

(X) Lab



(X)-tra Craft. Lab-made for Your Table.

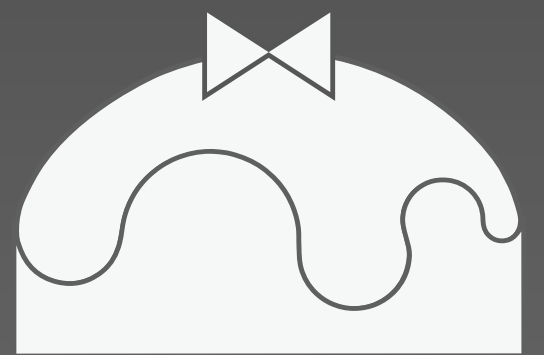
About (X)^{Lab}

(X) Lab is a bakery & dessert brand developed under X° Robusta Coffee, focused on the research, production, and supply of structured creations.

Based in London, (X) Lab works across café, retail, and partner-led environments, providing a curated range of cakes, breads, and pastries designed for consistency, scalability, and everyday service.

(X) Lab operates as both a standalone offering and a supporting system within the wider X brand.

(X)-tra Craft. Lab-made for Your Table.



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01

Brand Mission

(X) Lab was born from a simple belief:
great cakes & breads should not be left to chance.

As an extension of X° Robusta Coffee, we saw a gap between the quality of coffee culture and the bakery items it was served alongside.

Our mission is to close that gap —
to bring structured, repeatable, high-quality desserts and baked goods into everyday café and dining experiences.

We believe:

- Our range should complement, not compete.
- Pairing matters — with coffee, after a meal, between meetings.
- Consistency is a form of respect for the customer.
- Quality ingredients are the foundation, not a luxury.

This is not about complexity, but about clarity.

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02

(X) Lab's visual approach reflects the same principles that shape its cakes and breads.

What we want to express

We communicate through restraint. Every visual element is chosen for purpose, not decoration.

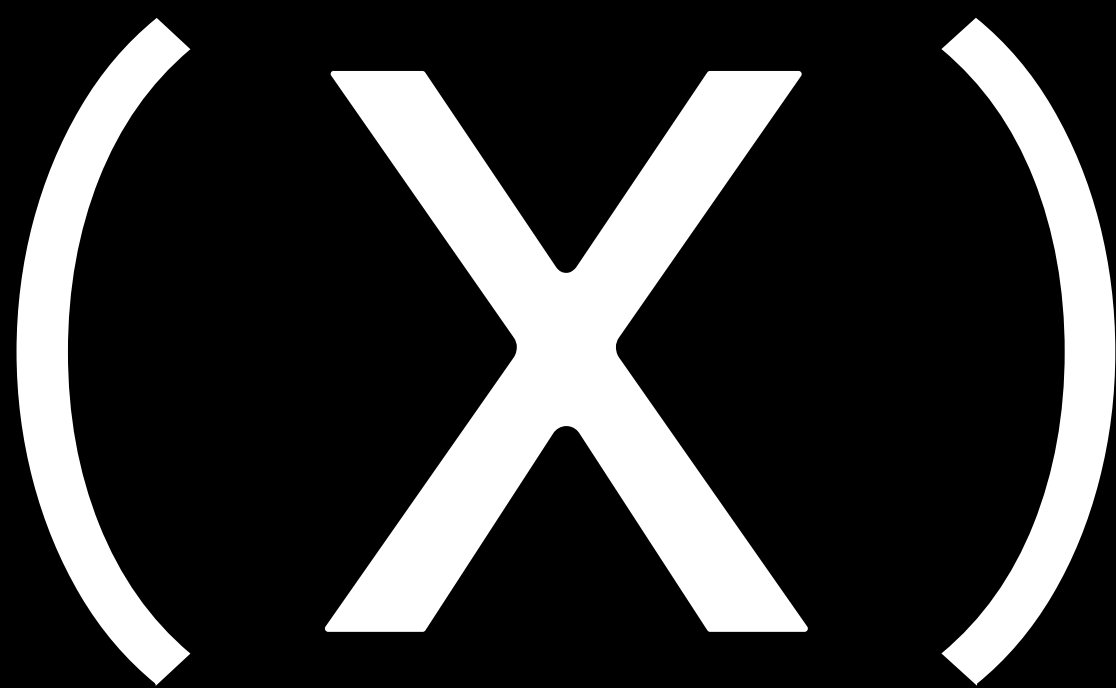
- Clarity over decoration.
- Structure over expression.
- Precision in every detail.

What we want to convey

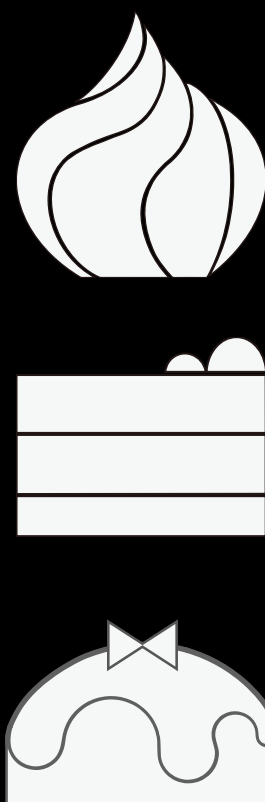
We want people to feel trust before they take a bite.

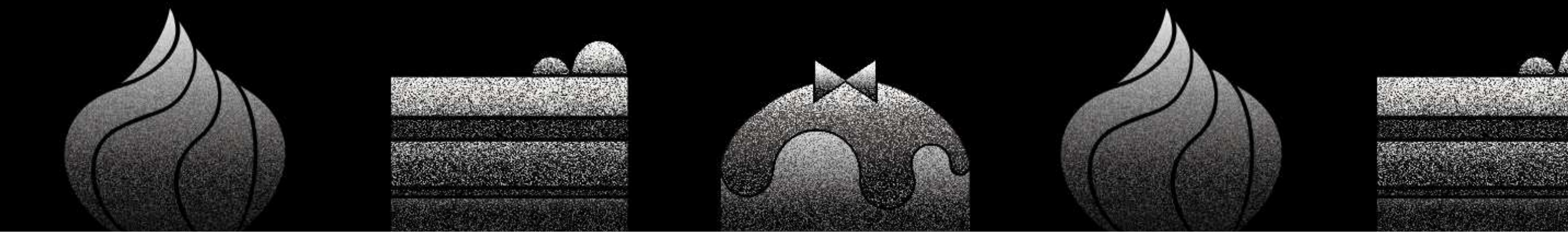
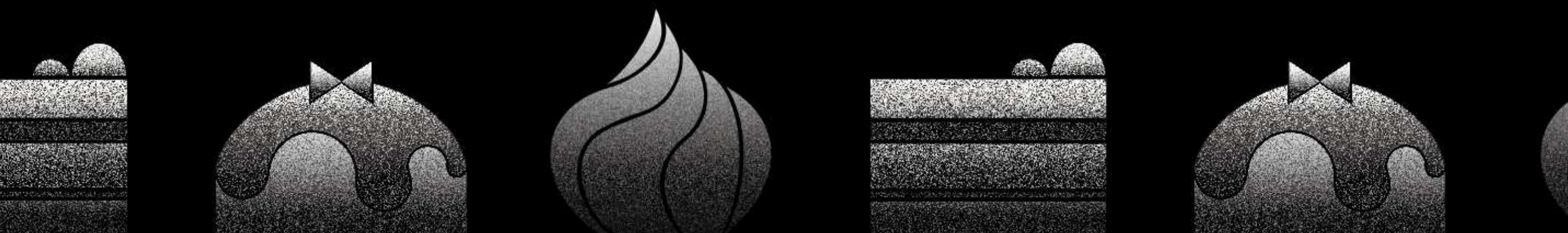
- Confidence — in ingredients, in process, in outcome.
- A system that feels considered, not accidental.

Visual elements are reduced to essentials, allowing form, material, and spacing to define the experience.

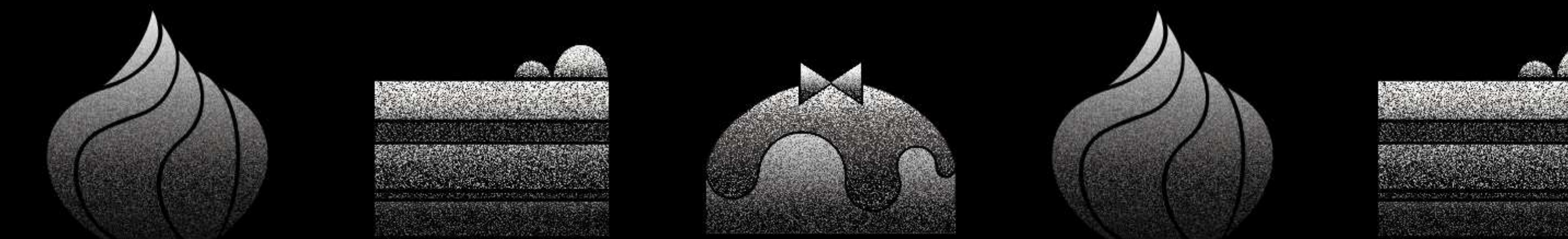
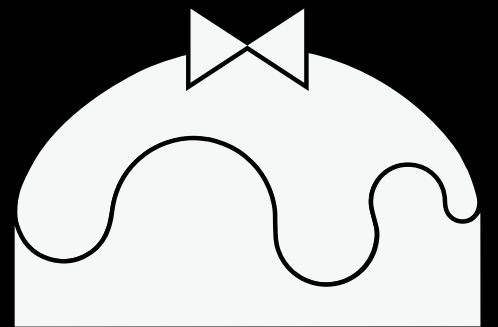
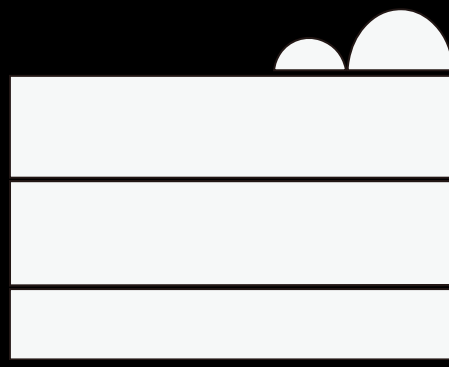


Lab





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03

On Making

At X Lab, making is a controlled process rather than an improvised act.

Premium Ingredients

We source with intention. Every ingredient is selected for flavour, performance, and traceability.

- Finest grains, single-origin and seasonal produce where possible.
- Time is an ingredient. Complexity is built through controlled fermentation and natural aging processes.
- Consistent quality across every batch, every season.

Temperature-Controlled Logistics

Our products are built to travel.

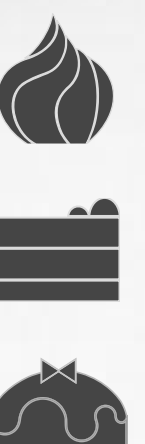
- Tailored temperature control from production to delivery, maintaining integrity.
- Packaging engineered to protect structure, glaze, crust, and texture in transit.
- Every piece arrives as intended — not a compromise version.

Built on Repeatability

Each item is handcrafted, by design — to ensure precision and repeatability.

- Processes are calibrated, textures are tested, results are refined through iteration.
- What matters is consistent performance across time, space, and service conditions.

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The Collection

(X) Lab's collection is designed to adapt across different contexts, while maintaining a coherent system of taste and form.

The bakery collection includes:

- Toast Collection
- Viennoiserie Collection
- Soft Bread Collection
- Artisan Crust Collection
- Cream Puff Collection
- Egg Tart Collection

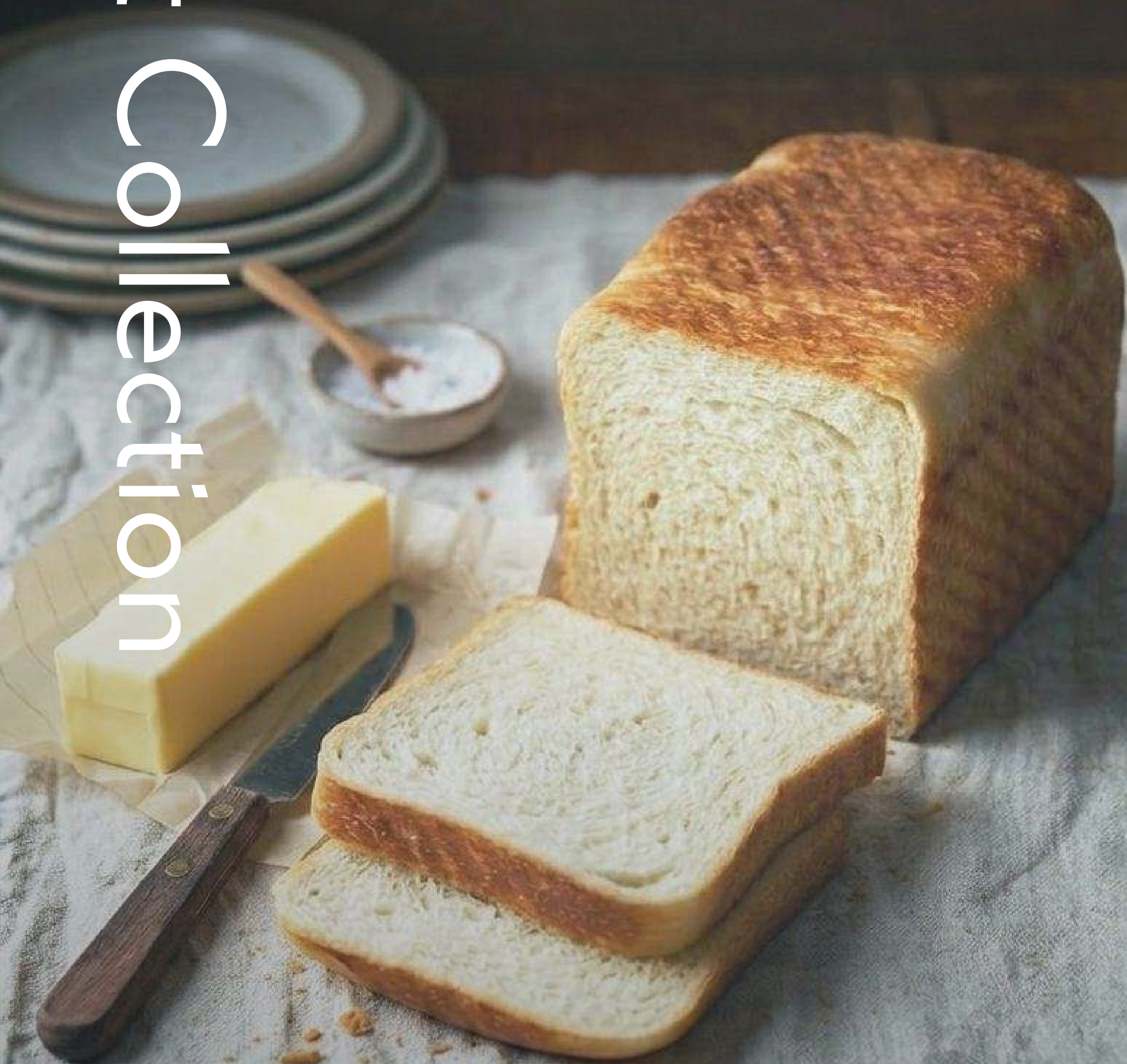
Each category follows the same principles — clarity of structure, balance of flavour, and reliability in execution.

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Toast Collection

From the first fold of dough to the last golden crust, our toast carries the quiet discipline of Japanese craft — soft enough to melt, honest enough to stand alone. ·



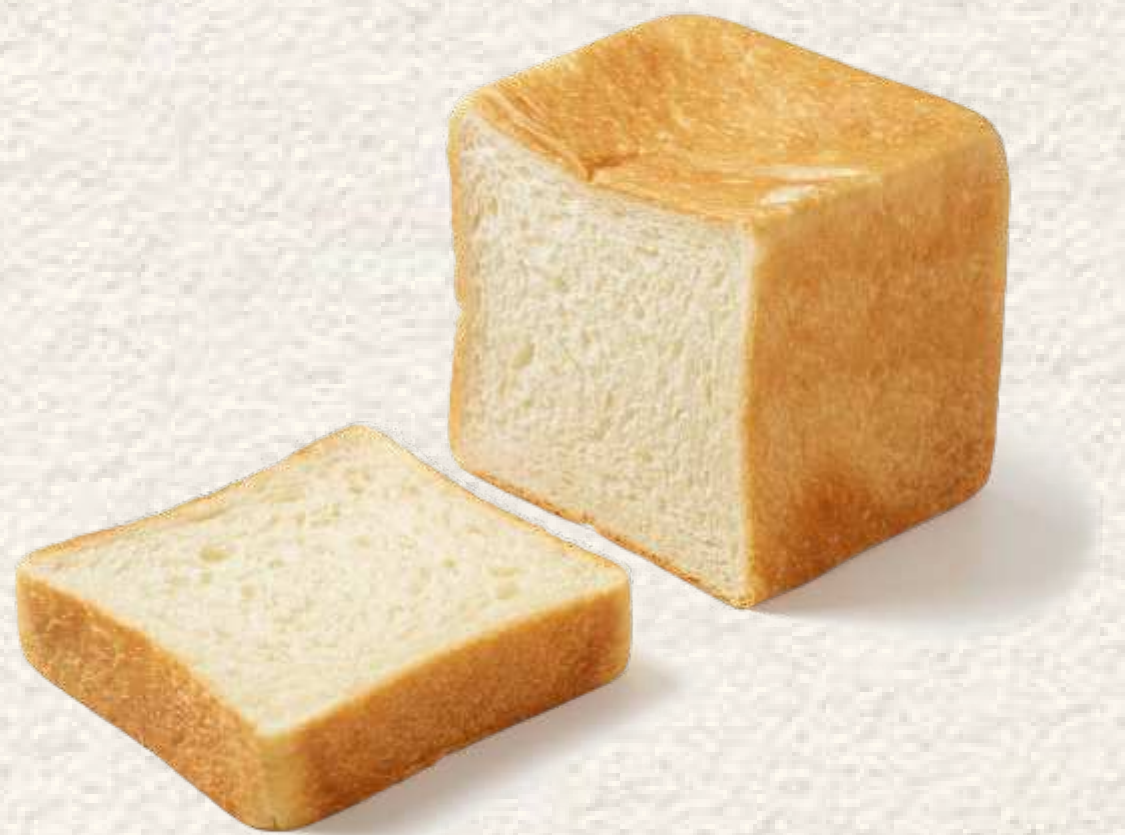
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Japanese Milk Bread

SHOKUPAN — FRESH & CLOUD-SOFT

Rooted in the Japanese philosophy of "nama" — fresh, living, unhurried. Ultra-hydrated dough traps every drop of moisture, melting gently on the tongue. As light as first snow, as pure as the craft itself.

- **Pure White**
Classic Milk



- **Morning Forest**
Matcha



Thick-Cut Toast

TARTINE — OPEN-FACED & SEASONAL

Let the ingredients speak. Slow-fermented thick-cut bread serves as the canvas, dressed with seasonal toppings that travel across Italian, French, and Chinese kitchens. A perfect slice for any moment of the day.



- **Lava Cacao**
Dark Chocolate Burst



- **Basque Afternoon**
Burnt Cheese



- **Autumn Harvest**
Walnut & Cinnamon



- **Berry Forest**
Matcha & Mixed Berry



- **Coconut Taro**
Grain, Coconut & Taro



- **Golden Brioche**
Classic Butter



- **Pumpkin Cream**
Pumpkin & Cheese



- **Jasmine Mist**
Jasmine Matcha Cheese

Viennoiserie Collection

Hundreds of paper-thin butter layers, built by hand and coaxed by heat — our croissants and danishes ask for nothing but time, and give back everything in return.



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Filled Croissant

OPEN CROISSANT — STUFFED & LAYERED

A pure butter laminated shell, sliced open to cradle generous fillings and piped creams. Shatteringly crisp layers meet a lush interior — classic French craft in conversation with bold, modern flavors.



- **The Truffle Bull**
Black Truffle & Beef



- **Morning Melt**
Cheese & Ham



- **Basil Chicken**
Chicken & Melted Cheese



- **Pistachio Noir**
Pistachio & Dark Chocolate



- **Matcha Yuzu**
Green Tea & Citrus



- **Dark Coconut**
Coconut & Black Sesame



- **Berry Bliss**
Raspberry & Cream



- **Strawberry Custard**
Strawberry & Vanilla Cream



- **Matcha Tiramisu**
Green Tea & Mascarpone

Danish Pastry

DANISH — LAMINATED & CARAMELIZED

Rooted in Nordic pastry tradition — butter folded repeatedly into dough, building delicate layers that puff and caramelize in the oven. Beneath the amber, crackled surface lies a tender, flavor-rich interior.



- **Golden Danish**
Plain Butter
Pastry



- **Brulee Classic**
Caramelized
Danish



- **Black Pepper Beef**
Spiced Beef
Danish



- **Matcha Brulee**
Matcha & Caramel
Danish



- **Truffle Ham Danish**
Black Truffle &
Ham



- **Chocolate Brulee**
Dark Chocolate &
Caramel



- **Basil Chicken Danish**
Herb & Chicken

Soft Bread Collection

Tender, warm, and quietly comforting — our soft breads are shaped for the everyday, yet made with the kind of care that turns a simple bun into something worth slowing down for.



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- **The Original**
Classic Polo Bun



- **Matcha Polo**
Green Tea Crust



Polo Bun

PINEAPPLE BUN — CRISP CRUST · SOFT HEART

A Hong Kong icon — named for its crackled sugar crust that mimics the skin of a pineapple. Crisp on the outside, impossibly soft within. We honor the classic, then reimagine it with seasonal fillings and bold new flavors.

- **Matcha Cheese**
Green Tea & Cream Cheese



- **Butter Sandwich**
Classic Butter Polo



- **Matcha Lava**
Matcha Cream Filled



- **Snow Melt**
Cream Cheese Filled



- **Pistachio Oasis**
Pistachio Cream Polo



- **Strawberry Cream**
Fresh Strawberry Polo



- **Pineapple Cream**
Pineapple & Cream Polo



Sweet Enriched Dough

VERSATILE SWEET DOUGH — ROLL · BUN · BATARD

A rich, egg-and-butter dough that forms the foundation of three distinct shapes — the butter salt roll, the garlic herb bun, and the soft batard. One dough, three personalities: each shaped by hand, finished with its own character.



- **Snow Batard**
Plain Soft Rice Flour Roll



- **Garlic Crown**
Garlic Herb Pull-Apart Bun



- **Pure Salt Roll**
Classic Butter & Sea Salt

Salt Butter Roll

SALT BUTTER CROISSANT — CRISP OUTSIDE · TENDER WITHIN

Rolled with cultured butter and fleur de sel, baked until golden and just crisp on the outside, tender within. Each variation builds on this foundation — chocolate, pistachio, cinnamon — turning a simple roll into something worth choosing every time.



- **Garlic Gold**
Garlic Cheese Roll



- **Vanilla Dream**
Vanilla Butter Cream Roll



- **Morning Melt**
Ham & Cheese Roll



- **Pistachio Butter**
Pistachio Cream Roll



- **Cinnamon Amber**
Cinnamon Sugar Roll



- **Noir & Green**
Chocolate Pistachio
Coated Roll



- **Cacao Lava**
Dark Chocolate Filled Roll



- **Pistachio Cloud**
Pistachio Cheese Filled Roll



- **Walnut Noir**
Chocolate Walnut
Coated Roll

Artisan Crust Collection

Dipped in lye, fired in heat, and built to last — our bagels, pretzels and laugen breads wear their dark, glossy crust with pride, offering a chew that asks you to pay attention.



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- **Dark Side**
Chocolate & Cream Cheese

Laugen Bread

PRETZEL DOUGH — STICK & BALL

Rooted in German baking tradition — dough bathed in lye solution before a high-heat bake, producing the iconic deep-brown, glossy crust with its distinctive gentle bitterness. Two shapes, one craft: the elongated stick and the round bun, each filled with East-meets-West flavors.



- **Double Cheese**
Cheese & Cream Cheese

- **Matcha Garden**

Matcha & Cream Cheese



- **Forest Duet**

Matcha & Berry



- **Green Gold**

Pistachio & Cream Cheese





- **Spice & Melt**
Spicy Sausage & Cheese



- **Ink & Cream**
Black Sesame & Cheese



- **Purple Haze**
Taro & Cream Cheese

Bagel

NEW YORK BAGEL — BOILED & BAKED

Boiled first, then baked — the defining ritual that sets the bagel apart. Hot water sets the crust, the oven seals it: shiny, firm outside, dense and chewy within. The same 8 flavors, a whole different experience.

- **Double Cheese**

Cheese & Cream Cheese



- **Forest Duet**

Matcha & Berry



- **Spice & Melt**

Spicy Sausage & Cheese



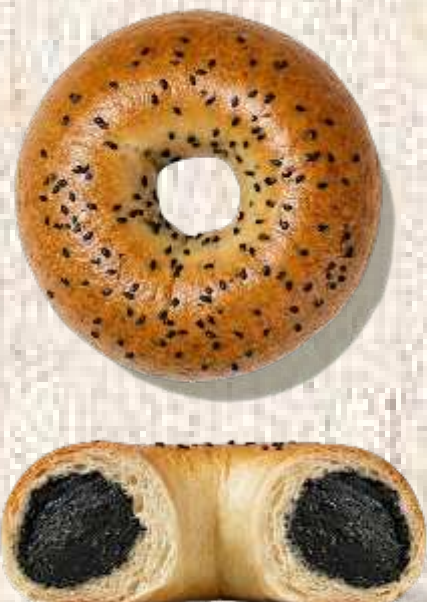
- **Purple Haze**

Taro & Cream Cheese



- **Ink & Cream**

Black Sesame & Cheese



- **Green Gold**

Pistachio & Cream Cheese



- **Dark Side**

Chocolate & Cream Cheese



- **Matcha Garden**

Matcha & Cream Cheese



Cream Puff Collection

Light as air on the outside, generous and yielding within — each choux puff is piped to order with creams that shift with the season, turning a classic shell into a new discovery.



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- **Berry Noir**
Raspberry & Chocolate Puff



- **Cacao Cloud**
Pure Chocolate Puff

Cream Puff

CHOUX PUFF — AIRY SHELL · PIPED CREAM

Made by the choux method — a hollow, feather-light shell that exists purely to hold something wonderful. Each puff is piped with its own cream, from bright citrus to deep chocolate. That first bite — shell meeting cream — is one of pastry's most satisfying moments.



- **Ink Cloud**
Black Sesame Butter Puff



- **Tiramisu Cloud**
Coffee & Mascarpone Puff



- **Matcha Berry Cloud**
Matcha & Raspberry Puff



- **Yuzu Forest**
Yuzu Matcha Puff



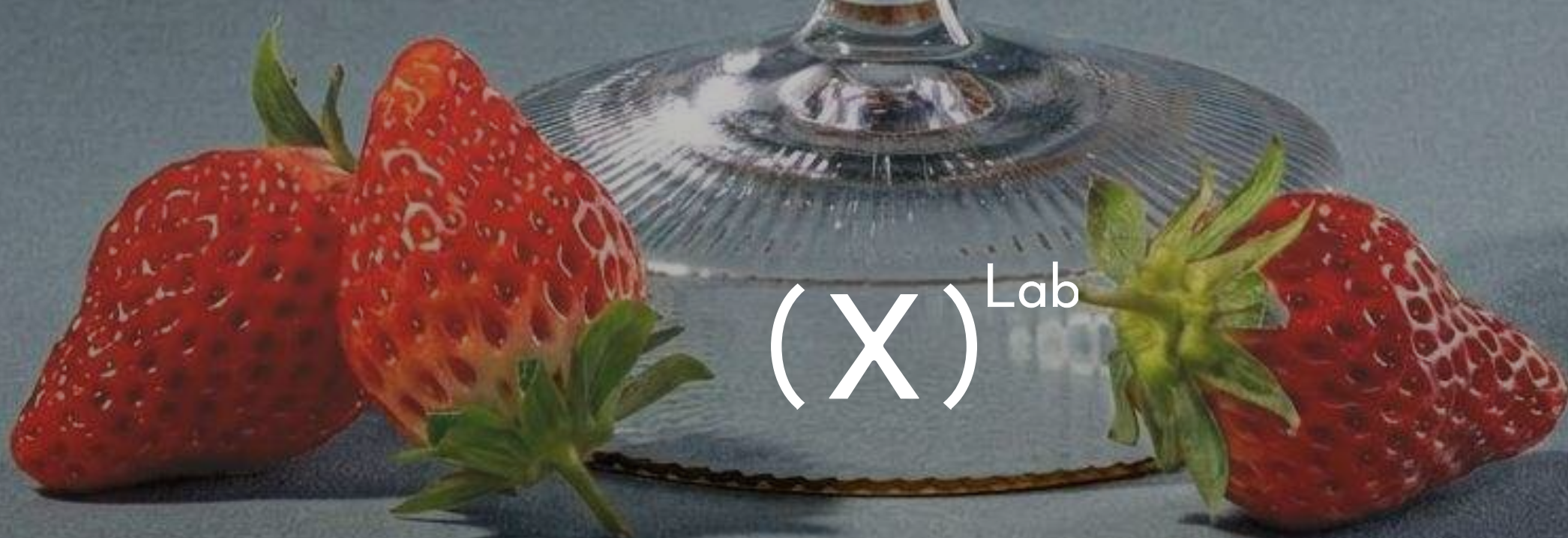
- **Lemon Cheese Cloud**
Cream Cheese & Lemon Puff



- **Green Gold**
Pistachio Cream Puff

Egg Tart Collection

A buttery shell that shatters at the edge, a custard that trembles in the center — our egg tarts honor a beloved classic, then quietly reimagine it with flavors borrowed from forest, garden, and field.



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- **Cacao Lava**
Chocolate Cream Tart



- **Ink Tart**
Black Sesame Cream



Egg Tart

CUSTARD TART — FLAKY SHELL · SILK CUSTARD

A flaky, laminated shell holding golden custard — a balance of heat and time. Eggs and milk set gently in the oven, smooth and light or softly caramelised. That first bite — crisp shell meeting silk custard — is a quiet, satisfying moment.

- **Tiramisu Tart**
Coffee & Mascarpone



- **Golden Brulee**
Butter Caramel Tart



- **Strawberry Forest**
Strawberry & Matcha Tart



- **Matcha Silk**
Matcha Cream Tart



- **Green Oasis**
Pistachio Cream Tart



- **Strawberry Dream**
Strawberry Cream Tart



05 Working Model

X Lab is designed to function across multiple environments — consistently and at scale.

Café Integration

As an extension of X Robusta Coffee, (X) Lab offerings are built to sit alongside specialty coffee — complementing the drink, not competing.

Retail & Partner Supply

We supply to partner cafés, restaurants, and retail points. Our logistics and packaging systems are built for this.

Scalable, Without Sacrifice

Every element of our operation — from recipe calibration and fermentation control to delivery — is built to scale without compromising quality.



05 Working Model

a. Customization & Selection

Tailored Perfection, Curated Excellence. We offer bespoke customization and rigorously selected products based on market insights and your unique needs, ensuring your offerings stand out.



b. Storage & Delivery

Seamless Logistics, Quality Assured. From production to delivery, our advanced multi-temperature storage and precise logistics guarantee every product arrives fresh and perfect.



c. Support & Partnership

Dedicated Support, Mutual Success. With dedicated account managers and rapid response, we provide exceptional after-sales service and continuous improvement, fostering a long-term, winning partnership.

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