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By Jessica Harlan Goldbogen

Keep Cookie Sales from CRUMBLING

Little Butter Cookies from Canada's Dufflet Small Indulgences Inc. (866/238-0899) come in five flavors, including Mocha Latte, Double Chocolate Raspberry, Cinnamon Toffee Crunch, Toasted Coconut with Lemon, and All-Canadian Maple Walnut.

"We liked the idea of a small, bite-sized cookie," says Deena

Hassan of Dufflet's sales and marketing department. "The size is perfect, whether you want one or a handful."

The cookies were created by Dufflet Rosenberg, a Toronto-based pastry chef whose Small Indulgences products also include chocolate covered morsels like Crunchy Caramel Crusted Hazelnuts in Pure Chocolate, and a new take on chocolate bark called Chocolate Mosaics, along with sipping chocolates. The whole line is designed to provide consumers with decadent little nibbles.

Hassan of Dufflet cautions that specialty cookie makers can't get too crazy with their flavors and varieties.

"Some people are really wild with their flavors, and it's almost too trendy," she says. "Customers think it's interesting — but not interesting enough to buy."

Instead, says Hassan, she sees consumers gaining interest in all-natural products that are nostalgic in flavor and variety. Sue Walton also agrees: "Consumers are really health-oriented; they certainly want to stay away from the trans fats and the hydrogenated oils," she says. "We feel strongly about having a product that's clean and all-natural."



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