



For Immediate Release

DUFFLET SMALL INDULGENCES' PISTACHIO MORSELS A FANCY FOOD FAVOURITE

Dufflet Small Indulgences' Crunchy Caramel Coated Pistachios chosen as a favourite by "Good Morning America's" Sara Moulton and nominated as product finalist at Summer Fancy Food Show

Toronto, Canada, July, 2006- As a first time exhibitor at this year's 52nd Summer NASFT Fancy Food Show in New York City, Dufflet Small Indulgences was nominated as a finalist in the Product Awards Competition in two categories – Outstanding Beverage (Extra Brut Luxury Hot Chocolate) and Outstanding Confection (Crunchy Caramel Coated Pistachios Enrobed in Pure Milk Chocolate).

Made with artisan pan-roasted nuts and Belgian milk chocolate, Dufflet's Pistachios Morsels caught the attention of Sara Moulton, "Good Morning America's" food editor. Amongst over 160, 000 food products featured at the show, these hand-crafted creations were selected as one of "Sara's Favourites."

Dufflet [duf-let] Rosenberg's legendary desserts have delighted Torontonians for over 30 years. Affectionately known as Toronto's 'Queen of Cakes,' Dufflet launched her family of uniquely packaged, entirely natural, shelf-stable specialty product at the Summer NASFT Fancy Food Show.

Dufflet's family of Small Indulgences share one defining mantra: 'Nothing artificial; always delightful!' "Just like our fresh repertoire," says Dufflet, "each Small Indulgence is lovingly crafted using only premium, entirely natural ingredients, no preservatives, artificial colors or flavors, a declaration that has always set us apart." Only fine European chocolate, premium nuts, dried fruits, natural flavorings and never any hydrogenated fats or oils – distinguishes Small Indulgences even further.

With vibrantly coloured childhood photographs of Dufflet herself, this deliciously simple and sophisticated family of treats bridge great European tradition with modern, imaginative, flare.

Dufflet Small Indulgences

The Dufflet Small Indulgences line features two charming, distinct product programs, each sharing Dufflet's uncompromised philosophy: 'Nothing artificial; always delightful!'

Individually packaged and moderately sized (each serves 4 to 6), '**Grab & Go Desserts**' include Delectable Cakes and Scrumptious Tarts. Baked fresh from scratch, sealed for optimum freshness and shipped frozen...the perfect indulgence for any occasion! Each magical recipe has been adapted from Dufflet's legendary café favourites like Dufflet's Carrot Cake, the Greatest Canadian Butter Tart and the new Raspberry Truffle Brownie.

Dufflet's '**Specialty Gourmet**' shelf-stable treats are sweet and sophisticated variation of tried and true Specialty Gourmet classics... perfect for gift-giving or indulging at anytime. Dufflet's Sumptuous Ready-to-Serve Chocolate Fondues include French classics like Deep Dark Chocolate while Extra Brut Luxury Sipping Chocolate is a silky and sophisticated chocolate experience...wonderfully served steaming hot or blended icy cold. Other tempting treats include Marvelous Chocolate Morsels, Chocolate Mosaic, Bittersweet Chocolate Crackle and Little Butter Cookies.

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