



EAT MORE CAKE! Dufflet Pastries Bio - January 2010

Dufflet Rosenberg established **Dufflet Pastries** in 1975 in response to her instant success baking desserts for the legendary **Toronto Cow Café**. Today, Dufflet Pastries wholesale division proudly supplies over 500 restaurants, cafés, gourmet grocers, hotels and caterers throughout **Canada** with an ever-changing selection of over 100 items from Dufflet's signature "**Fresh Collection**".

With creations that bridge fine European traditions with a modern approach, the Dufflet Pastries product line is hand-crafted from scratch. Using only premium ingredients, with no hydrogenated fats or oils, no artificial flavours, colours or preservatives, the collection lives up to its promise of '**Pure and Sweet**'.

With a start-up from her home kitchen, Dufflet gained a reputation as Toronto's source for unique and creative desserts. As restaurants and cafés rushed to place orders, Dufflet was winning rave reviews as "**the Best Baker in Toronto**" and has been affectionately crowned "**The Queen of Cake**" by the media.

In 1980, she established a manufacturing facility on trendy **Queen Street West** which evolved to include a retail café two years later. By 1985, production was moved out of the café to a 5,000 square foot bakery at **41 Dovercourt Road**, which then doubled in size after a major expansion in May 2001. In May 2009, further growth led to a move to Etobicoke and a new bakery three times the size of the original.

Dufflet Pastries downtown café at **787 Queen St. W.** (west of Bathurst Street) is open seven days a week and offers an extensive selection of desserts, light lunches and specialty coffees for eat-in or take-out. Distinctive gift items and greeting cards, gourmet candy and chocolates round out the repertoire of this location - Toronto's most talked about destination for wedding, birthday and celebration cakes.

In June 2002, Dufflet launched a second retail location uptown at **2638 Yonge Street** (south of Lawrence Avenue). The space, designed by **Kohn Shnier Architects**, integrates fresh flowers and potted arrangements by Toronto's venerable **Quince Flowers**, complimenting Dufflet's trademark café. The launch also introduced a new graphic identity for the company created by **Bruce Mau Design**.

A third Dufflet Pastries retail outlet opened in June 2007. Located in the **Beach** at **1917 Queen Street East** (just east of Woodbine), the 24 seat café was designed by Kohn Shnier Architects who restored the building's vintage elements and complimented them with modern finishes to create the ultimate in café charm and comfort. Dufflet Beach offers extended evening hours and has a liquor license.

With an eye towards growing the brand and increasing market share, **Daniele Bertrand** joined Dufflet Pastries in 2006 as partner and President of the Dufflet group of companies. She brings over 30 years of experience in sales, marketing and finance. Together, Dufflet and Daniele are looking to expand and take the company to the next level.

Dufflet and Daniele recently unveiled two new product lines; **Grab + Go**, a line of frozen gourmet cakes and tarts (available in premium grocers across Canada) and **Small Indulgences**, a series of packaged confections, including award winning Crackles™ and Morsels™, available in fine food stores and gift shops across North America.



About Dufflet Rosenberg

An alumnus of **Ecole LeNotre** north of **Paris**, Dufflet Rosenberg travels extensively seeking new ideas and inspirational concepts. In 1989, she founded **Great Cooks**, an innovative cooking school that showcases local and international celebrity chefs. Dufflet herself continues to be in demand for demonstrations in several of Toronto's leading cooking schools, as well as on TV and the Web.

Dufflet's recipes have been included in numerous publications and books, and she has been featured on the **American Food Channel's 'Best Of'** series, whose host, **Mark Silverstein** remarked "Toronto's 'Queen of Cake' proves size doesn't matter because her pastries stand head and shoulders above the competition!"

Dufflet Pastries both supports and sponsors a number of charitable organizations including Toronto Taste: **Second Harvest**, "Eat To The Beat" **Willow Breast Cancer Support & Resource Services**, the annual **CANFAR** gala "Bloor Street Entertains", **Moorelands Community Services**, **Out of the Cold**, and **St. Francis Table** (to name only a few) by generously supplying desserts and gift certificates for fundraisers.

About Daniele Bertrand

Daniele Bertrand joined Dufflet Pastries in 2006 as partner and President of the Dufflet group of companies. Along with her love of baking, she brings a strong background in global business and consumer marketing which includes senior Sales and Marketing positions with **Unilever Canada**, **Parmalat/Ault Foods** and **Kraft/General Foods**.

Daniele holds a Bachelor of Commerce degree from the **University of Toronto** and has been the recipient of numerous honours including **Top 40 under 40**, **Top Executive to Watch**, **Women of Influence** and a volunteer service award from the **Government of Ontario**. She also volunteers her time on the Board of **Saint Elizabeth Health Care** as Vice-Chair and Treasurer.

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