



THE QUEEN GOES TO THE BEACH!



FOR IMMEDIATE RELEASE

Toronto - May 31, 2007 - Dufflet Rosenberg, Toronto's "Queen of Cake", opens her third Dufflet Pastries retail outlet June 15, 2007. Located in the Beach at 1917 Queen Street East (just east of Woodbine), the 24 seat café will offer an extensive selection of signature desserts, light lunches and specialty beverages for eat-in or take-out. Also available will be gourmet confections and gift items plus Dufflet's unique repertoire of Wedding and Celebration cakes.

Like Dufflet's Uptown café, Dufflet Beach is designed by Kohn Shnier Architects who have restored the building's vintage elements while complimenting them with modern finishes to create the ultimate in cafe charm and comfort.

A stunning yet cozy new destination for the vibrant East-end community, Dufflet Beach will be open seven days a week. What differentiates Dufflet Beach from the other two retail locations will be extended evening hours and an operating mandate that includes a liquor license.

"The Dufflet labs are busy inventing a signature Dufflet cocktail!" chuckles Rosenberg when asked about the new beverage offerings. "We wanted to expand what is available in that part of the neighborhood by including an after dinner dessert and drinks option - that's why we'll be open until 11:00 pm on Thursdays, Fridays and Saturdays."

Adds Dufflet Pastries co-owner Daniele Bertrand, "The new menu, exclusive to the Beach location, will suggest dessert pairings with a variety of wines and champagnes. We plan to delight our dine-in customers with novel yet sweetly satisfying combinations of flavours and textures."

June continues to be an eventful month for the Dufflet Pastries family as the Dufflet Uptown café (2638 Yonge Street, north of Eglinton) celebrates it's fifth anniversary on Saturday, June 2nd with free Birthday cake from noon to 5:00 pm plus in-store specials and discounts.

Meanwhile, Dufflet Downtown (at 787 Queen St. West, west of Bathurst) hosts a special promotion from May 10th to June 15th where a portion of all sales of Dufflet Small Indulgences Fondues (in flavours including Deep Dark Chocolate, Milk Chocolate + Toffee or White Chocolate + Vanilla Honey) will be donated to Amnesty International's Taste for Justice fundraising campaign.

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DUFFLET PASTRIES - Toronto retail café locations

Downtown: 787 Queen Street West, Ph: 416.504.2870, Hours: Mon-Sat 10am - 7pm, Sun 12pm - 6pm

Uptown: 2638 Yonge Street, Ph: 416.484.9080, Hours: Tue-Sat 10am - 7pm, Sun 12pm - 5pm

Beach: 1917 Queen Street East, Ph: 416.699.4900, Hours: Mon-Wed 10am - 7pm, Thu-Sat 10am - 11 pm, Sun 12pm - 6pm

Email: retail@dufflet.com **Web + Online Orders:** www.dufflet.com