



Beignets & Brew: A sweet addition to Downtown Auburn

BY ELLA WALTON · LAST UPDATED MAY 2, 2025

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Beignets & Brew opened its doors to the Auburn community on March 29, 2025. (Ella Walton / The Bama Buzz)

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Looking for someplace in Auburn to satisfy your sweet tooth? Beignets & Brew — located only a few minutes away from Auburn University's campus — may be the perfect place for you.

Here's a quick rundown:

- **Location:** 147 N College St, Auburn, AL 36830
- **Hours:** Sun. – Thurs., 7AM – 10PM | Fri. +
- [Website](#) | [Instagram](#) | [Facebook](#)

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Keep reading to learn more about what this new spot features!

Beignets, brews & beyond (oh my!)



The four-count of beignets pairs well with their chocolate dipping sauce. (Ella Walton / The Bama Buzz)

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Beignets & Brew first opened on March 29, but the shop held its official grand opening on April 26. Their New Orleans style “french doughnuts,” or beignets, have quickly become a hit with the Auburn community + hungry college students.

The cafe’s interior has an assortment of seating options, from benches + tables to a soft couch + comfy chairs. Upon entering, guests will spot the grass wall with a glowing Beignets & Brew sign – perfect placed for photo op.

Many wander into the shop seeking their sugar-coated beignets, with their variety of dipping sauces: blueberry, butter cream + chocolate.

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However, customers often find themselves ordering one of Beignets & Brew’s signature drinks. From smoothies to coffee to matcha, the cafe has much to offer in terms of their brews.

To list a few:

- The Biscoff Cookie Latte
- The Nutella Latte
- The Matcha Lavendar Bliss
- The Pineapple Paradise Smoothie

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Coming soon to the menu are mimosas, which will be available to purchase by the pitcher.

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- ★ Beignets + dipping sauces
- ★ Beignet bites
- ★ Smoothies
- ★ Specialty lattes + coffees
- ★ Matcha
- ★ Beignets & Brew merchandise
- ★ Mimosas (coming soon)
- ★ Pickup + delivery

📍 147 N College St, Auburn, AL 36830
🕒 Sun. - Thurs., 7AM - 10PM | Fri. + Sat., 7AM - 11PM

Have you tried Beignets & Brew yet? Let us know in the comments! 🍩

#auburnal #newbusiness #beignets #downtownauburnnew #thebamabuzz

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The shop's website also offers online pickup + delivery options, making it easy for locals to enjoy their sweet treats on the go or from the comfort of their home. Beignets & Brew offer "Beignet Bucks," a rewards program that customers can sign up for.

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The rewards program allows customers to:

- Earn 1 point for each \$1 spent
- Unlock \$5 off every 50 points
- Earn 25 bonus points for signing up
- Unlock exclusive birthday rewards

Located near the cafe's counter is a selection of merchandise available for purchase, including:

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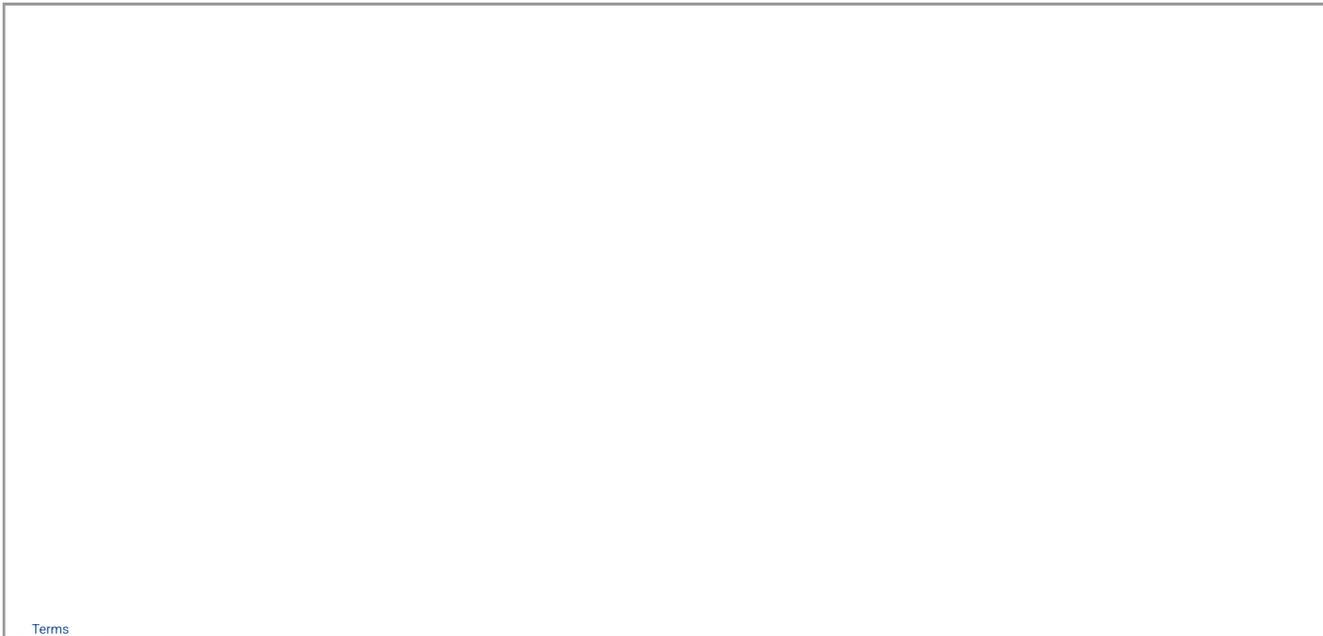


- Mugs
- Waterbottles
- Cups
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