

## Video transcript for **Giancarlo Trimarchi visits Dufflet pastries in Toronto**

>> GIANCARLO: Giancarlo from Vince's Market, and today we're here at Dufflet Pastries in Toronto, and we're here for a one-on-one interview with Daniele and Dufflet from Dufflet Pastries and a tour of their facility to see what makes their product so special and so great.

>> VOICEOVER: While Dufflet may be one of the larger producers Vince's deals with, we continue to do so because Dufflet makes a product that's local, and while their business has grown in size, we believe they remain true to who they are.

>> GIANCARLO: So you started off as a small bakery in your mother's home. What was your motivation for growing the business, and how did it happen?

>> DUFFLET: We first started selling to the Cow Cafe, and it was just me, and then there were a few more people, people come and they wanted to buy this product, and they didn't know where to get it, so we started to bake for them. Then we grew out of that situation and had to move into a commercial space on Queen Street, and the demand was there, so we were pushed by people who wanted it.

>> VOICEOVER: And that want hasn't waned. 40 years later, Dufflet cakes and pastries are sold worldwide. So, what's the secret to their success?

>> DANIELE: It's the taste.

>> DUFFLET: Everything that we make is with natural ingredients, and we're very very picky about what we use. The product is creative and different. We do a lot of cuttings here, and we make sure we're on top of everything that we make. We're not perfect, but we take everything very very seriously, and we're passionate about what we do.

>> VOICEOVER: That passion was evident as we were given a rare sneak peek behind the scenes at Dufflet.

>> DANIELE: Now we're going to go into our bakery and we're going to show you how some of the things are made.

>> DUFFLET: We're just starting up our devil's food batter. Each batch gets made, and then we make the next bath and the next batch. We make a large variety every day.

We're in our finishing department and we're about to ice one of our famous carrots cakes with cream cheese icing.

>> DANIELE: We start everything from scratch. It's very important for us to understand the ingredients, to look even outside the dessert category so that we

look for trends and put things together that nobody else has put together, in a way that people will like it, not in a way that's too weird. But we love it, it's a passion, so we do that every day.

>> GIANCARLO: Who's part of the Dufflet team? Who really makes this ship sail?

>> DUFFLET: We've had employees here for 25 years plus, who know everything, they have everything memorized, they can do everything in their sleep. They've been extremely valuable to us.

>> DANIELE: Everybody has input. Everybody tastes the desserts, we share them with everyone, we listen to everyone, it's not important what department they're in. They can just taste dessert and give us some good feedback. They understand the Dufflet brand, so they're an extension of both of us, and a great support.

>> GIANCARLO: Dufflet has grown into a large company, recognized across Canada. What markets do you serve (I know Toronto is your home), and how do you get your product out to these markets?

>> DANIELE: We've been very lucky. We've had a very loyal following for almost 40 years now. They change markets, and they bring us to different markets. So we're very well diversified. We sell to groceries, we sell to white table restaurants, very high end, we sell to airlines, we sell to various food service outlets, so we're very well diversified. We also sell way beyond Toronto. We sell across Canada and we sell in the US and sometimes even abroad. A lot of it is shipped fresh, and if the customer prefers to have it frozen, we freeze it, and when we go further afield because we're all natural and have no preservatives, we have a very short shelf life when it's fresh. But when we sell it further afield frozen, we make it on demand and ship it immediately, so it's "fresh frozen."

>> GIANCARLO: How important is the independent business to you, the independent grocers, independent bakeries, independent restaurants, what does that mean to you as a business?

>> DUFFLET: It's very important to us. It allows us to sell such a wide variety of products, and we can be very flexible with the independent grocers, and we develop strong relationships with them. We don't have the layers and layers to go through. Often we talk to the owners all the time, so they know us, we know them, we shop in their stores, it creates a very strong bond, which is different than the mass market.

>> VOICEOVER: And that's exactly why we enjoy dealing with Dufflet: because Dufflet enjoys dealing with us. Well, that's not the only thing they enjoy.

>> DUFFLET: I think my favourite part is tasting and sampling everything we do, because it's all so delicious, and I think Daniele would agree with me on that.

>> DANIELE: Oh yes, I absolutely love tasting everything Dufflet does, and I love it when she comes up with new ideas and we haven't had a need for it yet, it's something totally new and it's fabulous.

>> DUFFLET: So dessert is the most important part of any meal.