



**events + holidays:**

Feb 17 Ash Wednesday  
 28 Purim  
 Mar 07 Academy Awards (Oscars)  
 14 Daylight Savings time begins  
 16 Dufflet Easter/Passover newsletter  
 17 St. Patrick's Day  
 20 First day of Spring

Newsletter date: Tuesday, February 16, 2010  
 Product Available: Tuesday, February 23, 2010

**erin go eat more cake**

**Irish Cream Cheesecake**

Rich Irish Cream cheesecake in a shortbread crust; glazed with white chocolate and a caramel swirl; white chocolate flakes add the finishing touch.

Size: 10" Lg, 8" Sm  
 Price: Lg: \$44.00  
 Sm: \$25.00  
 Serve: Chilled  
 Store: Refrigerated



**Irish Cream Cheesecake Mini**

Smooth Irish Cream cheesecake set on a graham cracker crust; crowned with caramel flavoured whipped cream, pure caramel swirl and white chocolate flakes.

Size: 3"  
 Price: \$4.00 each  
 Serve: Chilled  
 Store: Refrigerated

**not too big for one, not too small to share!**



**NEW! Butterscotch**

Moist brown sugar cake topped with butterscotch frosting.

**Chocolate Fudge**

Moist chocolate fudge cake topped with shiny chocolate glaze.

**NEW! Devil's Mint**

Devils food cupcake topped with a swirl of mint frosting.

**NEW! Devil's Strawberry**

Devils food cupcake topped with a swirl of strawberry frosting.

**Double Vanilla**

Buttery golden vanilla cake with vanilla bean icing and a pastel frosting flower.

Size: 3" Price: \$2.60 each Serve: Room temperature Store: Refrigerated

## Seasonal Butter Shapes

Delicious butter shapes decorated with all natural colours - this month's collections include Tulips or Pet Pals.

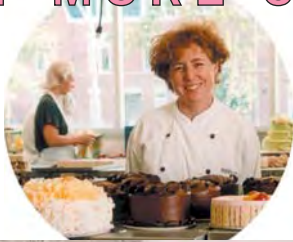
Size: 3"  
 Price: \$1.35 each  
 Serve: Room temperature  
 Store: Room temperature



## sweet news

# DUFFLET

## EAT MORE CAKE



Dufflet Rosenberg, Toronto's "Queen of Cake", celebrates **35 years of baking** for the masses in 2010 and invites you to **EAT MORE CAKE** with special events and exciting partnerships throughout the year.

The festivities began when Dufflet's flag-ship Downtown cafe celebrated **28 sweet years** at 787 Queen Street West with anniversary cake on Saturday, January 23rd.

Dufflet's **Kahlua Toffee Bars** and **Iced Brownies** make the trip to BC! Dufflet Pastries will be the pastry supplier to **Ontario House** during Vancouver's **2010 Winter Olympic Games, February 12-28**. Ontario House, located at Concord Place Community Celebration Zone at 50 Pacific Blvd in downtown Vancouver's False Creek area, will be open daily from 10 am. - 2 a.m. and admission is free.

In March, the LCBO will distribute their "**Find Your Flavour - Discover Liqueurs**" recipe book. Featuring **10 dessert recipes** created by **Dufflet Rosenberg** to highlight each of the liqueurs being promoted, the booklet will be included in newspapers throughout Ontario, along with a 4-recipe pull-out card in the March issue of LCBO's **Food and Drink** magazine.

### COMING SOON - NEW DUFFLET WEDDING CAKE DESIGNS!

Contact directly any of the 3 Dufflet Retail Cafe locations most convenient to you for a consultation and quote for your special occasion cake.

Downtown: 787 Queen Street West (open 7 days) - retail@dufflet.com  
 Uptown: 2638 Yonge Street (open 6 days, closed Mondays) - retail2@dufflet.com  
 Beach: 1917 Queen Street East (open 7 days) - retail3@dufflet.com

PDF Buying Guides are available from the Downloads section on our website. Whichever of our cafes you decide to contact will set up a consultation (via email, phone or in-person) to guide you through the design variables that effect pricing (sizes, shapes, flavours, flowers, finishes, etc).



## sweet stuff

### Deletions:

- Butter Shape - Hearts
- Camp Cookies L+S
- Cherries Jubilee
- Hazelnut Latte Cheesecake L+S
- Lemon Cupcake - 3"
- Linzer Heart Cookies
- Nutty Milk Chocolate Bites
- Chocolate Fudge Heart
- Chocolate Raspberry Heart Mini
- Strawberry Mousse Heart
- Valentine decorations on Chocolate Fudge Euro Tart, Cupcakes, Pink Velvet Cakes, Vanilla Layer Cakes

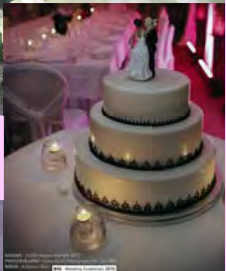
### SNEAK PREVIEW! Easter + Passover Newsletter

New signature **Strawberry Mousse Cakes** plus spring fresh **seasonal decorations** on Carrot Cakes, Single Layer Fudge Cakes, Cupcakes, Vanilla Layer Cakes + Pink Velvet Layer Cakes, **dessert ideas for Passover** ... and so much more!

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# Did Dufflet make your wedding cake?



Dufflet celebrates all things weddings with a **photo contest!**

We make the cakes, but never get the chance to see you enjoy them, so this spring we will create special wedding displays in our three retail locations to **showcase photos of couples next to their Dufflet wedding cakes.**

Whether your wedding was last year or 35 years ago, we would love to include your photo on our in-store collages.

All photos received will be entered into a **random draw** to win a **re-make of the top tier** of your Dufflet wedding cake for you and your partner to enjoy! (some restrictions and limitations apply).

How to enter?

From now until March 31st, 2010 please mail, email or drop off photos of your wedding day (showing your Dufflet cake). Please include the names of the wedding couple, date of event and any other comments you would like.

Email photos (as an attachment) to [nedra@dufflet.com](mailto:nedra@dufflet.com)

Mail photos to: **Dufflet Wedding Photos,**  
787 Queen St West, Toronto ON M6J 1G1

Drop off your photos to any of our 3 locations;

**Downtown:** 787 Queen Street West

**Uptown:** 2638 Yonge Street (closed Mondays)

**Beach:** 1917 Queen Street East

Please send high resolution photos that are as large as possible - we want to see you and your lovely cake!

All photos must be submitted prior to **March 31st** to be eligible for the special draw. **Please note photos will not be returned and may be cropped or otherwise altered for our collage.**