



DUFFLET PASTRIES TO CLOSE QUEEN STREET WEST RETAIL CAFÉ LOCATION Iconic Bakery Focuses on North American Growth of its Wholesale Division

TORONTO, ON, April 19, 2023 – [Dufflet Pastries](#), a beloved local bakery known for its delectable desserts, has announced the closure of its flagship retail café location at 787 Queen Street West in Toronto. The closure is scheduled for Saturday, April 29 2023, and comes as part of Dufflet Pastries' strategic decision to focus on the strength of its wholesale business.

Dufflet Pastries has been a staple in Toronto's culinary scene for 48 years, offering an array of premium cakes, pastries, and chocolates. Founded by Dufflet Rosenberg in 1975, Dufflet Pastries opened its first store in 1982 on Queen Street West, quickly gaining popularity as a go-to source for premium treats made with entirely natural ingredients – no hydrogenated fats or oils, and no artificial colours, preservatives or flavours. Today, Dufflet Pastries has grown into a privately-owned custom desserts manufacturer and wholesaler, supplying airlines, grocers, restaurants, cafés, and gourmet food shops across North America with a dynamic selection of desserts and specialty lines.

"We are incredibly grateful to our loyal customers who have supported us over the years at our Queen Street West location," said Dufflet Pastries' Founder, Dufflet Rosenberg. "This decision is about our future and aligns with our long-term business strategy to focus on our wholesale operations, which have experienced significant growth in recent years." adds Daniele Bertrand, co-owner, Dufflet Pastries.

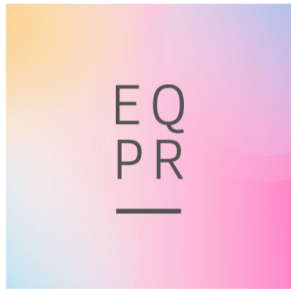
Retail customers will be able to continue placing online orders for Dufflet Pastries on the Shop pages at www.dufflet.com and choose to pick up their orders at Dufflet-Norseman (166 Norseman, Etobicoke). Dufflet Pastries are also available in Canada through retail partners such as Loblaws, Fortinos, Metro, Longo's, and Pusateri's.

"We are thrilled to take over the torch and legacy of Dufflet's uncompromising values of quality, all natural and hand-crafted desserts and expand beyond the current area. The foundation that she and Daniele built over the last 40 years will catapult us into our next phase of growth, staying true to our roots of French-inspired recipes and always pretty pastries and cakes!" added Gavinder Bhatia, CEO, Dufflet Pastries. "We remain committed to delivering the same high-quality desserts that our customers know and love. Our wholesale business allows us to share our desserts with even more people across Canada, and we are excited about the growth opportunities it presents for the future in North America."

Dufflet Pastries expresses its heartfelt thanks to all its customers, employees, and partners for their unwavering support at its Queen Street West location. The team looks forward to continuing to serve the community through its other grocer retail locations and online store. For more information, please visit Dufflet Pastries' website at www.dufflet.com.

For media inquiries or interview requests with Dufflet Rosenberg and Gavinder Bhatia, please contact:

Elaine Quan
EQPR Consulting
elaine@eqprconsulting.com
(416) 707-9902



About Dufflet Pastries: Dufflet Pastries is a privately-owned custom desserts manufacturer and wholesaler based in Toronto, Ontario. Founded in 1982 by Dufflet Rosenberg, Dufflet Pastries has become known for its creative desserts crafted from premium, entirely natural ingredients. Dufflet Pastries supplies airlines, grocers, restaurants, cafés, and gourmet food shops across North America with a dynamic selection of desserts and packaged specialty lines. For more information, visit www.dufflet.com.