

(X) Lab



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

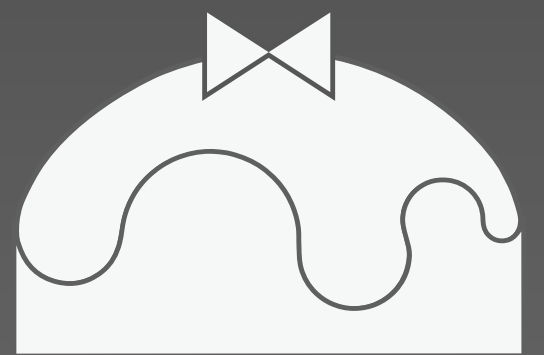
About (X)^{Lab}

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

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

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

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



Contents

01 Brand Mission

02 Visual Language

03 On Making

04 The Collection

05 Working Model



01

Brand Mission

X Lab was born from a simple belief:
great desserts 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 desserts it was served alongside.

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

We believe:

- Desserts 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 desserts.

What we want to express

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

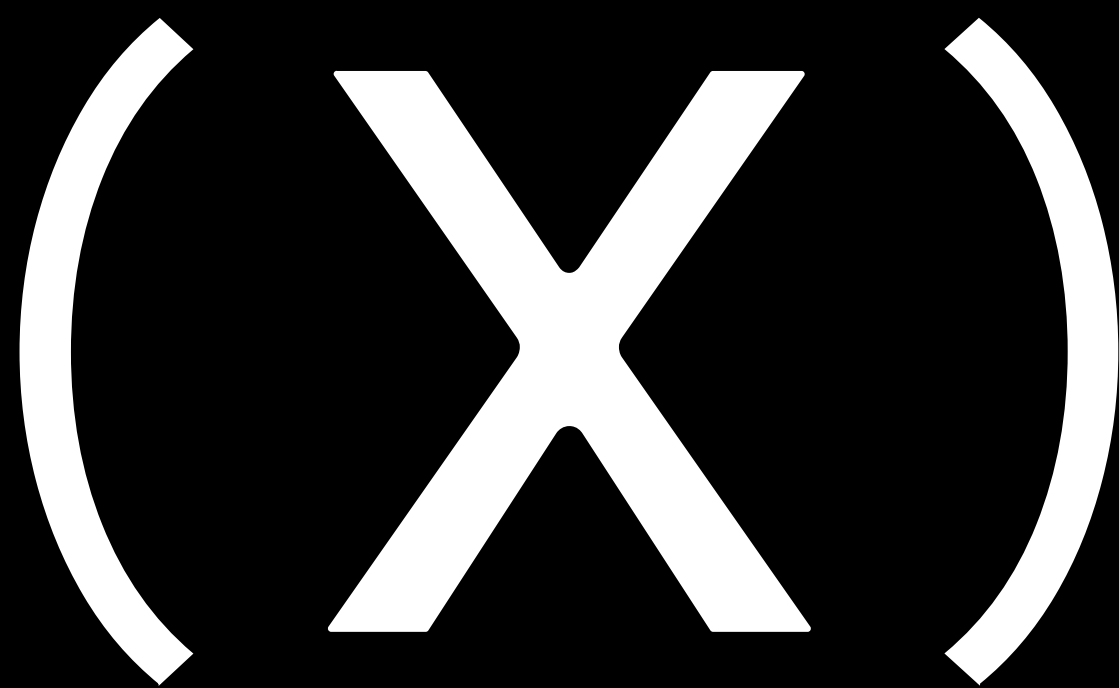
- Clarity over decoration.
- Structure over expression.
- Precision in every detail.

What we want to convey

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

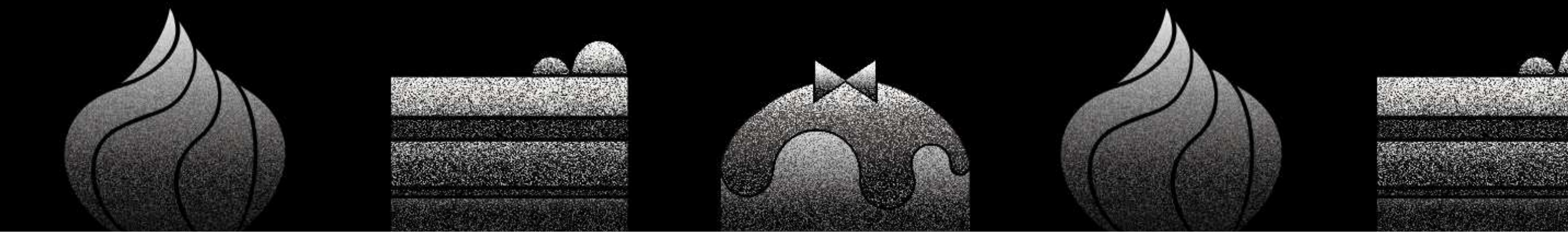
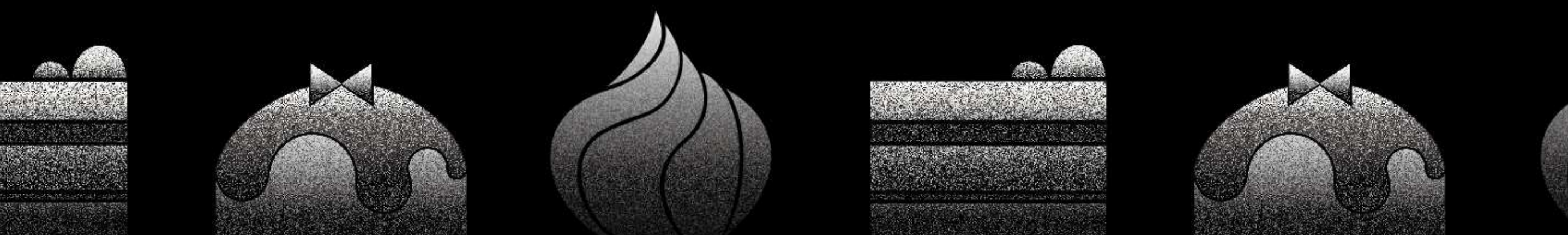
- Confidence — in ingredients, in process, in outcome.
- A system that feels considered, not accidental.

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

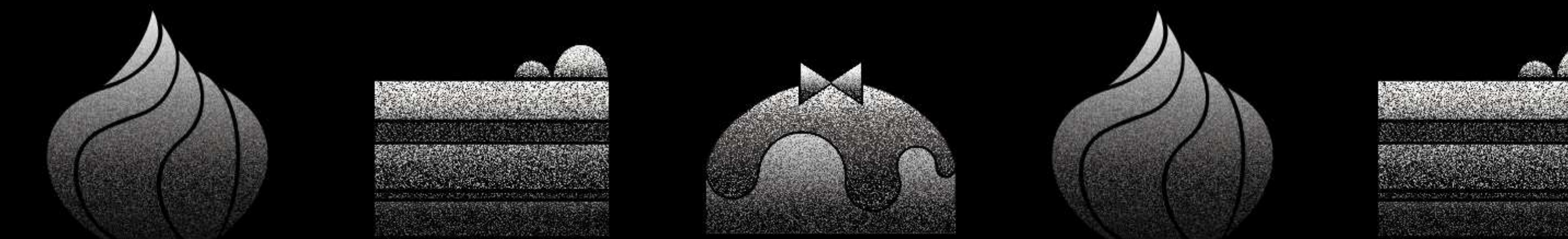
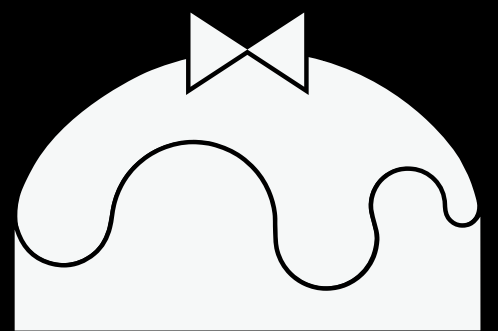
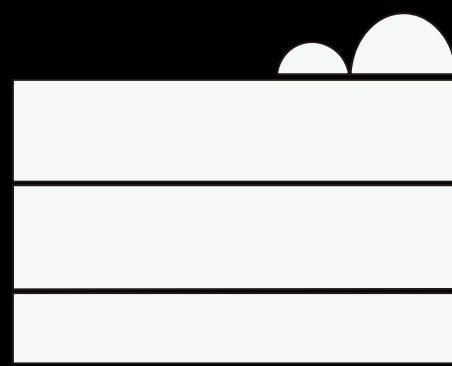


Lab





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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.

- Single-origin and seasonal produce where possible.
- No artificial shortcuts — texture and flavour are built from scratch.
- Consistent quality across every batch, every season.

Cold Chain Logistics

Our desserts are built to travel.

- Full cold chain from production to delivery, maintaining 4°C integrity.
- Packaging engineered to protect structure, glaze, and texture in transit.
- Every piece arrives as intended — not a compromise version.

Built on Repeatability

Each dessert 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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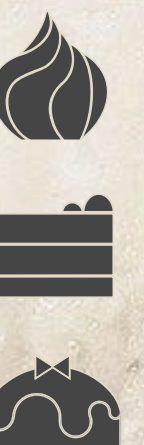
The Collection

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

The collection includes:

- Classic Cakes
- Mousse Cakes
- Crepe Cakes
- Cheesecakes
- Basque Cheesecakes
- Shortcakes

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

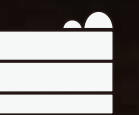


Mousse Cake

Light, layered, and built for precision. Our mousse cakes begin with structure — flavour, texture, and form follow a clear order.



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Mousse Cake

Fruit & Light Flavours

- Green Grape Mousse Cake
- Red Cherry Mousse Cake
- Blueberry Mousse Cake
- Strawberry Chocolate Mousse Cake
- Orange Chocolate Mousse Cake
- Rose Lychee Mousse Cake

Tropical Fusion

- Mango Mousse Cake
- Banana Mousse Cake
- Passion Fruit Mousse Cake
- Vanilla Passionflower Mousse Cake
- Mango Pomelo Sago Mousse Cake
- Fresh Coconut Latte Mousse Cake

Signature & Rich

- Chocolate Mousse Cake
- Hazelnut Caramel Mousse Cake
- Cinnamon Caramel Mousse Cake
- Rum Coffee Mousse Cake
- Pistachio Mousse Cake
- Golden Bud Mousse Cake
- Bulgarian Sunset Mousse Cake



Mousse Cake - Fruit & Light Flavours

The Fresh Fruit Selection balances vibrant fruit acidity with an ethereal, airy mousse. By combining fresh-pressed juices and pasture milk through our signature frozen-aeration technique, we preserve peak freshness at 4°C.

Each bite triggers a sweet-sour fruit burst that dissolves with the moist sponge, leaving a crisp, breezy finish that completely refreshes every sense.

- Orange Chocolate Mousse Cake



- Red Cherry Mousse Cake



- Blueberry Mousse Cake



- Green Grape Mousse Cake



- Orange Chocolate Mousse Cake



- Orange Chocolate Mousse Cake



Fruit & Light Flavours

Red Cherry Mousse Cake



- Cherry glaze
- Red cherry mousse
- Vanilla cream layer
- Chocolate sponge

Blueberry Mousse Cake



- Blueberry glaze
- Blueberry mousse
- Vanilla cream layer
- Chocolate sponge

Strawberry Chocolate Mousse Cake



- Strawberry mousse
- Chocolate mousse
- Strawberry filling
- Chocolate sponge

Orange Chocolate Mousse Cake



- Chocolate glaze
- Chocolate mousse
- Orange mousse
- Vanilla cream layer
- Chocolate sponge

Green Grape Mousse Cake

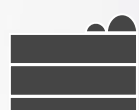


- Green grape glaze
- Green grape mousse
- Sponge layer

Rose Lychee Mousse Cake



- Lychee glaze
- Lychee mousse
- Sponge layer



Mousse Cake - Tropical Fusion

Tropical Fusion invites you on an island sensory escape through vibrant exotic aromas and silky textures. We strictly avoid industrial concentrates, utilizing freshly pressed coconut milk and raw fruit pulps for authentic depth.

Each bite delivers a wild burst of tropical zest and cream, transforming into a warm fragrance that feels like a sun-drenched island hug.

- Banana Mousse Cake
- Passion Fruit Mousse Cake
- Mango Pomelo Sago Mousse Cake



- Mango Mousse Cake
- Vanilla Passionflower Mousse Cake
- Fresh Coconut Latte Mousse Cake



Tropical Fusion

Mango Pomelo Sago Mousse Cake



- Mango & pomelo glaze
- Mango mousse with chunks
- Sago vanilla cream layer
- Chocolate sponge

Fresh Coconut Latte Mousse Cake



- Coffee caramel glaze
- Latte mousse
- Chocolate sponge
- Coconut cream layer

Vanilla Passionflower Mousse Cake



- Passionfruit glaze
- Vanilla bean mousse
- Passionfruit jelly layer
- Original sponge layer

Mango Mousse Cake



- Mango glaze
- Mango mousse
- Mango filling
- Sponge layer

Passion Fruit Mousse Cake



- Passionfruit glaze
- Chocolate sponge
- Passionfruit cream layer
- Chocolate sponge

Banana Mousse Cake



- Whipped cream topping
- Banana mousse
- Chocolate sponge



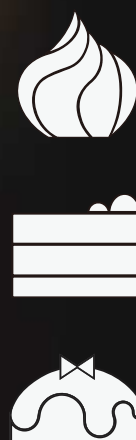
Mousse Cake - Signature & Rich

The Signature & Rich collection explores profound flavor depths by blending premium chocolates with natural aromatics. We utilize 70% single-origin cocoa and hand-roasted nuts, employing a slow-tempering process for a dense, luxurious texture. Each bite delivers a rich unfolding of cocoa and toasted nut aromas, coating your palate in a thick, velvety embrace that feels deeply satisfying.

- Bulgarian Sunset Mousse Cake
- Chocolate Mousse Cake
- Golden Bud Mousse Cake



- Cinnamon Caramel Mousse Cake
- Rum Coffee Mousse Cake
- Pistachio Mousse Cake
- Hazelnut Caramel Mousse Cake



Signature & Rich

Chocolate Mousse Cake



- Dark chocolate glaze
- Rich chocolate mousse
- Chocolate sponge

Hazelnut Caramel Mousse Cake



- Caramel glaze
- Hazelnut mousse
- Sponge layer
- Chocolate sponge layer

Rum Coffee Mousse Cake



- Cocoa crumbs
- Rum coffee mousse
- Rum-infused berry filling
- Chocolate sponge

Cinnamon Caramel Mousse Cake



- Caramel glaze
- Cinnamon caramel mousse
- Vanilla cream layer
- Chocolate sponge

Golden Bud Mousse Cake



- Osmanthus glaze
- Osmanthus mousse
- Osmanthus wine filling
- Osmanthus chiffon cake

Pistachio Mousse Cake



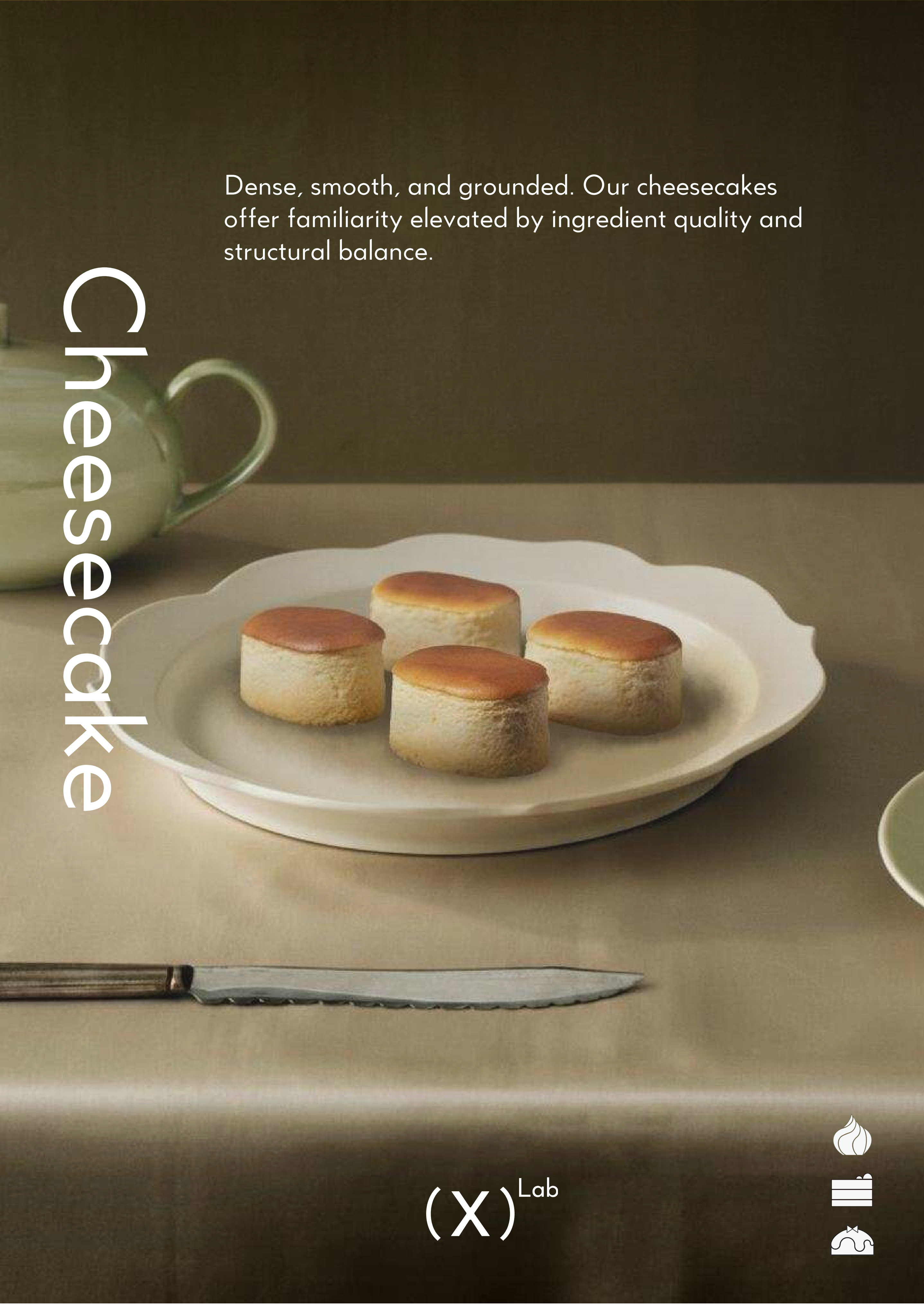
- Pistachio cream topping
- Pistachio mousse
- Chocolate sponge

Bulgarian Sunset Mousse Cake



- Cheese
- Taro filling
- Rose jam
- Red cherry cake base

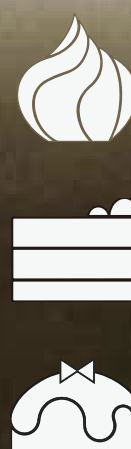




Dense, smooth, and grounded. Our cheesecakes offer familiarity elevated by ingredient quality and structural balance.

Cheesecake

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Cheesecake

Artisan Classics

- New York Cheesecake
- Buffalo Milk Cheesecake
- Oreo Cheesecake
- Toffee Caramel Cheesecake
- Concrete Cheesecake
- Caramel Cheesecake

Fruit Harvest

- Lemon Cheesecake
- Double Mango Cheesecake
- Apple Cheesecake
- Blueberry Cheesecake
- Raspberry Cheesecake
- Durian Cheesecake

Pure & Matcha

- Matcha Cheesecake
- Double Matcha Cheesecake
- Half-Baked Cheesecake



Cheesecake - Artisan Classics

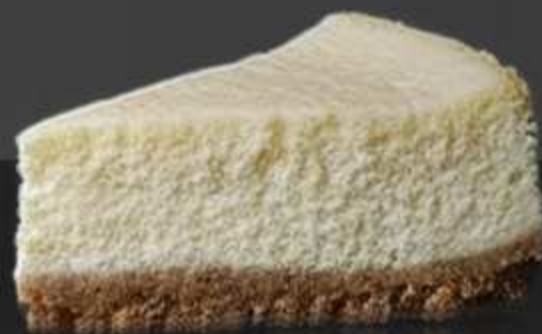
The Artisan Classics collection elevates timeless favorites by blending traditional cheese with modern inspiration. We prioritize 100% pasture-fed cream cheese and rare buffalo milk for a denser profile.

Paired with our aromatic cake base, each bite delivers a thick, satisfying melt of nostalgia and rich cream, providing a solid, comforting texture that feels like a decadent treat.

- New York Cheesecake



- Buffalo Milk Cheesecake



- Oreo Cheesecake



- Toffee Caramel Cheesecake



- Concrete Cheesecake



- Caramel Cheesecake



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Artisan Classics

New York Cheesecake



- Creamy cheese layer
- Biscuit base

Toffee Caramel Cheesecake



- Toffee glaze & nuts
- Creamy cheese layer
- Biscuit base

Concrete Cheesecake



- Black sesame glaze
- Sesame cheese mousse
- Charcoal sponge

Buffalo Milk Cheesecake



- Buffalo milk cheese layer
- Biscuit base

Caramel Cheesecake



- Caramel glaze
- Caramel cheese mousse
- Biscuit base

Oreo Cheesecake



- Cream & Oreo topping
- Oreo cheese mousse
- Oreo biscuit base



Cheesecake - Fruit Harvest

Fruit Harvest harmonizes vibrant orchard fruit acidity with our signature creamy cheesecake. We use fresh-pressed fruit reductions folded into premium, cold-churned cream cheese, avoiding artificial pastes for a natural zest.

Each bite is a sharp tang of berries cutting through buttery silk, triggering a mouth-watering pop of fruit that keeps your palate energized and refreshed.

- Lemon Cheesecake



- Double Mango Cheesecake



- Blueberry Cheesecake



- Apple Cheesecake



- Raspberry Cheesecake



- Durian Cheesecake



Fruit Harvest

Lemon Cheesecake



- Lemon glaze
- Lemon cheese mousse
- Biscuit base

Double Mango Cheesecake



- Mango chunks & glaze
- Mango cheese mousse
- Biscuit base

Apple Cheesecake



- Cinnamon apple topping
- Cheese mousse
- Biscuit base

Blueberry Cheesecake



- Blueberry glaze
- Blueberry cheese mousse
- Sponge base

Raspberry Cheesecake



- Raspberry glaze
- Raspberry cheese mousse
- Biscuit base

Durian Cheesecake



- Durian glaze
- Durian cheese mousse
- Biscuit base





- Double Matcha Cheesecake



- Matcha Cheesecake



- Half-Baked Cheesecake

Cheesecake - Pure & Matcha

Pure & Matcha balances ceremonial matcha's bitterness with artisanal cheese purity. Our half-baked cheesecake achieves a firm-to-molten texture through a unique low-temperature bake. In our Matcha series, each bite delivers a chilling tea aroma interlaced with warm milk, leaving a lingering umami sweetness that soothes the restless palate with refined, calming elegance.



Pure & Matcha

Half-Baked Cheesecake



- Lightly baked top
- Molten cheese center
- Sponge base

Matcha Cheesecake



- Matcha powder topping
- Matcha cheese layer
- Chocolate biscuit base

Double Matcha Cheesecake



- Matcha glaze
- Matcha cheese mousse
- Matcha sponge base



Basque Cheesecake

Fire and depth. Our Basques are baked with intention — caramelised exteriors, molten centres.

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Basque Cheesecake

Basque Classics

- Original Basque Cheesecake
- Pistachio Basque Cheesecake
- Chocolate Basque Cheesecake

Basque Fusion

- Matcha Basque Cheesecake
- Perfume Lemon Basque Cheesecake
- Ugly Basque Cheesecake
- Matcha & Original Basque Cheesecake





- Original Basque Cheesecake



- Pistachio Basque Cheesecake



- Chocolate Basque Cheesecake

Basque Cheesecake - Basque Classics

The Basque Classics celebrate the iconic burnt cheesecake tradition through a balance of rustic charm and refined flavor. We use high-fat cream cheese and high-temperature baking to create our signature caramelized crust. This contrasts perfectly with the molten, lava-like center, offering a bold smoky aroma that melts into a silky, sophisticated sweetness in every bite.





- Matcha
Basque Cheesecake



- Ugly
Basque Cheesecake



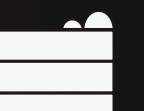
- Perfume Lemon
Basque Cheesecake



- Matcha & Original
Basque Cheesecake

Basque Cheesecake - Basque Fusion

The Basque Fusion collection reimagines tradition by infusing the iconic burnt profile with vibrant, modern flavors. We blend ceremonial matcha and aromatic perfume lemons into our signature high-fat cheese base, creating sophisticated marble textures. This balance of caramelized smokiness and zesty, botanical notes delivers a refreshing sensory discovery, where classic molten indulgence meets an unexpectedly bright and complex finish.



Basque Fusion

Original Basque Cheesecake



- Burnt top
- Molten cheese center

Pistachio Basque Cheesecake



- Pistachio glaze
- Crushed nuts
- Pistachio cheese

Chocolate Basque Cheesecake



- Burnt top
- Dark chocolate cheese

Ugly Basque Cheesecake



- Caramelized exterior
- Classic velvety cheese

Perfume Lemon Basque Cheesecake



- Fresh lemon zest
- Lemon-infused cheese

Matcha Basque Cheesecake

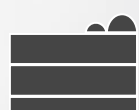


- Burnt top
- Matcha cheese

Matcha & Original Basque Cheesecake



- Burnt top
- Marble matcha
- Original cheese



Crepes Cake

Layer upon layer of precision. Each crepe cake is a study in patience and balance.

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Crepe Cake

Cream Heaven

- Chocolate Crepe Cake
- Durian Crepe Cake
- Passion Fruit Crepe Cake
- Lychee Rose Crepe Cake
- Matcha Crepe Cake



Crepe Cake- Cream Heaven

Our Crepe Cake collection features dozens of paper-thin, handmade crepes meticulously layered with light, flavored pastry cream. Each slice offers a delicate, melt-in-the-mouth texture that perfectly balances artisanal craftsmanship with pure, premium ingredients.

- Lychee Rose Crepe Cake



- Matcha Crepe Cake



- Chocolate Crepe Cake



- Durian Crepe Cake



- Passion Fruit Crepe Cake



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Cream Heaven

Lychee Rose Crepe Cake



- Rose glaze & petals
- Rose lychee cream
- Lychee crepes

Matcha Crepe Cake



- Premium matcha powder
- Matcha pastry cream
- Matcha crepes

Durian Crepe Cake



- Durian cream coating
- Fresh durian pulp & cream
- Handmade crepes

Passion Fruit Crepe Cake



- Tangy passion fruit glaze
- Passion fruit pastry cream
- Handmade crepes

Chocolate Crepe Cake



- Fine cocoa powder
- Rich chocolate cream
- Chocolate crepes



Shortcake

Light sponge, fresh cream, seasonal touch.
Shortcakes are our most versatile pairing format.



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Shortcake

Classic Shortcake

- Strawberry Shortcake
- Hazelnut Chocolate Shortcake
- Earl Grey Shortcake
- Sea Salt Crunch Shortcake
- Sea Salt Toffee Shortcake

Oriental Shortcake

- Taro Shortcake
- Matcha Yellow Peach Shortcake
- Pistachio Shortcake
- Matcha Shortcake
- Soymilk Cheese Shortcake



Shortcake - Classic Shortcakes

The Classic Shortcakes collection masters the art of lightness, balancing airy sponge with delicate textures. We utilize signature aerated chiffon layers and premium whipped cream to build the structure.

Enhanced with sea salt toffee and hand-roasted nuts, each bite dissolves into an elegant sweetness, leaving a refreshing and comforting finish.

- Strawberry Shortcake



- Hazelnut Chocolate Shortcake



- Earl Grey Shortcake



- Sea Salt Crunch Shortcake



- Sea Salt Toffee Shortcake



Classic Shortcakes

Strawberry Shortcake



- Fresh strawberry topping
- Light whipped cream
- Fresh strawberry filling
- Vanilla sponge

Hazelnut Chocolate Shortcake



- Hazelnut chocolate glaze
- Chocolate whipped cream
- Hazelnut crunch layer
- Chocolate sponge

Sea Salt Crunch Shortcake



- Toasted almond topping
- Sea salt whipped cream
- Caramel crunch layer
- Vanilla sponge

Sea Salt Toffee Shortcake



- Velvety cream swirls
- Sea salt toffee cream
- Toffee sauce layer
- Vanilla sponge

Earl Grey Shortcake



- Earl Grey cream topping
- Earl Grey whipped cream
- Earl Grey infused sponge



Shortcake - Oriental Shortcakes

The Oriental Shortcakes collection harmonizes heritage Eastern ingredients with refined pastry artistry. We utilize hand-mashed taro, ceremonial matcha, and house-made soy milk infusions to achieve a subtle, natural profile.

Folded into airy sponge layers, these delicate textures dissolve into a fragrant sweetness, offering a light, clean, and nostalgically comforting experience that redefines modern Eastern indulgence.

- Matcha YellowPeach
Pistachio Shortcake



- Taro
Shortcake



- Matcha
Shortcake



- Soymilk Cheese
Shortcake



Oriental Shortcakes

Taro Shortcake



- Velvety taro cream
- Mashed taro filling
- Vanilla sponge

Matcha Shortcake



- Matcha cream decoration
- Premium matcha cream
- Matcha infused sponge

Matcha YellowPeach Shortcake



- Matcha whipped cream
- Yellow peach cubes
- Matcha infused sponge

Soymilk Cheese Shortcake



- Aromatic soy powder
- Silky soymilk cream
- Cream cheese filling
- Vanilla sponge



Global favourites, made right. Our classic cakes are built on established recipes, elevated through ingredient quality.

Classic Cake



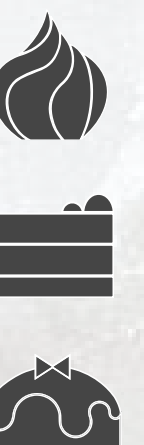
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Classic Cake

Global Classics

- Tiramisu Cake
- Red Velvet Cake
- Nama Chocolate Cake
- Black Forest Cake
- Mont Blanc Cake
- Carrot Cake



Classic Cake - Global Classics

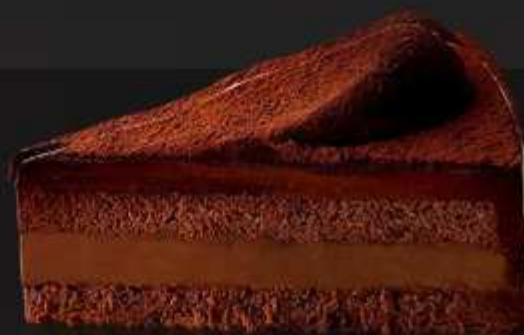
The Global Classics collection honors timeless heritage through an uncompromising lens of modern pastry. We utilize authentic ingredients like single-origin cocoa, spiced walnuts, and fresh chestnut purée to recreate iconic textures.

From the velvety depth of Tiramisu to the spicy warmth of carrot cake, each slice delivers a sophisticated journey that perfectly balances tradition with signature elegance.

- Carrot Cake
- Black Forest Cake
- Tiramisu Cake



- Red Velvet Cake
- Mont Blanc Cake
- Nama Chocolate Cake



Global Classics

Carrot Cake



- Cream cheese frosting
- Spiced carrot sponge
- Walnuts & Raisins
- Spiced carrot sponge

Tiramisu Cake



- Fine cocoa powder
- Mascarpone cream
- Coffee-soaked sponge

Black Forest Cake



- Chocolate shavings
- Whipped cream
- Chocolate sponge
- Cherry jam layer
- Chocolate sponge

Red Velvet Cake



- Cream cheese frosting
- Red velvet sponge
- Cream cheese frosting
- Red velvet sponge

Nama Chocolate Cake

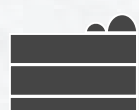


- Fine cocoa powder
- Nama chocolate
- Chocolate mousse
- Chocolate sponge

Mont Blanc Cake



- Chestnut cream
- Light whipped cream
- Chestnut paste core
- Vanilla sponge



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 desserts 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 cold chain and packaging systems are built for this.

Scalable, Without Sacrifice

Every element of our operation — from recipe calibration 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 desserts stand out.



b. Storage & Delivery

Seamless Cold Chain, Quality Assured. From production to delivery, our advanced temperature-controlled storage and precise cold chain logistics guarantee every dessert 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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