

CRUMBS Bakeshop Launches New Piñata Cakes Nationwide, Bringing 'Candy-Filled Fun in Every Slice' to Kroger Stores

Iconic bakery brand brings a neighborhood-bakery favorite to the supermarket at scale with four new three-layer cakes bursting with surprise fillings inside

NEW YORK, NY, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- CRUMBS Bakeshop, the iconic bakery brand known for revolutionizing the gourmet cupcake category, today announced the national launch of CRUMBS Bakeshop Piñata Cakes™, a first-of-its-kind line for supermarket in-store bakeries featuring three layers of cake surrounding a center bursting with candy and other surprise fillings.

Launching today in nearly 3,000 Kroger and Kroger-owned supermarkets across the United States, Piñata Cakes™ deliver on a simple promise: “Candy-Filled Fun in Every Slice.”

Each 32-ounce CRUMBS Piñata Cake™ features three layers of cake with a hollow center packed with a surprise filling that is revealed when the cake is sliced — much like breaking open a traditional piñata.

The line launches in four flavors:

Birthday Cake — Bursting with rainbow nonpareil candy inside.

Chocolate Peanut Butter — Bursting with REESE’S PIECES candies inside.

Cookie Dough — Bursting with real cookie dough bites inside.

Cotton Candy — Bursting with fizzy cotton candy crunch inside.

FROM NEIGHBORHOOD BAKERY TO SUPERMARKETS NATIONWIDE

Piñata-style cakes have been made by neighborhood and specialty bakeries for years, but their unique construction has made producing them efficiently and consistently at supermarket scale a challenge.



CRUMBS Piñata Cakes

CRUMBS invested in custom equipment and developed a specialized production process that allows Piñata Cakes™ to be commercially produced at scale while maintaining the surprise-filled experience that makes the cakes special.

“CRUMBS has always believed that dessert should be fun, delicious and a little over the top,” said Mia Bauer, Co-Founder of CRUMBS Bakeshop. “When we looked at the supermarket bakery, we saw an opportunity to bring consumers something genuinely different. Piñata cakes have existed in local bakeries for years, but nobody had figured out how to produce them efficiently at this kind of scale. We invested in the equipment and production process to make that possible, and now millions of consumers can walk into their local supermarket and bring home a cake with a real surprise inside.”

Bauer added, “The best part is what happens when you cut the first slice and everyone sees what’s hidden in the middle. That moment is what Piñata Cakes™ are all about — candy-filled fun in every slice.”

CONTINUING A HISTORY OF BAKERY INNOVATION

Founded in New York City in 2003 by Mia and Jason Bauer, CRUMBS became famous for its oversized gourmet cupcakes at a time when cupcakes were largely considered a simple bakery staple. With inventive flavors, elaborate toppings and its signature oversized format, CRUMBS helped transform the cupcake into an indulgent premium dessert and became one of the most recognizable names of the gourmet cupcake era, growing to 50 brick-and-mortar locations across 14 states and selling more than one million cupcakes each month.

More than two decades later, the Bauers have reinvented CRUMBS Bakeshop and are bringing that same approach to the supermarket bakery aisle.

“More than 20 years ago, we looked at the ordinary cupcake and decided we could make it bigger, more exciting and more memorable,” Bauer said. “Today, we’re asking the same question about the supermarket cake selection. Consumers want newness and excitement, and retailers need innovation that gives shoppers a reason to stop at the bakery. We believe Piñata Cakes™ can do exactly that.”

LAUNCHING WITH THE KROGER FAMILY OF STORES

CRUMBS selected Kroger as its launch retail partner, introducing Piñata Cakes™ in nearly 3,000 stores across the United States.

Beginning September 1, 2026, consumers can find CRUMBS Piñata Cakes™ in the in-store bakery department where cakes are sold at participating Kroger-family supermarkets, including: Kroger • Ralphs • Smith’s • King Soopers • Dillons • Fred Meyer • Fry’s

ABOUT CRUMBS BAKESHOP

Founded in New York City in 2003, CRUMBS Bakeshop became famous for its signature oversized

gourmet cupcakes and innovative approach to classic American baked goods. Today, CRUMBS has been reinvented for a new generation, bringing its signature combination of indulgence, innovation and fun to consumers through supermarket, convenience and other retail channels.

CRUMBS Bakeshop Piñata Cakes™ are available beginning September 1, 2026, at participating Kroger-family supermarkets nationwide. Look for them in the in-store bakery department where cakes are sold.

Candy-Filled Fun in Every Slice

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