

# The Sweetest Spots

A Visual Guide to London's Best Bakeries



Prisha Mehta



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*by*

PRISHA MEHTA



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Designed and compiled by Prisha Mehta

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# Introduction



London is a city layered with stories — and many of them are best told through the scent of fresh bread, the flake of a perfect pastry, or the quiet charm of a corner bakery. *The Sweetest Spots* is a visual guide to some of the most delightful bakeries across the city, each one with its own flavor, character, and creative spirit.

This book was created as part of my final-year project at University for the Creative Arts, for the Visual Communication graduation show in 2025. It combines my interests in editorial design, photography, and visual storytelling — and of course, a deep love for baked goods.

I visited over 30 bakeries across London — photographing, sketching, documenting, and savoring the details that make each of them special. Some are quiet neighborhood favorites; others are cult classics — all are connected by passion, craft, and atmosphere.

More than just a guide, this book is an invitation to wander, to notice, and to taste with intention.

I hope you enjoy reading it as much as I enjoyed making it.

— Prisha Mehta

# BAGERIET

Authentic Swedish Bakes  
in the Heart of London.



**Kanebullar**

**Bageriet**

### **Bageriet-CoventGarden**

Hidden in the charming Covent Garden alleyway is Bageriet, a small Swedish bakery full of cinnamon and cardamom scents. Famous for its soft golden cinnamon buns (kanelbullar), this hidden treasure brings the flavor of Scandinavia to the center of London. Every treat is carefully hand-made, bringing the sweet comfort the city can't provide.

📍 24 Rose Street, Covent Garden, London  
🌐 [www.bageriet.co.uk](http://www.bageriet.co.uk) | 📞 +44 20 7240 3211

**Give it your personal star stamp.**



# LAUDREE

A bite of Paris in every macaron.



Pistachio Macaron

LADURÉE

### **Ladurée - Covent Garden**

Stepping into Ladurée is stepping into an timeless Parisian dream. Founded in 1862, Ladurée is a globally celebrated patisserie and credited with creating the ideal French macaron. Their Covent Garden shop embodies the brand's signature whimsy, from pastel interiors to gold accents and an unmistakably seductive display of lacy treats. From mythic pistachio and rose macarons to rich pastries and stunningly decorated cakes, every one showcases a centuries-long tradition of hand work and extravagance. Ladurée is not a bakery – it's a luxury experience, a retreat into a world where taste and beauty are indistinguishable.

📍 1 The Market, Covent Garden, London WC2E 8RA  
🌐 [www.laduree.com](http://www.laduree.com) | 📞 +44 20 7240 0706

**Give it your personal star stamp.**



**WA**

Every bite transports me to Kyoto.



**Matcha Roll Cake**

**WA**

### **WA Café – Covent Garden**

A small secret that combines Japanese heritage with fashionable design, WA Café creates beautifully hand-made cakes, bread, and pastries. It's renowned for its roll cakes infused with matcha, its small dorayaki, and airy and soft shokupan (Japanese milk bread), all crafted with precision and skill. WA Café upholds the Japanese spirit of baking, creating goodies light, delicate, and rich with subtle, expertly balanced tastes – a tranquil moment and delight amidst Covent Garden.

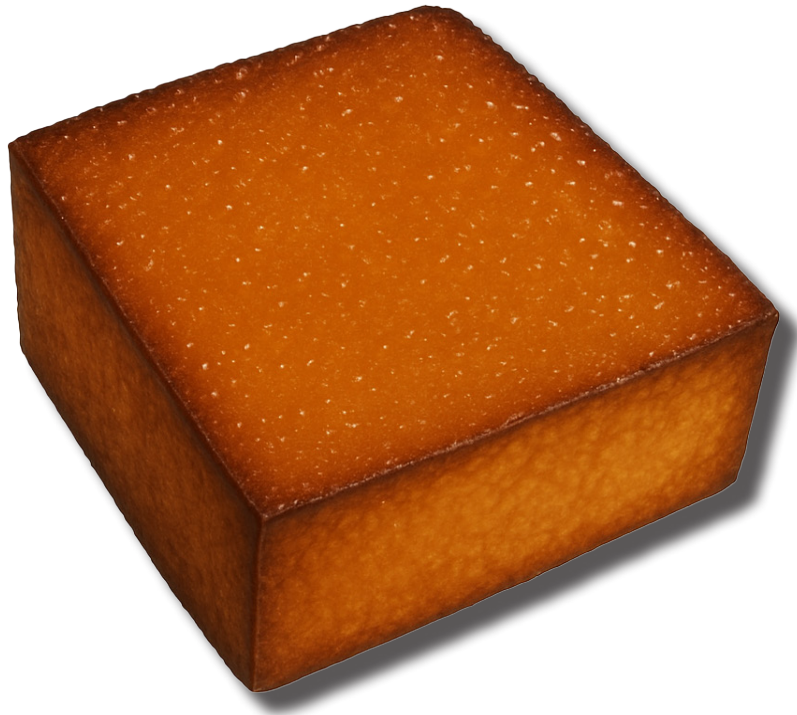
📍Covent Garden 5 New Row, London WC2N 4LH  
🌐 [www.laduree.com](http://www.laduree.com)

**Give it your personal star stamp.**



# ARÔME

A taste where East meets West  
– artisan pastries with a modern twist.



Honey Butter Toast

arôme



### **Arôme Bakery - Covent Garden**

Blending the techniques of French patissier with the flavors of Asia, Arôme Bakery offers a genuinely one-of-a-kind bakery experience. Known for their signature honey butter toast, miso bacon escargot, and scented pastries, every item is made with incredible attention to detail. In a warm, tidy boutique full of the smell of fresh baked goods, Arôme unites the finest elements of East and West in serving sweets as lovely to the eye as the palate.

📍Covent Garden - 9 Mercer Walk, London WC2H 9FA  
🌐aromebakery.com | 📞+44 (0)20 7240 7586

**Give it your personal star stamp.**



# FABRIQUE

Nordic charm, freshly baked delights.



Cinnamon Bun

**Fabrique**

### **Fabrique - Covent Garden**

From Stockholm, Fabrique is a craft bakery that offers traditional stone-oven baked breads and seductively spiced cinnamon and cardamom pastries. Using simple, high-quality ingredients and old-fashioned methods, Fabrique produces rustic, full-bodied breads and pastry filled with a Scandinavian soul. Warmly baked treats perfume the atmosphere with the comforting smell of warmth, creating a cozy, authentic experience right in the heart of Covent Garden.

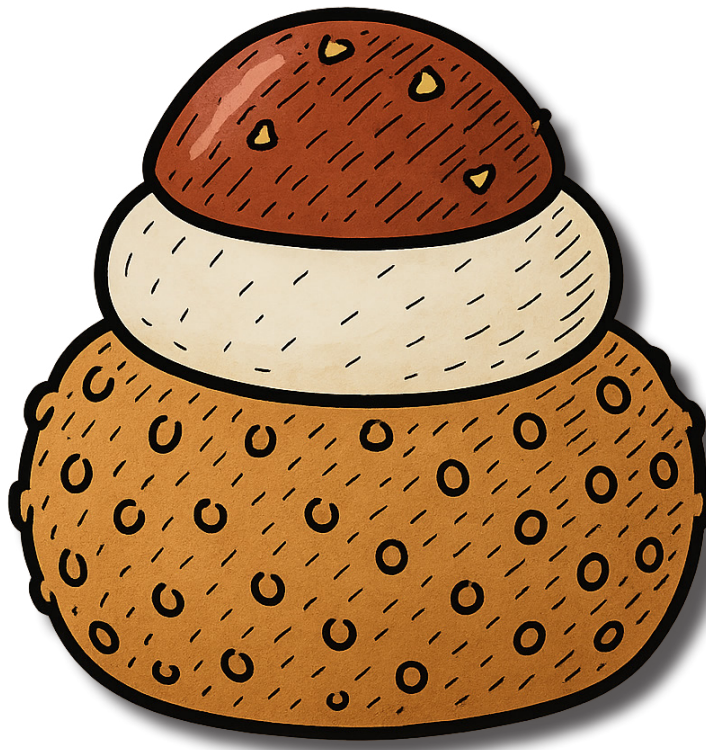
📍 Covent Garden 8 Earlham Street, London WC2H 9RY  
🌐 [fabrique.co.uk](http://fabrique.co.uk) | 📞 +44 (0)20 7240 2631

**Give it your personal star stamp.**



# DONUTELIER

Where donuts meet couture.



St Honoré doughnut



DONUTELIER

### **Donutelier - Charing Cross**

It's more than a donut store: Donutelier is the place where pastry meets performance. Located near Charing Cross, this high-end bakery elevates the humble donut to an art form, with fillings expertly piped with precision, toppings crafted into sculptures, and flavors that are rich and indulgent. Every artistic creation is produced anew in your presence, serving as both performance and indulgence simultaneously. Characterized by a luxurious texture, vibrant tastes, and a visual display that captivates the viewer, Donutelier embodies a delightful homage to artisanal skill and inventive spirit with each mouthful.

📍 48-50 Charing Cross Road, London WC2H 0BB  
🌐 [donutelier.co.uk](http://donutelier.co.uk)

**Give it your personal star stamp.**



# GAIL'S

Bakery bliss in the heart of Soho.



Pain au chocolat

**GAIL'S**

### **Gail's Bakery - Soho**

Gail's is a popular local bakery that's renowned for its dedication to artisanal practices, high quality, and uncomplicated, honest food. Its shelves are stacked with hand-crafted sourdough bread, rich pastries, and seasonal cakes, all baked fresh daily from carefully sourced ingredients. The Soho shop embodies the warm, bustling essence of the brand – a place where the aroma of freshly baked bread wafts through the air, and every trip is like a homecoming.

📍 128 Wardour Street Soho, London W1F 8ZL  
🌐 [gails.com/pages/soho](https://gails.com/pages/soho) | 📞 +44 20 7287 1324

**Give it your personal star stamp.**



# CAFÉ DE NATA

Authentic Portuguese custard tarts daily.



Classic Pastel de Nata



**CAFÉ DE NATA**

PREMIUM PASTEL DE NATA



### **Café de Nata - Soho**

Expertising in Portugal's number-one pastry, Café de Nata brings the legendary pastéis de nata to Soho's doorstep. Handmade custard tarts with a crunchy, flaky crust and creamy filling, caramelized to a golden perfection. Freshly baked throughout the day, the tarts are best served warm, topped with a sprinkle of cinnamon or powdered sugar – a bite of Lisbon in London.

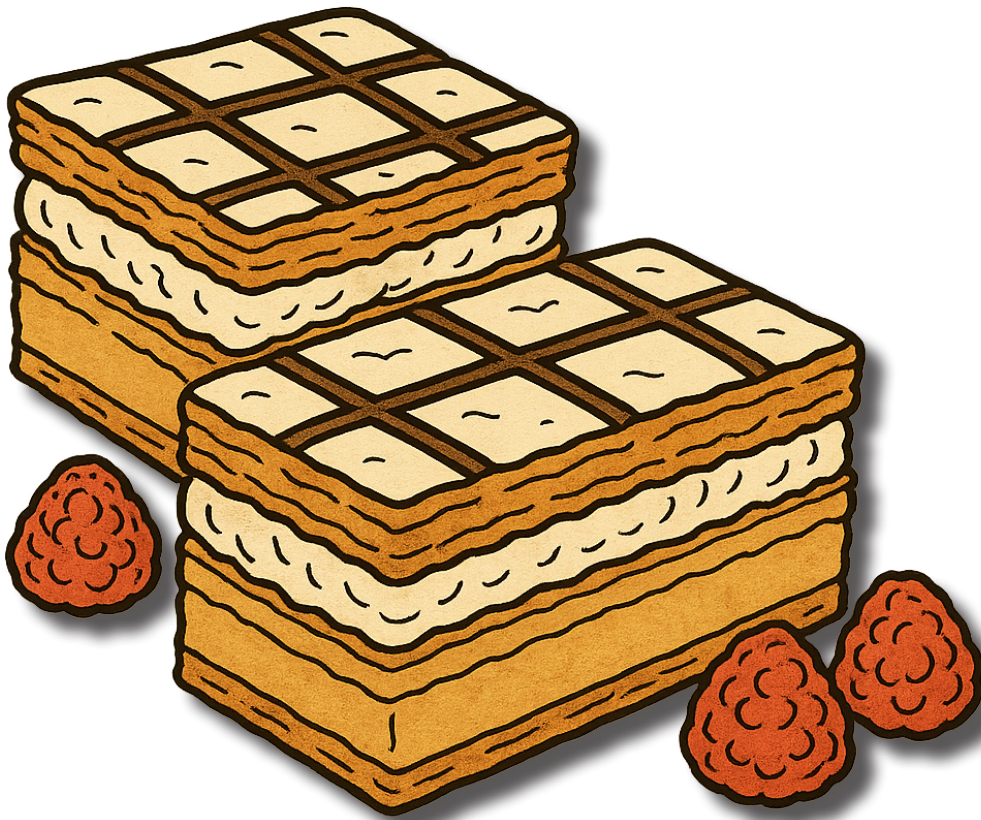
📍 25 Old Compton Street, Soho, London W1D 5JN  
🌐 [www.cafedenata.com](http://www.cafedenata.com) | 📞 +44 20 7734 1279

**Give it your personal star stamp.**



# MAISON BERTAUX

Timeless French charm, freshly baked daily.



Mille-Feuille



### **Maison Bertaux - Soho**

Founded in 1871, Maison Bertaux is London's oldest French patisserie and a true Soho institution. Behind its charming blue shopfront, the bakery serving hand-made éclairs, fruit tarts, and exquisite pastries that have enchanted generations of visitors. With its welcoming, lived-in atmosphere and walls adorned with artwork, Maison Bertaux is stepping into a classic Parisian café — where every cake is crafted in tradition, artistry, and a splash of Soho flair.

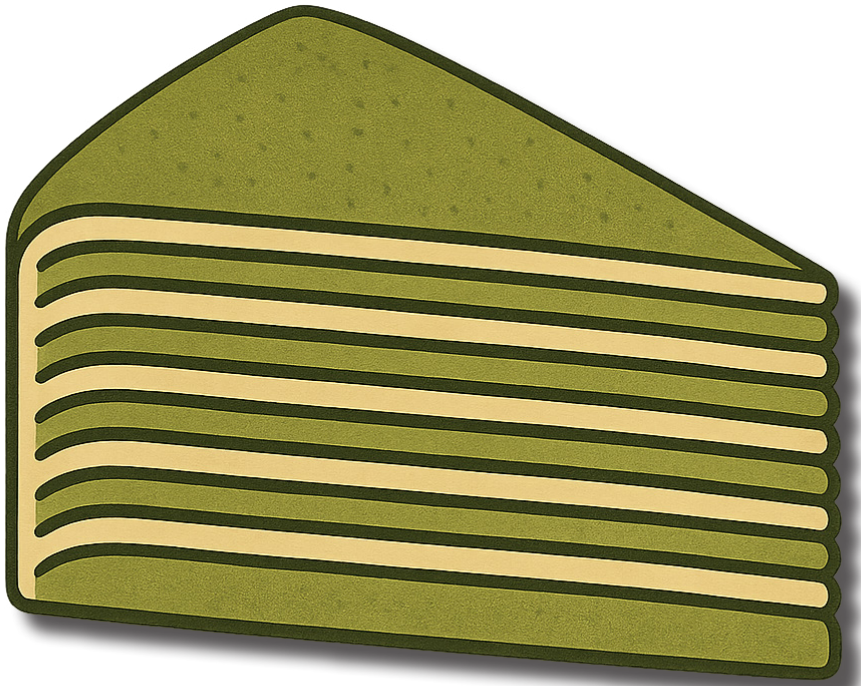
📍 28 Greek Street, Soho, London W1D 5DQ  
🌐 [www.maisonbertaux.com](http://www.maisonbertaux.com) | 📞 020 7437 6007

**Give it your personal star stamp.**



# KOVA PATISSERIE

Elegant Japanese-Inspired Modern Dessert Art.



Matcha Mille Crêpe Cake

PATISSERIE  
NYC **KOVA**

### **Kova Patisserie - Soho**

Kova Patisserie combines traditional French pastries with minimalist Japanese design, making elegant, modern sweets with refined flavor and texture. Perhaps most renowned for its mille crêpe cakes — stacks of thin crepes and light pastry cream — Kova also offers matcha rolls, cheesecakes, and bubble teas. Tucked away in the middle of Soho, it's a serene, stylish haven in which each dessert is like an instant of private indulgence.

📍 Unit 5, 9-12 St Anne's Court, London W1F 0BB  
🌐 [www.kovapatisserie.com](http://www.kovapatisserie.com) | 📞 020 7494 9866

**Give it your personal star stamp.**



# Ole & Steen

Crafted in Copenhagen.  
Baked for the world.



**Cinnamon Social**

**OLE &  
STEEN**  
LAGKAGEHUSET

### **Ole & Steen - St James's**

Transposing the Danish homeliness of the bake to London, Ole & Steen is famous for its rich cinnamon socials, black rye breads, and laboriously made cakes. Committed to tradition, superior ingredients, and snug Scandinavian welcomingness, every bake is a story of uncomplicated delights delivered impeccably. St James's has a warm refuge in which to take a moment, try a pastry, and have a touch of Copenhagen city center.

📍 27 Greville Street London England EC1N 8SU  
🌐 [oleandsteen.co.uk](http://oleandsteen.co.uk) | 📞 +44 7825 73580

**Give it your personal star stamp.**



# THE CONNAUGHT PATISSERIE

Michelin moments in every bite.



Connaughty Hound



CONNAUGHT



### **The Connaught Patisserie - Mayfair**

Tucked discreetly within the upscale Connaught Hotel, this gem box patisserie offers a lofty refuge into confectionery craft. Selected for its famous Connaught Hound chocolate and flawlessly carved patisserie, every morsel here is a work of edible art. The rose-pink interior, lined with curved glass display cabinets and burnished finishes, is the stage for creations both whimsical and refined. From crispy tarts to intricate choux, each morsel is a masterclass in classic French culinary tradition honed to a decidedly modern, couture sensibility. It's not a bakery per se — it's a sensory journey in refinement, where excess is indulged with heavenly bite by heavenly bite.

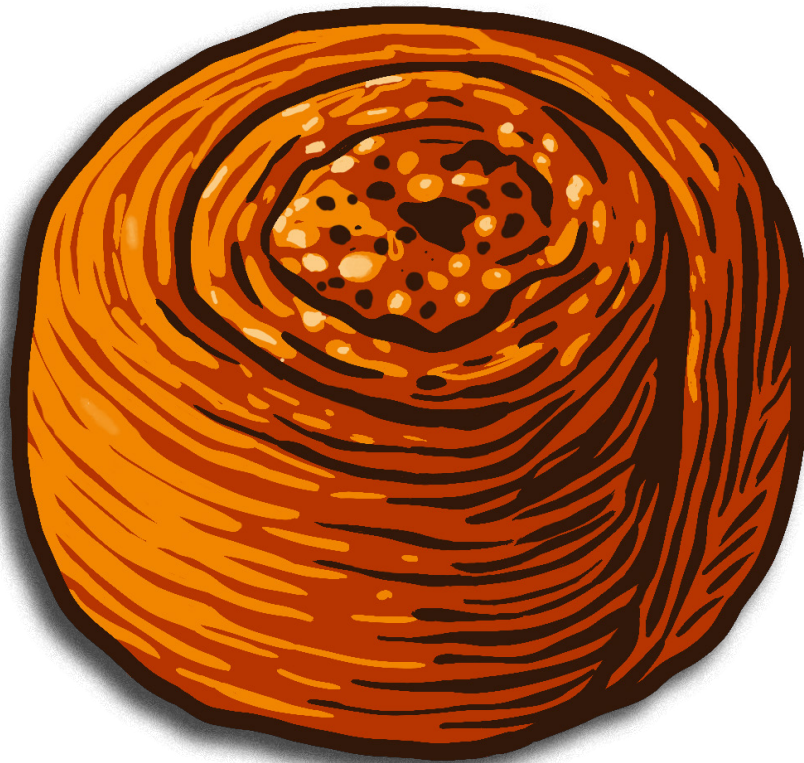
📍 The Connaught Carlos Place Mayfair, London W1K 2AL  
🌐 [www.the-connaught.co.uk](http://www.the-connaught.co.uk) | 📞 +44 (0)20 7499 7070

**Give it your personal star stamp.**



# MIEL BAKERY

Baked with heart, served with soul.



Pistachio & Chocolate Swirl

**miel**

### **Miel Bakery - Fitzrovia**

A small but charming hideaway on a quiet Fitzrovia back street, Miel Bakery is a celebration of French patisserie in its most thoughtful and uncompromising style. Golden-brown croissants, crusty sourdough, and heavenly melt-in-the-mouth canelés are just a few of the unadorned pleasures crafted here with the finest ingredients, all lovingly prepared in small batches. "Miel" means honey in French – and not without reason: this is a bakery that produces uncomplicated delights made with devotion, generosity, and just a touch of sweetness.

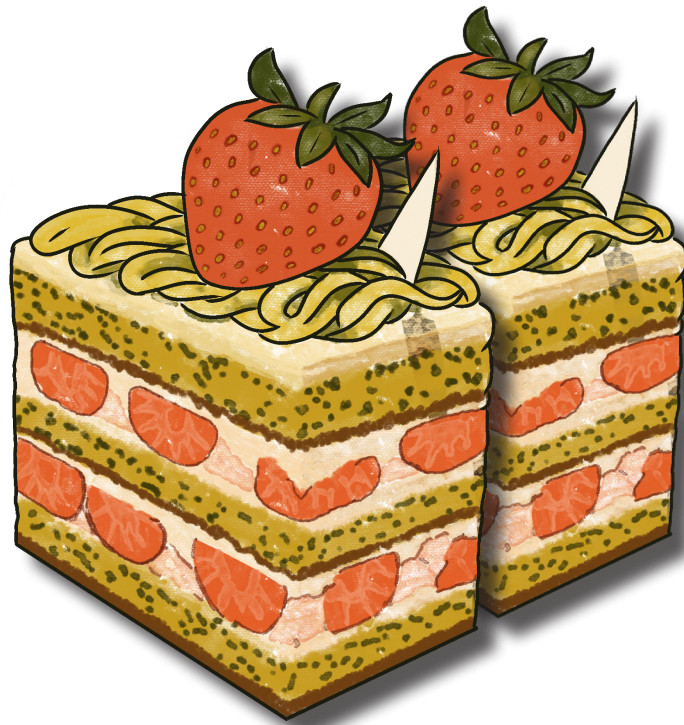
📍 60/61 Warren Street, London W1T 5NU  
🌐 [mielbakery.co.uk](http://mielbakery.co.uk)

**Give it your personal star stamp.**



# KATSUTE 100

Elegant Japanese-inspired tea & bakery.



Strawberry Shortcake

かつて<sup>100</sup>

### **Katsute 100 – Angel**

Combining the tranquility of a Japanese tea house with the playfulness of vintage London, Katsute 100 is an island of calm in the heart of busy Angel. Renowned for its decadent matcha cakes, elegant wagashi, and top-grade teas, every detail — from the antique furniture to the beautifully laid-out desserts — is designed to stop the clock. "Once" in Japanese, Katsute 100 invites you to slow down, take pause, and indulge in the art of quiet indulgence.

📍 100 Islington High Street, London, N1 8EG  
🌐 [katsute100.com](https://katsute100.com) | 📞 +44 20 7354 8395

**Give it your personal star stamp.**



# POPHAMS

Artisan baked goods, beautifully crafted.



**Maple Bacon & Salted Pecan Swirl**

*elle*  
POPHAMS

### **Pophams Bakery - Hackney**

Pophams is where tradition and bold, modern creativity meet. Rooted in a stylish location in Hackney, this small-batch artisanal bakery is perhaps best known for its perfectly layered croissants and innovative flavor pairings — like marmite and cheese or bacon and maple. With care taken over slow fermentation, seasonal ingredients, and handcrafted attention to detail, Pophams has built a following among pastry lovers seeking both comfort and surprise in every bite.

📍 197 Richmond Road, London, E8 3NJ, UK  
🌐 pophamsbakery.com | 📞 +44 7872 177670

**Give it your personal star stamp.**



# E5 BAKEHOUSE

Bread, butter, brilliance — E5 delivers.



Signature Sourdough Loaf





### **E5 Bakehouse - London Fields**

Hidden beneath the railway arches of London Fields, E5 Bakehouse is a sustainable, craft, and community-based organic bakery. With a focus on long-fermented sourdoughs, rich rye loaves, and seasonal pastry, all are made by hand from locally milled, heritage grains. With its open kitchen, in-house mill, and unpretentious café space, E5 is more than just a bakery — it's a slow food hub, good coffee hub, and place of meaningful connection.

📍 Arch 395-396, Mentmore Terrace London E8 3PH  
🌐 [e5bakehouse.com](http://e5bakehouse.com) | 📞 020 8525 2890

**Give it your personal star stamp.**



# PAVILION

Flaky, buttery bliss at Pavilion Bakery.



Cinnamon Bun

**PAVILION**

### **Pavilion Bakery - Broadway Market**

Situated on the vibrant strip of Broadway Market, Pavilion Bakery is a haven for golden croissants, flaky pastry, and richly comforting sourdoughs. Born of Sri Lankan heritage and East London roots, it brings international style to local life — fresh, stunning bakes and stunning coffee to rich coffee and relaxed vibes. Whether picking up a weekend treat or sipping a sun-drenched window seat, Pavilion offers comfort, craftsmanship, and home on every visit.

18 Broadway Market, London E8 4QJ  
[pavilionbread.com](http://pavilionbread.com)

**Give it your personal star stamp.**



# JOLENE

Jolene: Where Flour Meets Art.



**Brown Sugar Morning Bun**

JOLENE

### **Jolene Bakery - Shoreditch**

Jolene is a bakery but only inasmuch as that suggests. It is an attitude toward simplicity, towards sustainability, towards straightforward food. Its boldly flavored sourdough, crispy, flaky galettes, and unretouched pastries, all based on heritage grains ground in house. Shoreditch stores inject Jolene's now trademark look: laid-back, considered, irrecoverably hip. It is that sort of joint where simplicity and taste collide – and everything is so wonderfully earthy, wholesome, lovingly prepared to taste.

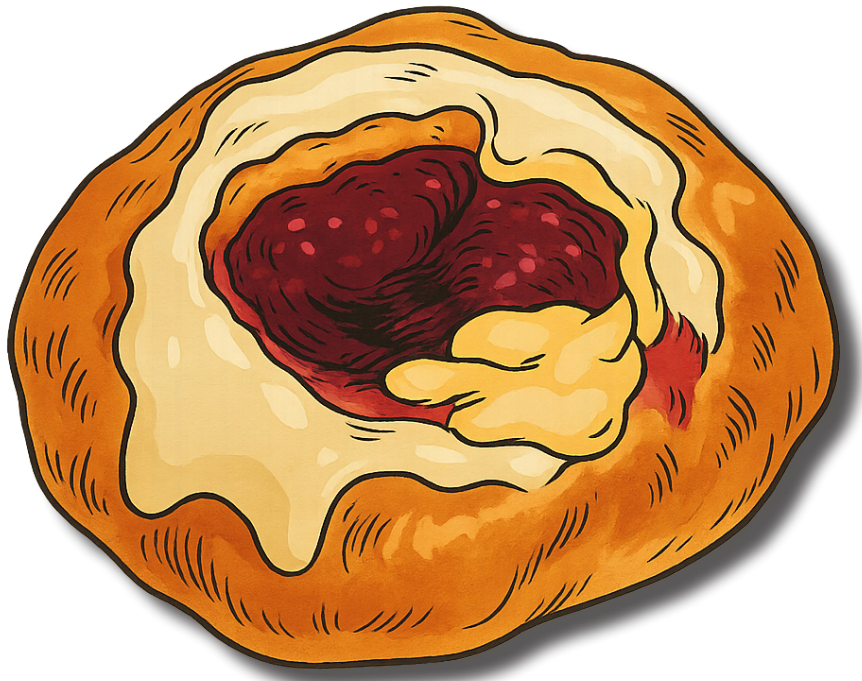
📍 67 Redchurch Street, London E2 7DJ  
🌐 [jolenen16.com](http://jolenen16.com) | 📞 020 3887 2309

**Give it your personal star stamp.**



# TOKLAS

Where tradition meets modern bakery charm.



Raspberry and Custard Danish

*Toklas*

### **Toklas Bakery - Temple**

Dedicated to Stein's legendary friend, Toklas Bakery brings an understated sophistication to London's food world. Tucked away close to Temple, this innovative bakery combines old-world French technique with a willingness to push boundaries. For its indulgent buttery pastry, sumptuous cakes, and light-as-air breads, Toklas is an oasis of tranquility and a destination restaurant in central London. Every bite is a perfect combination of tradition and innovative panache, and it's an experience that one has to experience for chic yet unpretentious bakes.

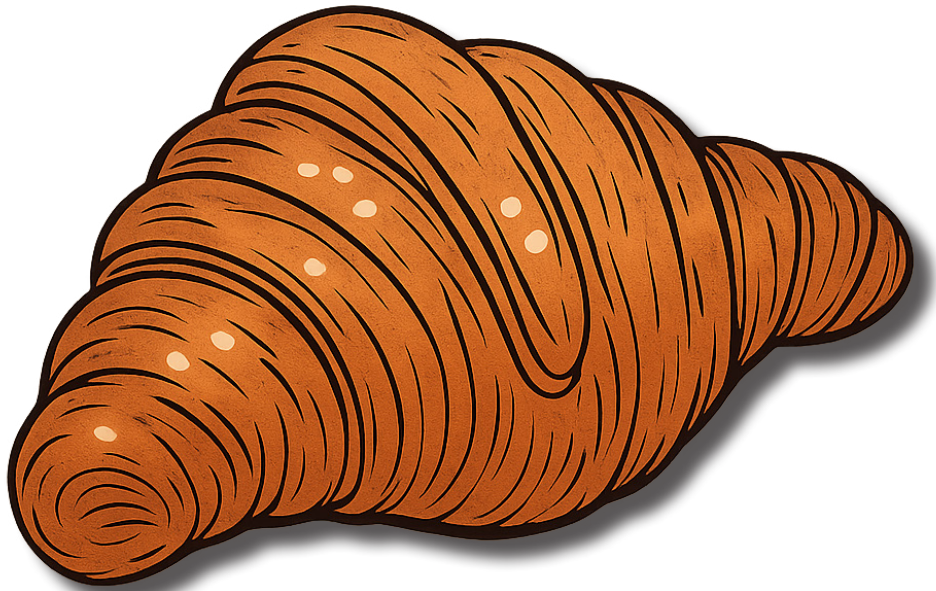
📍 1 Surrey Street, London, WC2R 2ND  
🌐 [toklaslondon.com](http://toklaslondon.com) | 📞 020 3930 8592

**Give it your personal star stamp.**



# FLOR BAKERY

Crafted daily, served with soul.



Classic Butter Croissant

FLOR



### **Flor Bakery - Bermondsey**

A sidekick to Michelin-starred Flor restaurant, Flor Bakery brings some serious artistry to the relaxed vibe of Bermondsey. Renowned for its divine sourdough, laminated pastry, and seasonally centered bakes, every item at Flor is shaped by a chef's hand and a baker's passion. Working with sustainably grown, often heirloom grains, Flor respects the subtle luxury of fine ingredients and gentle technique — producing pastries that are delicate, elegant, and richly nuanced.

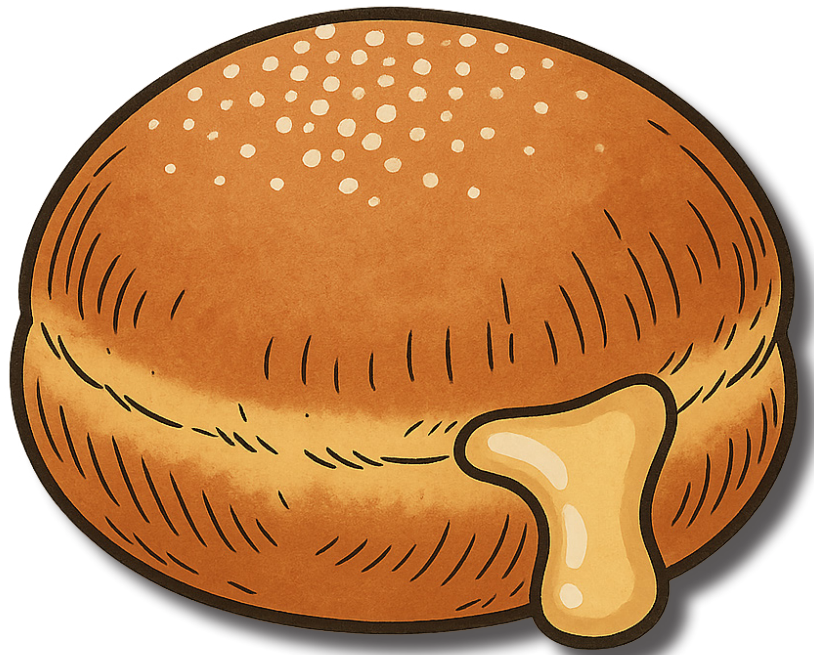
📍 Unit 6, Spa Road, London SE16 4RP  
🌐 florlondon.com | 📞 +44 20 3011 5900

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# ST. JOHN BAKERY

Borough's iconic bakery, taste perfected.



**Vanilla Custard Doughnut**

**St. JOHN**

### **St. JOHN Bakery - London Bridge**

Born out of the legendary St. JOHN restaurant, the bakery has become an icon in its own right – especially for its pillowy doughnuts injected with vanilla custard, rhubarb jam, or dark chocolate ganache. Located under the arches near London Bridge, the bakery shares the brand's philosophy of simplicity, quality, and hearty British flavor. With its pared-back aesthetic and unmistakable bakes, St. JOHN Bakery proves that genius is in doing the basics – unbelievably well.

📍 180 Borough High Street, London, SE1 1LH  
🌐 [stjohnrestaurant.com](http://stjohnrestaurant.com) | 📞 020 7237 5999

**Give it your personal star stamp.**



# COMPTOIR GOURMAND

Savor every flaky, buttery bite.



Pain au Chocolat



### **Comptoir Gourmand - Borough Market**

A slice of rural France nestled within Borough Market, Comptoir Gourmand is a free-standing bakery renowned for its deep pastries, flaky croissants, and sinful cakes. From golden croissants to brownies so gooey they almost pour and fruit tarts topped with whatever fruit is in season, it's all lovingly made with a touch of nostalgia. With its light servings, welcoming staff, and lofty shelves heaped with fresh bakes, Comptoir Gourmand offers comfort, charm, and the simple delight of genuinely good food.

📍 8 Southwark Street, London SE1 1TL

🌐 [www.comptoirbakery.co.uk](http://www.comptoirbakery.co.uk) | 📞 +44 20 7407 1002

**Give it your personal star stamp.**



# HUMMINGBIRD BAKERY

Red velvet dreams baked daily.



**Red Velvet Cupcake**

the hummingbird bakery

### **Hummingbird Bakery - South Kensington**

Bringing a taste of American baking to London, Hummingbird Bakery is famous for its decadent cupcakes, rich layer cakes, and camera-ready pies. From red velvet to carrot cake, everything is freshly baked with intense flavours and a generous hand. The South Kensington branch brings charm together with comfort, offering a cheerful little sanctuary where buttercream reigns supreme and every dessert feels like a party.

📍 47 Old Brompton Road, London SW7 3JP  
🌐 [www.hummingbirdbakery.com](http://www.hummingbirdbakery.com)

**Give it your personal star stamp.**



# YEAST BAKERY

Flour, time, and flavor perfected.



**Almond Croissant**

**YEAST**  
BAKERY



### **Yeast Bakery - Borough Market**

Tucked away in the bustling stalls of Borough Market, Yeast Bakery offers French viennoiserie with a contemporary spin. Popular for their stunningly laminated croissants, rich pain suisse, and seasonal fruit danishes, each pastry is made with love, attention, and quality ingredients. Minimalist decor and focus on technique, Yeast is a destination for those who appreciate the subtle elegance of an impeccably crafted pastry – flaky, buttery, and unforgettable.

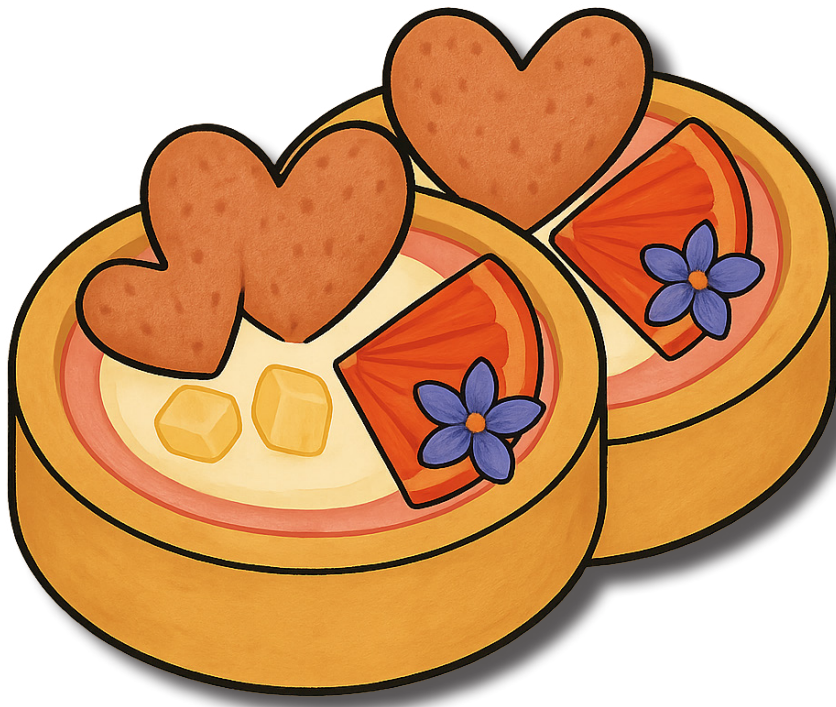
📍 Unit 1 Canal Place, 1-3 Sheep Lane, London E8 4QS  
🌐 [www.yeastbakery.com](http://www.yeastbakery.com) | 📞 07973 878801

**Give it your personal star stamp.**



# Lily Vanili Bakery

Baking beauty with every slice.



Citrus Tart

LILY VANILLI

### **Lily Vanilli Bakery – Columbia Road**

Tucked just off the flower market, Lily Vanilli’s bakery is a Sunday-only gem known for its bold, imaginative cakes and beautifully finished pastries. With flavours like sticky toffee pudding brownies and blood orange tarts, everything is as striking as it is delicious. A pioneer of East London’s baking scene, Lily Vanilli brings artistry, attitude, and a touch of theatrical flair to the humble bake – all served in a whimsical little space bursting with charm.

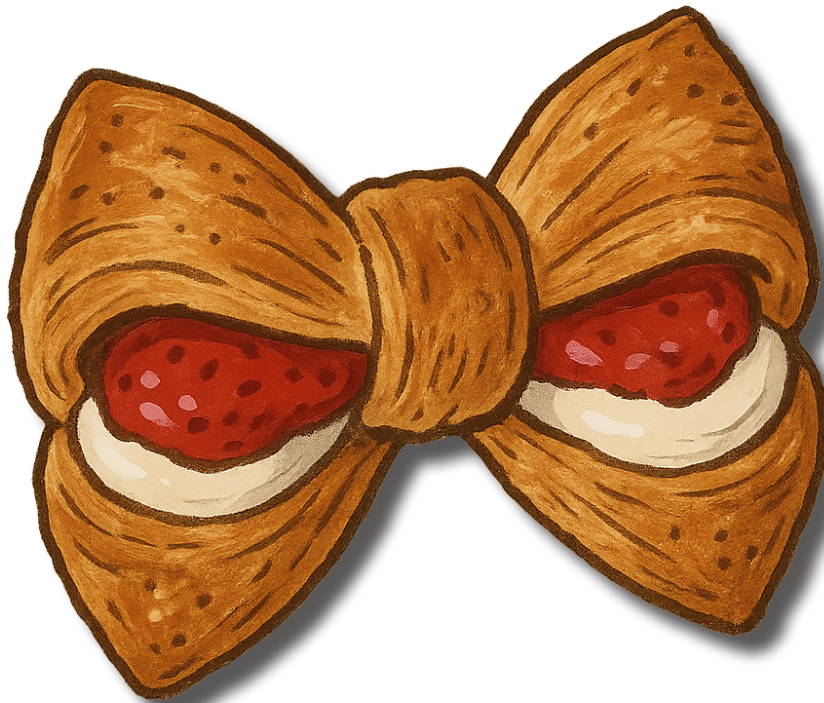
📍 6 The Courtyard, Ezra Street, London E2 7RG  
🌐 [www.lilyvanilli.com](http://www.lilyvanilli.com)

**Give it your personal star stamp.**



# LAYLA BAKERY

Pastry perfection in every bite.



**Strawberry Bowtie Danish**



### **Layla Bakery - Notting Hill**

A sunny corner of Notting Hill, Layla is a specialist sourdough bakery with a deep regard for natural ingredients, slow fermentation, and seasonal produce. From substantial, rough-hewn loaves to gorgeously burnished pastries, everything is made by hand from heritage grains and organic flour. With its peaceful, earthy interiors and thoughtful bakes, Layla offers a subdued sort of luxury — where simplicity, depth, and craft come together in every bite.

📍 332 Portobello Road, London, W10 5PQ  
🌐 [laylabakery.com](http://laylabakery.com)

**Give it your personal star stamp.**



# BUNS FROM HOME

Home of London's famous cinnamon buns.



**Classic Cinnamon Bun**

**buns from home**

### **Buns from Home - Notting Hill**

What started as a lockdown kitchen business has evolved into one of London's best-loved bakeries — famous for its finger-lickingly flaky, slow-laminated buns. Freshly baked in tiny batches, every bun is tenderly coiled and filled with such delights as pistachio, cardamom, or Nutella. Its striped boxes and warm, welcoming surroundings, the Notting Hill shop is the essence of this homegrown brand: comforting, rich, and made to share.

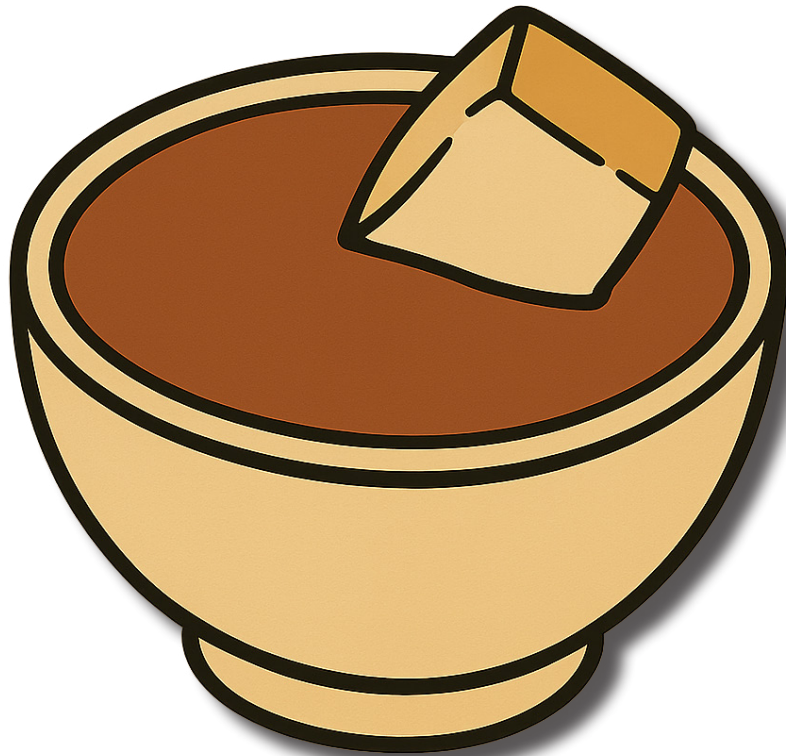
📍 128 Talbot Road, London W11 1JA  
🌐 [bunsfromhome.com/](https://bunsfromhome.com/) | 📞 +44 7706 747774

**Give it your personal star stamp.**



# KNOOPS

Warm cocoa dreams with toasted marshmallow.



**Signature Hot Chocolate**

**KNOOPS**



## **Knoops - Kensington**

Knoops is a chocolate lover's heaven – an upmarket, modern bar dedicated entirely to expert hot chocolates. With a menu that lets you choose cocoa percentage, origin, and even add spice or salt, the drink is tailored to your preference, from rich and creamy to as light as a feather. The Kensington boutique offers a tranquil, elegant setting in which to drink and indulge – where the simple act of drinking chocolate is something absolutely intimate and luxurious.

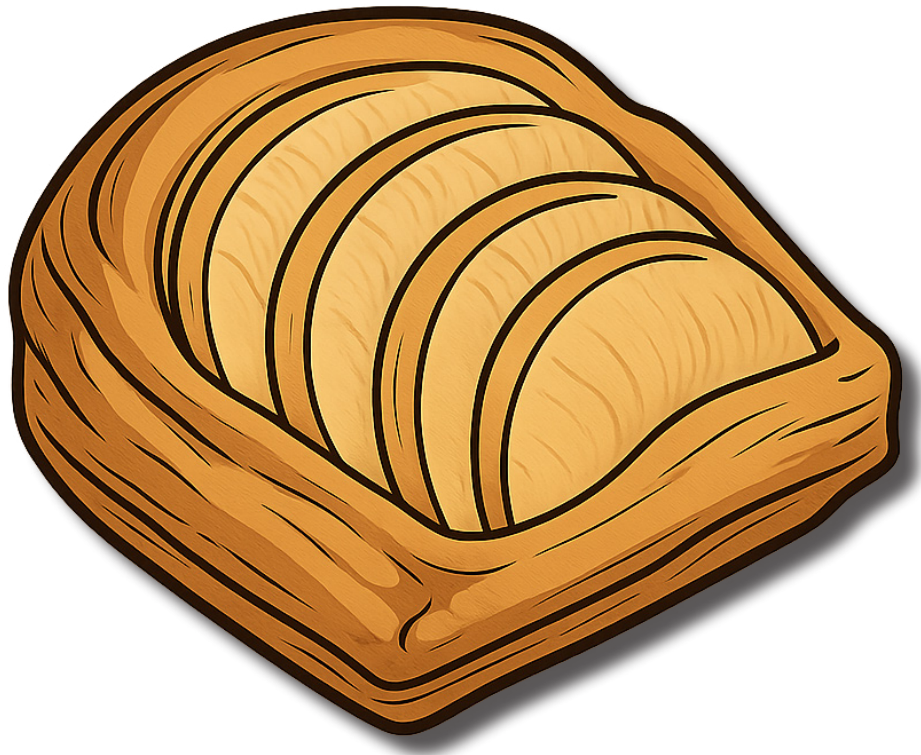
📍 80 Kensington High Street London W8 4SG  
🌐 [knoops.co.uk](http://knoops.co.uk) | 📞 0330 053 2326

**Give it your personal star stamp.**



# PÂTISSERIE SAINTE-ANNE

Butter, sugar, love — pure magic.



**Tarte aux Pommes**

**Pâtisserie  
Sainte Anne**

### **Pâtisserie Sainte-Anne - Hammersmith**

A real hidden treasure, Pâtisserie Sainte-Anne is an independent family bakery that brings a classic taste of Paris to Hammersmith. Established originally in France in 1936, it's renowned for old-fashioned French baking the proper way — picture light baguettes, buttery croissants, and fruit tarts like mom made. Hidden quietly away and unapologetically brilliant, Sainte-Anne is a place where skill comes first and every bite tastes like a return to the good old days.

📍 204 King Street, London, W6 0RA

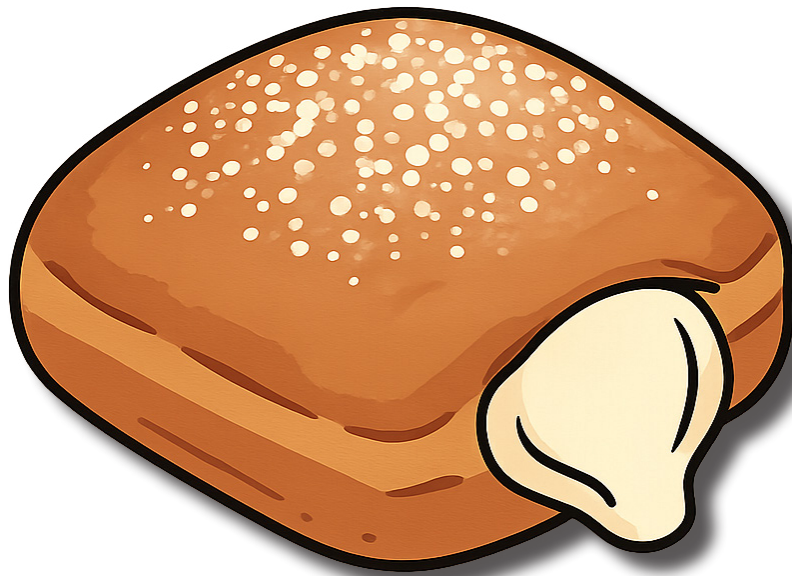
🌐 [patisseriesainteanne.co.uk](http://patisseriesainteanne.co.uk) | 📞 020 8563 2046

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# FORTITUDE BAKEHOUSE

Handmade treats, filled with creamy love.



**Filled Brioche Doughnut**

**FORTITUDE**  
BAKEHOUSE

### **Fortitude Bakehouse - Bloomsbury**

Tucked behind a quiet corner near Russell Square, Fortitude Bakehouse is a small-batch bakery with a cult following — known for its slow-fermented cakes, fluffy sourdoughs, and creative, ever-changing pastries. Everything is made with seasonal ingredients and an instinct for flavour, from miso caramel buns to spelt morning cakes. With its tucked-away charm and warm, rustic interior, Fortitude feels like a quiet discovery — the kind of place you'll want to keep to yourself.

📍 35 Colonnade, Bloomsbury, London WC1N 1JA  
🌐 [fortitudebakehouse.com](https://fortitudebakehouse.com) | 📞 020 7837 5456

**Give it your personal star stamp.**



# Word Search

Find your favorite desserts!

C	U	P	C	A	K	E	Y	F	T	A	R	T
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V	W	Z	H	Q	H	K	F	S	B	C	D	O

# CLUES

1. A miniature cake, usually frosted and decorated, perfect for single servings.
2. A sweet, spiral pastry swirled with cinnamon and often drizzled with icing.
3. A buttery, flaky pastry typically filled with fruit, cheese, or custard for a delightful treat.
4. An elongated French pastry filled with cream and finished with a shiny chocolate glaze.
5. A classic dessert made from a spongy batter, often layered and frosted for celebrations.
6. A long, slender loaf with a crisp crust and soft interior, iconic in French baking.
7. A rich, fudgy square dessert that balances the texture of cake and cookie, often chocolatey.
8. A crisp pastry shell filled with sweet fruit or creamy custard, perfect as a dessert or snack.
9. A crescent-shaped, flaky pastry known for its buttery layers and light texture.
10. A dense, chewy bread ring that's boiled before baking, often enjoyed with cream cheese.





This project would not have been possible without the support, encouragement, and kindness of many people along the way.

First, thank you to the incredible bakeries featured in this book — for your time, your stories, and your willingness to let me document your beautiful spaces and creations. Your passion and craft inspired every page.

I'm grateful to my tutors (Anne and Molly) and peers at University for the Creative Arts, for their invaluable guidance, feedback, and encouragement throughout this process.

To my family and friends — thank you for being my cheerleaders, pastry testers, and late-night sounding boards. Your love and support made this journey all the sweeter.

And finally, thank you to every corner of London that smells like butter and feels like home.

— Prisha Mehta

# The Sweetest Spots

A Visual Guide to London's Best Bakeries

Wander the buttery-scented streets of London with this curated guide to over 30 exceptional bakeries — from the cozy alleys of Covent Garden to the pastel storefronts of Notting Hill.

Created as a final-year project by visual communication graduate Prisha Mehta, this book blends photography, illustration, and editorial design to capture the craft, character, and charm of the city's most beloved bakehouses.

Whether you're a pastry enthusiast, a city explorer, or a design lover, this book invites you to slow down, savor the details, and discover the hidden sweetness tucked into every neighborhood.

- Prisha Mehta