mie Lemon

Open Tin	800g
Dinner Roll	50g



Country Crusty

A true artisan staple, our Classic Country Crusty Bread is crafted with time-honored techniques and naturally vegan ingredients.

Country Crusty White

Bloomer	400g, 800g
Cob Loaf	150g, 200g
Demi Baguette / Long Baguette	140g, 275g
Bap	30g, 50g, 70g, 80g
Flatbread (batch of 5)	120g
English Muffins (batch of 6)	60g, 80g



Country Crusty Brown

Bloomer	400g, 800g
Square / Open Tin	800g
Farmhouse	400g, 800g
Demi Baguette / Long Baguette	140g, 275g
Bap	30g, 50g, 70g, 80g



Country Crusty Multigrain

Bloomer	400g, 800g
Bap	30g, 50g

Italian Bread

Authentic and handcrafted using traditional methods for rich flavor and texture. Ciabatta features a crisp crust with a light, airy crumb. Focaccia is a soft, olive oil-rich flatbread with a golden crust and variety of toppings

Ciabatta	100g, 120g, 150g, 400g
Ciabatta Black Olive	120g, 400g
Ciabatta Sundried Tomato	150g, 400g

Focaccia Rosemary & Sea Salt	120g, 1kg, 3kg
£7.8 Focaccia Nut Free Pesto (Vegan)	1kg
£7.8 Focaccia Round Tomato & Herb	300g

£7.8 Oval Pizza Flatbread (batch of 5)	130g
Pugliese Sourdough	400g



BRIOCHE

INDULGENT & VERSATILE

50% Brioche

50%- this is the name we give our staple brioche. Rich and tender with a soft, airy texture and slightly sweet, buttery flavour

Square	800g
Open Tin	800g
Farmhouse	400g
Bap	30g, 50g, 70g, 80g, 100g
Hot Dog Roll	30g, 50g, 60g, 6", 8"
Lobster Roll (batch of 36)	90g



Light Brioche

Slightly milder than our 50%, this brioche is made with less egg and butter. It still has the classic light and airy texture of brioche, just a little less sweet.

Bun	30g, 50g, 70g, 80g
LB White Crusty Roll	80g
LB Granary Crusty Roll Seed	80g



Light Brioche Cream

Our lightest brioche, made with cream to give it a less rich taste but with the slight sweetness of brioche.

Bun	30g, 50g, 70g, 80g
Hot Dog Roll	6", 8"

Wildfarmed Cream

Our Light Brioche Cream reinvented with Wildfarmed Flour.

Brioche Bun	70g
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Additional Charges

Seeds on top of rolls
and baguettes
ADD £0.06

Wildfarmed flour is a type of flour produced through regenerative agriculture, focusing on soil health and biodiversity. It uses a diverse mix of wheat varieties grown alongside other plants and avoids synthetic pesticides, herbicides, and fungicides. This approach aims to improve soil health, increase nutritional value, and promote a more sustainable food system.



DINNER ROLLS & AFTERNOON TEA BITES

INDULGENT & VERSATILE

Our selection of dinner rolls include a variety of flavours, shapes and sizes, great for banquets and bread basket alike.

Perfect for every Afternoon Tea, our delectable mini sweets and savouries will compliment every occasion



	(Minimum batch sizes apply)
French Sourdough Roll	30g, 50g
French Sourdough Baguettini	50g
Sourdough Spelt Roll	30g, 50g
White Knotted Roll	30g, 50g
Country Brown Roll	30g, 50g
Country Brown Baguettini	40g
CC Multigrain Roll	30g
Ciabattini	50g
Ciabatta Rosemary	30g
LB White Crusty Roll	30g
LB Granary Crusty Roll	30g
PDM Granary Triangle	40g
PDM Date & Walnut Roll	50g
PDM Lemon Roll	50g
Chilli & Garlic White Sourdough Roll	50g
Pumpkin Seed & Sage French SD Roll	50g
Rosemary & Rye Sourdough Roll	50g
Parmesan, Gruyere & Truffle Swirl	50g



AFTERNOON TEA BITES

(48HRS NOTICE REQUIRED)

- Caramelised Onion & Gruyere Tartlet
- Spinach, Feta & Dill Tartlet
- Mushroom & Parmesan Tartlet
- Sundried Tomato, Feta & Olive Tartlet
- Mini Scone Plain
- Mini Brownie Bite (Triple Choc or Hazelnut)
- Mini Bakewell Tartlet
- Mini Apple Crumble Tartlet
- Mini Lemon Meringue Tartlet
- Lemon Shortbread Round
- Mini Gingerbread
- Plain Bagel 2.5"
- Plain Bagel 4"
- Everything Bagel 4" (contains Sesame Seed)



VEGAN & GLUTEN-FREE

BREAD & SWEET

VEGAN

A lot of our products are naturally vegan, including our Country Crusty range, most Sourdoughs and our Italian selection, but if that wasn't enough, we have also created a few other vegan varieties to suit all needs.

Vegan Beetroot

Bun	30g, 70g, 80g, 100g
Farmhouse Loaf	400g

Vegan Charcoal

Bun	30g, 70g, 80g, 100g
Farmhouse Loaf	400g
Hot Dog Roll	6", 8"

Vegan Brioche

Bun	30g, 70g
Hot Dog Roll	6"

Vegan Cakes & Sweet

Vegan Banana Loaf Cake
Vegan Carrot Cake Loaf
Vegan Lemon Drizzle Loaf
Vegan Red Velvet Loaf Cake



GLUTEN-FREE

Made in our completely separate Gluten Free facility, all our gluten-free items are made by hand, with no preservatives or additives.

Gluten Free Bap

Plain (batch of 5)	80g
Poppy Seeded (batch of 20/5)	20g, 70g

Gluten Free Flatbread

(batch of 5)	120g
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Gluten Free Sourdough

Can be sliced	600g, 800g
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Gluten Free Flour Cakes & Sweet

GFF Banana Loaf Cake
GFF Banana Tray 9x9"
GFF Carrot Cake Loaf
GFF Carrot Cake Tray 9x9"
GFF Lemon Drizzle Loaf
GFF Lemon Drizzle Tray 9x9"
GFF Chocolate Brownie Tray 9x9"
GFF Scones (plain)

(Batch of 6)

Please note- all GF products are made in an environment where there may be traces of Soya, Sulphites, Egg & Milk



PASTRIES, CAKES & SWEET ITEMS

CAKES & SWEET ITEMS REQUIRE 48HRS NOTICE



MORNING GOODS

ALSO AVAILABLE IN MINI/MEDIUM SIZES

Croissant
Pain au Chocolat
Pain au Raisin
Fruit Danish Assorted
Raspberry Danish
Blueberry Danish
Apricot Danish
Almond Croissant
Pistachio Croissant
Pistachio Pain au Chocolat
Cinnamon Swirl
Cinnamon Swirl Choc Scrolled



CAKES & SWEET ITEMS

48HRS NOTICE REQUIRED

Round Cakes

Victoria Sponge Cake	8", 10"
Red Velvet Cake	8", 10"
Chocolate Devil's Food Cake	8", 10"
Carrot Cake	8", 10"

Loaf Cakes

Lemon Drizzle
Lemon & Blueberry
Orange Drizzle
Carrot Cake
Banana Loaf Cake
Ginger Loaf Cake (optional ginger topping)
Coffee & Walnut Cake
Chocolate Cake
Apricot & Flaked Almond

Cupcakes (batch of 6)

Vanilla
Red Velvet
Chocolate
Carrot
Lemon Drizzle



Brownies

Triple Chocolate Brownie Tray 9x9"
Plain Chocolate Brownie Tray 9x9"

Cookies

Chocolate Chip
Double Chocolate Chip
Triple Chocolate
White Chocolate & Raspberry
Chewy Oatmeal
Oat & Raisin

Muffins (batch of 6)

Lemon & Poppy Seed
Chocolate & Orange
Apricot & Almond
Triple Chocolate
Apple & Cinnamon
Blueberry

**... haven't found
what you are
looking for?**

We specialise in making bespoke products and love to go the extra mile to keep our customers happy. To enquire about a product not listed in the brochure, please don't hesitate, give us a call on 020 8964 1712