



The Future of Baking, Made Simple

"Faster than homemade. Better than store-bought."

The Problem

The cookie aisle is broken: over-processed, bland, forgettable.

The Solution

Real Raw Dough: clean, chef-crafted cookie dough in resealable packs. Bake one or eight in 10 minutes. No waste, no mess, just bakery-quality indulgence.

Why Baker's?

Founder-led: Carson Thorn, chef, inspired by family recipes

Clear USP: Effortless comfort, nostalgic flavour, modern convenience

Category Shift: Premium frozen dough for a \$28B UK frozen market

Proof of Demand

London pop-up sold out in 2 hours

35% online repeat rate

5 Star reviews + influencer + retail buzz

Audience Pull

Parents: family treats, zero effort

Young professionals: self-care without the cleanup

Snack culture: craveable, social-ready flavours

What's Next

Lifestyle pop-ups, new flavours, PR campaigns, subscription model + UK-wide retail rollout.

Let's bake something unforgettable.

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