

# EAT MORE GOLD

Dufflet Crackle™ Wins "Best Confection"  
at 2009 Summer Fancy Food Show

Toronto (July 2, 2009) - Dufflet Small Indulgences wins big at this year's Summer Fancy Food Show with a gold sofi™ award for Best Confection, Dufflet Caramel Crackle™ - Almond & Pistachio.

The 37th sofi™ Awards for outstanding foods and beverages were presented by Chef Ming Tsai (host of TV's Simply Ming) at a red-carpet event at the Jacob K. Javits Convention Center in New York on Monday night (June 29th).

Offered by the National Association for the Specialty Food Trade (NASFT), the awards honor specialty foods of the year (sofi™) stands for specialty outstanding food innovation. With almost 2,000 entries across 33 categories, a panel of specialty food experts narrowed the field to 128 Silver Finalists during five days of judging at NASFT's offices in New York City last April. More than 550 buyers at the Summer Fancy Food Show cast ballots to select the gold winners.

"I have to say, I was so surprised when they announced the gold winner Dufflet Small Indulgence, and meeting Ming Tsai! What an honour!" says Dufflet Rosenberg, CEO and founder of Dufflet Pastries and Dufflet Small Indulgences.

"Crackle™ has been an amazing success! Between the press coverage and the awards, it's been interesting keeping up with demand! We've won silver awards in the past for our Caramel Crusted Pistachios, Extra Brut Sipping Chocolate and last year for our Maple Cashew Crackle™, but when Ming Tsai said, *the gold winner for Outstanding Confection is... Dufflet Small Indulgences Caramel Crackle™*, I nearly jumped out of my seat!" adds Brand Specialist for Dufflet Small Indulgences, Heather Chu.

Dufflet Small Indulgences' line of Crackles, Tumbles™, Morsels and more are available at all three Toronto Dufflet Pastries cafés as well as gourmet grocers and gift shops through out North America.

For more information on Dufflet Small Indulgences, contact: Heather Chu, [heather@dufflet.com](mailto:heather@dufflet.com), 416-536-9640, toll-free 1-866-238-0899

For more information on Dufflet Pastries, contact Dufflet Rosenberg, [dufflet@dufflet.com](mailto:dufflet@dufflet.com), 416-536-1330



Left:  
Dufflet  
Rosenberg

Centre:  
Heather Chu

Right:  
Dufflet with  
Ming Tsai