

DUFFLET

SMALL INDULGENCES PURE & SWEET



FOR IMMEDIATE RELEASE

DUFFLET SMALL INDULGENCES' CRACKLE™, 2 TIME NASFT WINNER!

Dufflet Small Indulgences' Caramel Crackle™ - Almond + Pistachio has been recognized with a 2009 sofi™ Silver, for Outstanding Confection and moves on to compete for Gold!

Toronto, Ontario, Canada (May 2009) - Dufflet Small Indulgences is pleased to announce that they have been selected as a Silver Finalist in the 2009 sofi™ Awards from the National Association for the Specialty Food Trade, Inc. The sofi Awards recognize excellence in specialty foods and beverages in 33 categories and are a coveted industry honor. "sofi" stands for Specialty Outstanding Food Innovation. This is the second year in a row that a product from Dufflet's Crackle™ line has been chosen to compete by the national panel of specialty food experts who this year tasted and evaluated 1,433 submissions.



Photo Courtesy of NASFT

Following in the footsteps of its cousins, Chocolate Crackle™; Caramel Crackle™ has already garnered great media reviews and is also the second in the family to compete for sofi™ gold! Crisp and delicate, it's a new take on the nut brittle. Bringing together the classic combination of pistachios and almonds, its deep caramel flavor is enriched with a dash of sea salt. Gold Winners will be announced June 29 at the Summer Fancy Food Show in New York.

"We're always happy to be recognized and are especially pleased that we received a sofi™ for our newest Crackle product!", says Dufflet Rosenberg, founder of Dufflet Small Indulgences and Dufflet Pastries. Rosenberg founded her bakery over 30 years ago and started Dufflet Small Indulgences in 2004 after her customers started demanding her products be available across the country.

Dufflet Small Indulgences will be showing in the International Pavilion during the Summer International Fancy Food and Confection Show, June 28 – June 30, 2009 in booth #2227. They invite retailers and food lovers alike to come try their dangerously addictive Crackle™. Other products that have been recognized by NASFT are – Dark Chocolate Crackle™ - Maple Cashew: 2008 Silver sofi™ in Outstanding Chocolate, Caramel Crusted Pistachios: 2006 Silver sofi™ in Outstanding Confection Category & Extra Brut Luxury Hot Chocolate: 2006 Silver sofi™ in Outstanding Beverage Category.

THE DUFFLET STORY: Dufflet [Duf-let] Rosenberg's legendary desserts have delighted Torontonians for over 30 years. Affectionately known as the 'Queen of Cake', Dufflet began with very humble beginnings of baking in her home's basement kitchen. Today, Dufflet Pastries is growing retail and wholesale business offering an ever changing selection of over 100 desserts. Dufflet launched her family of uniquely packaged, entirely natural, shelf-stable specialty product at the Summer NASFT Fancy Food Show.

DUFFLET SMALL INDULGENCES: Inspired by childhood memories of enchanting cakes, cookies and sweets, Dufflet Small Indulgences has evolved into a refreshingly simple yet sophisticated line of confections that bridge fine European tradition with modern flare. Each nibble, dip and sip is lovingly crafted; from the award winning Chocolate Crackle™ and Marvelous Chocolate Morsels to decadent chocolate fondues, luxurious sipping chocolates, and the latest addition to the family; Chocolate Tumbles™.



Dufflet Small Indulgences Contact:
Heather Chu, Brand Specialist
(416) 536-9640, heather@dufflet.com

NASFT Contacts:
Ron Tanner, VP Communications & Education
646-878-0115, rtanner@nasft.org
Louise Kramer, Communications Director
646-878-0130, lkramer@nasft.org

#