

## Let them Worship Cake

AFTER 30 YEARS ON THE JOB, DUFFLET ROSENBERG STILL RULES THE SWEET SET

By Jowita Bydlowska

**WHAT KIND OF** cake would a queen make? Queenly rich in flavour and respectful of tradition, but also subject to the changing demands of her devoted court. Dufflet Rosenberg, the queen herself, is small and dainty in person. But any sense of fragility dissipates the moment she begins talking about her pastries. She shows off her Dovercourt bakery with



Dufflet reigns at her Dovercourt bakery.

the passion of a new parent. That bakery scent is enough to make you cross-eyed with desire.

"Pure and delicious," Rosenberg says when asked to describe her sweets. "They're a combination of taste and texture, of not-so-excruciatingly sweet but buttery and rich and just sweet enough." And a sample of her latest/oldest—Sour Cream Brazil Nut Torte, based on a classic recipe with Brazil nuts adding a modern twist—reveals another morsel: There is a bit of magic in the recipe. As you bite into this cake, you find something that has been missing dearly in your life—something you didn't even know was gone.

Rosenberg used to bake out of her mother's house, gradually annexing the basement as demand soared. In 1975 she launched Dufflet Pastries after. In the 1980s she would deliver old-school "Jewish-mom's" apricot squares to hit the sweet spot at the McGill Women's Club. Her philosophy was "to make desserts that I liked, and my friends and family enjoyed, and hope that there were others like me out there who would buy them."

Today, Dufflet Pastries supplies more than 500 specialty retailers and restaurants, and spreads its magic over more than 200 individual creations. A hundred employees stoke the cake-making furnaces, with a dozen manning the two Dufflet Pastries cafés on Queen West and Yonge Street, respectively.

In 2001, Rosenberg doubled the size of her Dovercourt factory. Her operation is big, but Rosenberg herself stays traditional, while remaining open to Toronto's eclectic influences and capricious demands—the classic Double Decker Fudge cake, the lime tarts and the German brownies that put Bavaria's best to shame.

Last year, to celebrate 30 years of sin, Dufflet Pastries launched Small Indulgences, grocery store-friendly products that adhere to the queen's principle of using only premium ingredients and shunning anything artificial. Grab & Go Desserts is a line of frozen, individually packaged chic cakes and tarts with flavours like Devil's Espresso Bundt. Specialty Gourmet is a series of shelf-friendly sauces, butter cookies and chocolate morsels.

As Dufflet Pastries celebrates 30 years, its essence is captured in delicacy: silky creams that melt in your mouth, fluffy fillings and nut-packed classic cakes.

Then there's the satisfaction of a deeply rooted Toronto tradition, cemented by client comments like, "You made my wedding cake, now you're making my daughter's wedding cake."

### Meet the Queen!

To thank her loyal subjects, er... customers, Dufflet Rosenberg will be slicing anniversary cake from 12 p.m. to 2 p.m. on Saturday, Nov. 19 at 787 Queen Street West; and on Saturday, Nov. 26 at 2638 Yonge Street. A portion of November's sales will be donated to Moorelands Camp, an organization that works with children and youth affected by poverty.