

FOR IMMEDIATE RELEASE

Toronto, ON (Friday, November 14, 2008) - Dufflet Rosenberg, Toronto's "Queen of Cake", to preside over the Western launch of Dufflet Small Indulgences frozen line of Grab + Go desserts at Vancouver's Urban Fare gourmet groceries.

Dufflet, CEO and founder of Dufflet Pastries, will be on hand to greet dessert aficionados and other foodies at the stunning new Urban Fare Shangri-La location (1133 Alberni Street) on Saturday, November 22nd from 12:00 pm to 3:00 pm, and again on Sunday, November 23rd from 12:00 pm to 3:00 pm at Urban Fare Coal Harbour (305 Bute Street).

"The response to Small Indulgences is fantastic" Dufflet says. "From winning an award for our Maple Cashew Chocolate Crackle at this summer's Fancy Food Show in New York, to spending a weekend here in Vancouver launching Grab + Go, I'm thrilled to finally be able to say YES when someone asks if they can buy Dufflet in Vancouver!"

Advocating a life-long policy of "Eat More Cake", Dufflet will tempt with in-store samples of her Grab + Go frozen line of gourmet desserts including Luscious Lemon Tart, Blueberry Cream Cheese Tart, Greatest Canadian Butter Tart, Dufflet's Carrot Cake and Raspberry Truffle Brownie.

About Dufflet Pastries

Dufflet Rosenberg established Dufflet Pastries in 1975. Today, the wholesale division supplies over 600 restaurants, gourmet grocers and caterers throughout Southern Ontario and Quebec with a selection of over 100 different desserts (plus sumptuous wedding and special occasion cakes) all hand-crafted from scratch, using only premium ingredients, with no artificial flavours, colours or preservatives added.

From a modest start-up in her home kitchen, Dufflet gained a reputation as Toronto's source for fresh and unique desserts and has been crowned the "Queen of Cake" by the national media. In 1980, she established a bakery downtown on Queen Street West, which evolved into a retail café when production was moved to a 10,000 square foot bakery at 41 Dovercourt Road. Since then, a second retail location was opened uptown at 2638 Yonge Street, followed by a third in the Beach on Queen Street East.

With Daniele Bertrand (partner and President of the Dufflet group of companies), Dufflet unveiled Small Indulgences in 2004, launching a line of frozen gourmet cakes and tarts and a series of packaged confections, including award winning crackles, tumbles and morsels, available in fine food stores across North America.

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