

DUFFLET PASTRIES
DUFFLET
PURE & SWEET

Media Release, September 2003

**Dufflet Rosenberg: Toronto's 'Queen of Cake',
purveyor of the city's finest pastry & desserts;**

**Canada's only entirely natural fine pastry
manufacturer of its size & product breadth**

Dufflet Rosenberg established Dufflet Pastries in 1975 shortly after she started baking desserts for the Cow Cafe. As more and more restaurants rushed to place orders, Dufflet quickly developed a unique product line produced out of her home. In no time, she was winning rave reviews as "the Best Baker in Toronto". When the kitchen operation outgrew itself in 1980, Dufflet Pastries established a manufacturing facility on Toronto's now trendy Queen St. W., followed by a retail outlet and cafe in 1982, and in 1985 moved the entire production operation to a 5000 square foot bakery at 41 Dovercourt Rd. Today Dufflet Pastries supplies over 500 restaurants and cafes as well as fine food shops, hotels and caterers with over 100 extraordinary products, including wedding and special occasion cakes. In May, 2001 Dufflet Pastries completed a major expansion to the bakery on Dovercourt Rd.

Throughout Dufflet Pastries impressive growth, *each* and *every* unique product remains carefully hand crafted entirely from scratch. Dufflet Pastries uses only premium, entirely natural ingredients, no preservatives, no artificial flavours or colours. Just 'pure and sweet'. Dufflet Pastries is Canada's only pastry manufacturer of its size whose entire product breadth is entirely natural. Grounded in great European traditions, Dufflet products are a touch modern and always delightful.

Dufflet Pastries Queen St. retail store is open seven days a week, serving a wide selection of desserts, fresh baked croissants, light lunches, fresh juices and specialty coffees. Select gift items, greeting cards, candies, chocolates and unique baking ingredients are also part of the repertoire. And now Toronto can have its cake and flowers too. In June, 2002, at 2638 Yonge St. (across from Sporting Life) Dufflet Pastries launched its second retail location – a stunning collaboration of Kohn Shnier Architects and Bruce Mau Design. Dufflet's exciting new retail model integrates a dazzling array of fresh flowers and potted arrangements by Toronto's venerable Quince Flowers.

In December 1994, Dufflet Pastries introduced uniquely packaged chocolates made with the finest Belgian chocolate for both retail and wholesale distribution. Dufflet Pastries new luxury line of shelf-stable specialty products is poised to launch late in 2003. Also watch for Dufflet's new wonderfully packaged, 'nostalgically delicious' grab & go product family. Like all Dufflet products, these product lines are entirely natural.

About Dufflet

An alumnus of Ecole LeNotre north of Paris, Dufflet Rosenberg still travels extensively seeking out new ideas and concepts. In 1989, Dufflet founded Great Cooks, an innovative cooking school, showcasing local and international celebrity chefs. Today, she can be seen demonstrating in several of Toronto's leading cooking schools. Her recipes have been featured in numerous publications, including Canadian Living, Chatelaine, Food and Drink and The Toronto Star. Dufflet was recently featured on the American Food Channel's 'Best Of', whose host, Mark Silverstein remarked: "Toronto's 'Queen of Cakes' proves size doesn't matter because her pastries stand head and shoulders above the competition.

Dufflet Pastries supports a number of charitable organizations including CANFAR, Dragon Ball, Second Harvest, Unicef, YMCA, Willow, Mount Sinai and St. Francis Table, generously supplying products for fundraisers. Dufflet Rosenberg sits on the Advisory Board for the Toronto Kitchen Incubator, the Sector Council Advisory Committee for George Brown College and the Gala Fundraiser Committee for CANFAR.

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