

# Roll Me Up leads the pack in Madrid's cinnamon roll craze

It seems like each year, Madrileños become fixated on a different dessert from a faraway land. There was the arrival of huge homemade cookies a few years ago, then for a while it was pancakes, then [specialty \(vegan\) donuts](#), ice cream served in fish-shaped cones, waffles shaped like vulvas...

This year, the buzz seems to be about cinnamon rolls. The hippest Malasaña bakeries and cafes have started to offer these homemade treats that are most commonly found in the US and Northern Europe.

But as with anything, *some do it better than others*. In this case—in my humble opinion—the winner is **Roll Me Up**. So new on the scene they don't have a physical location yet. This small family company operates through Instagram and WhatsApp, taking orders the day before.

For me, it didn't take much more than scrolling through their (very aesthetic) photos to know deep in my bones that these rolls were going to be mouthwateringly amazing.



So I got in touch with one of the owners, Daniela, to get the scoop on their story, their products, and their plans for the future.

## Roll Me Up's story

Lenin and Daniela are a couple from Venezuela who started their business in the middle of the pandemic (brave, right?). Lenin is an accountant and Daniela, an architect—and they have continued working in those roles (pun intended) as they've grown the business as a side hustle. Lenin has loved baking his whole life, and has been making cinnamon rolls for his family since he was young.

So **they form a perfect team**: Lenin in the kitchen, and Daniel

working with customers and handling the design aspect of the company.



## Their products

Roll Me Up started in summer with just six flavors, and has since expanded to 11 delicious options:

- Classic
- Choco coco
- Pistachio (**my fav**)
- Crispy cookie (Lotus creme)
- Choco nut
- Sweet pecan (up there with pistachio)
- Lemon shot



- Black Oreo
- Nutella
- PB&J
- Chips Ahoy

I also had the exclusive privilege of trying a brand spanking new, not-yet-announced product: the **vegan roll**. This ended up being one of my favorites! I wouldn't have known it was vegan if they hadn't told me. The icing is so creamy and the dough tastes pretty much the same to me!



*My box of 9 mini cinnamon rolls. My top picks: pistachio, crispy cookie, and Nutella!*

Something that really stood out to me about the products was

the packaging—**100% zero-waste boxes** (made from the husk of cane sugar). Even the little reminder about the rolls being great heated up for 20 seconds in the microwave (can verify this is true) is stamped onto the box rather than included in a sticker or card. The whole process is totally plastic free, and can be tossed into the organic bin.

## **Their plans for the future**





Daniela and Lenin know what they're doing. Unlike a lot of small bakeries who start their businesses the day they open a physical shop, Roll Me Up is playing it safe. Their business operates strictly virtually for now, using WhatsApp Business to communicate with customers and arrange deliveries.

Daniela tells me that they plan to build a strong customer base before **opening a physical shop towards the end of next year** (they also need the time to plan their wedding, which is next summer! We stan!). As for the products, they say they plan to continue experimenting, trying out some savory flavors and more gourmet options.

## Roll Me Up's info

Now more than ever, we should support small businesses! Here's how you can order cinnamon rolls from Roll Me Up:

- Follow them: [@rollmeup.es](https://www.instagram.com/rollmeup.es) and check out the options
- Use the [link in their bio](#) to place your order via **WhatsApp**
- Receive your delivery during these available time slots:  
**M-F 7pm-9pm, weekends noon-9pm**

## You may also like:

- [La Desayunería: An American diner food wonderland in Madrid](#)
- [5 best places to order vegan and vegetarian takeout in Madrid](#)



- [Bite Me Café: Secretly vegan, obviously delicious donuts in Madrid](#)