



TORONTO LIFE

DAILY DISH

Aprons & Icons July 6, 2009 | 12:07 pm | Karon Liu

Dufflet takes the cake at U.S. food show

Torontonians have celebrated her for years, but now even Americans are lauding our queen of sweets Dufflet Rosenberg. At the 37th Sofi Awards the baker-businesswoman won gold for best confection with an almond and pistachio version of her famous (and trademarked) Caramel Crackle. The event, held in New York and organized by the National Association for the Specialty Food Trade, saw 2,000 entries submitted in 33 award categories (best condiment, best cracker, best appetizer, antipasto, etc.), which were then narrowed down to 128 finalists. Celeb chef and host Ming Tsai handed the Oscar-like trophy to a shocked Rosenberg, who has won three silver awards in the last four years.

Although sampling her competitors' entries didn't inspire any new recipes (she says she might do something with blood oranges but she draws the line at bacon cupcakes), Rosenberg says she'd like to expand the brand with help from the mighty O. "I'd love to get on Oprah or The Today Show and talk about the crackle," Rosenberg says. "We're going to blast about the crackle on the electronic world. Our products are available in the States but I'd love to go on Oprah because it's hard to break into the U.S. market."

The caramel crackle, along with the rest of Rosenberg's creations, can be found at Dufflet Pastries.



www.dufflet.com - july 2009
photo courtesy NASFT