



FOR IMMEDIATE RELEASE:

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DUFFLET PASTRIES PARTIES LIKE IT'S 1975

Dufflet Rosenberg, Toronto's "Queen of Cake", celebrates Dufflet Pastries 30-year reign over Toronto's dessert horizon with a series of weekly specials and in-store appearances throughout November 2005.

Available exclusively at both Dufflet Pastries retail cafe outlets will be a different "Dufflet Classic" cake at a limited anniversary price of \$19.75. Offered respectively each Saturday in November will be the Toasted Almond Meringue, Double Decker Fudge, Carrot Cake and New York Style Cherry Cheesecake. Making a short (but sweet) comeback will be 1975's nostalgic favourite, the Mocha Cube, a flourless chocolate cake layered with rich coffee buttercream.

To thank her loyal customers, Dufflet herself will be on hand to slice anniversary cake from 12:00 pm to 2:00 pm downtown on Saturday, November 19 (at 787 Queen Street West) and uptown on Saturday, November 26 (at 2638 Yonge Street). In the spirit of giving back, a portion of November's sales will be donated to Moorelands Camp, an organization that works with children and youth affected by poverty.

"A Toronto tradition? That's something I never could have imagined happening!" laughs Dufflet. "For me, the most gratifying experience has been hearing about the pleasure we bring to people's lives ... we have made wedding cakes for couples who come back and ask us to make their children's wedding cakes."

Dufflet's "Fresh Collection" of cakes, pies, bars, cookies and tarts remains handcrafted from scratch and free of preservatives and artificial flavours or colours. Dufflet's retail stores are Toronto's destination of choice for wedding and birthday cakes. Dufflet Pastries wholesale division supplies over five hundred restaurants, cafes, gourmet grocers and caterers throughout the Southern Ontario region.

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- 30 -