



EAT MORE CAKE! Dufflet Pastries Bio - September 2010

Encouraged by her instant success baking desserts for Toronto's legendary Cow Café, **Dufflet Rosenberg** established **Dufflet Pastries** in 1975. 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 European tradition with a modern approach, each Dufflet product, from wedding and celebration cakes, to pastries, pies and cookies, is hand-crafted from scratch, never made from a mix. 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**'.

From a start-up based out of her home kitchen, Dufflet quickly gained a reputation as Toronto's source for 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 opened a bakery on trendy **Queen Street West** which evolved to include a retail café two years later. By 1985, production was moved to a 5,000 square foot bakery at **41 Dovercourt Road**, which then doubled in size after a major expansion in May 2001. To allow for growth in the product lines, Dufflet Pastries head office and production bakery relocated to a larger facility in Etobicoke in May 2009.

Dufflet's downtown café at **787 Queen Street West** (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. Dufflet Downtown is also host to **Queen Specific**, a curated window exhibition space displaying site specific art installations.

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**, includes a flower shop now operated by **Demarco-Perpich Flowers**. The opening of Dufflet Uptown coincided with the introduction of a new graphic identity for Dufflet Pastries created by **Bruce Mau Design**.

A third Dufflet Pastries retail outlet opened in June 2007. Located in the **Beach** neighborhood at **1917 Queen Street East** (just east of Woodbine), this 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 expanded evening hours, a liquor license and an intimate space for private parties.

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. 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 the award winning **Crackles**, **Tumbles** 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 (CEO, Dufflet Group Inc) travels extensively seeking new ideas and inspirational concepts. In 1989, she founded **Great Cooks**, a 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 many books, periodicals and on-line. She has been featured on **American Food Channel's 'Best Of'**, 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 supports and sponsors a number of charitable organizations including Toronto Taste (**Second Harvest**), Eat To The Beat (**Willow Breast Cancer Support**), Bloor Street Entertains (**CANFAR**), and **Out of the Cold** (to name only a few) by supplying desserts or gift certificates for fundraisers, arts events, and charities.

Dufflet, herself an avid cyclist, presents her annual **Tour de Dufflet** to coincide with Toronto's Bike Month throughout June. For a nominal registration fee, participants can "Eat More Cake, Ride More Bike" by riding to all 3 Dufflet locations in one day for snacks and prizes. Fees collected from registrants are donated to cycling activists such as the **Toronto Bike Union**.

About Daniele Bertrand

Daniele Bertrand is President and Partner of Dufflet Pastries group of companies. Daniele has a strong background in global business, finance and consumer and business to business marketing, which includes senior Sales and Marketing positions with **Unilever Canada, Parmalat/Ault Foods** and **Kraft/General Foods, Bell Canada** and **AT&T**.

She has served on boards in the business community including being the President and Founding member of the **University of Toronto Marketing Club**, Chair of **Ottawa Inno-Centre**, and various fundraising activities.

Daniele 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 is on the Board of **Saint Elizabeth** healthcare as treasurer.

For media and interview requests, please contact Dufflet Rosenberg:

Telephone: 416-536-1330
E-Mail: dufflet@dufflet.com
Web Site: www.dufflet.com