

# FANCY FOOD

## & CULINARY PRODUCTS

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### Sweet Treats

By Ashley Trent

#### Distinct Flavors

Although retailers can't go wrong with classic favorites, it's also wise to stock some baked goods with unique flavor profiles. One option is Dufflet Small Indulgences Inc.'s (416/536-9640) Chocolate Tumbles, which brand specialist Heather Chu describes as "not quite a cookie, not quite a truffle — they're something in between." These intriguing treats are even described on the box as an "otherworldly chocolate-and-cookie fusion."

Chocolate Tumbles are small bites that are similar to vintage recipes for traditional rum balls; this likeness to nostalgic flavors is perhaps the key to their "otherworldliness," as they invariably remind consumers of family gatherings from decades past. Made with Belgian chocolate, nuts, Dufflet's homemade vanilla wafer

cookies and a dash of liqueur, Chocolate Tumbles are distinct because of Dufflet's winning flavor pairings, says Chu. Three varieties of nut-and-liqueur combinations are available: almond and anise liqueur, hazelnut and coffee liqueur, and pecan and cherry brandy. The liqueurs add a deep, spice-like and somewhat earthy bite, which makes the Chocolate Tumbles borderline savory rather than overly sweet.

Chu says the incomparable flavor pairings in Chocolate Tumbles make them a top-seller for Dufflet. "Despite going through a financial pinch, we find that our customers are still willing to purchase our baked goods as both an award for saving in other areas or for those special occasions," she says. "People want to have a small reward if they've sacrificed elsewhere — baked goods are perfect for that."

For retailers with a freezer section in their store, Dufflet also carries a line of eight pre-baked Grab-and-Go desserts. Made with no artificial flavors, colors or preservatives, the

line features Delectable Cakes that measure 6 in. square; flavors include Dufflet's Carrot Cake, which has bits of pineapple and coconut and is topped with a cream-cheese icing; Double Chocolate Cake; Chocolate Frosted Banana Cake; and Raspberry Truffle Brownie, which features a swirl of the company's own raspberry jam.

Also in the Grab-and-Go collection are Dufflet's Scrumptious Tarts. These 6-in.-round desserts include Greatest Canadian Butter Tart, which has currants in its flaky pastry crust; Intense Chocolate Fudge Tart, complete with a chocolate crust; Luscious Lemon Tart; and Blueberry Cheesecake Tart. All Grab-and-Go desserts come in bright, modern packaging that reflects the simple goodness of the recipes.

#### Selling Tips

When it comes to successfully marketing baked goods, nothing beats providing customers with fresh samples. "Not only will [customers] know what the product tastes like, they'll notice the care and attention we put into making it versus something they just grab at a discount grocer," says Chu. She adds that grouping items by brand is particularly effective in catching a shopper's eye. "If you are displaying a brand, definitely display as much as you can in a cluster together of the items in that brand. It creates a unified look, and customers tend to purchase from a larger display of the same name. Shelves lined with too many different items and brands side by side can be very cluttered looking." Chu says this display method creates visual interest and communicates the brand's identity, too.



**Dufflet Small Indulgences'** (416/536-9640 or [www.dufflet.com](http://www.dufflet.com)) Chocolate Tumbles are made with Belgian chocolate, nuts, vanilla wafers and flavored liqueurs. Flavors include almond and anise liqueur, hazelnut and coffee liqueur and pecan and cherry brandy.