

From sweet to spicy and everything in between

La Rose family bakery serves food your family will love

by Donna Danielli

For many people food is more than just sustenance, it's a soul-enriching, nurturing necessity. Milton's La Rose Bakery is the place those people go to feel at home.

A staple of the White Oaks Plaza, La Rose owners Cosimo and Maggie Lizzi took the opportunity last summer to increase their store size by three times with a move to a unit at the other end of the plaza. La Rose, which has been providing home baked goods and imported delicacies to Milton for almost 20 years, now has the space to offer so much more.

There is a wide selection of fresh baked pastas and pizzas, gour-

met chocolates, fresh produce, frozen foods, organic and soy products, as well as an ample supply of fresh baked breads and desserts that would delight the fussiest of gourmands.

Every loaf of bread found in La Rose is hand shaped and baked in La Rose's own ovens.

"What's new for us now are some of the pastries and bread," says Mrs. Lizzi. "We have a new pastry chef with a lot of great new ideas. Cosimo's making a lot of new breads, such as the hot jalapeno bread, flaxseed, semolina, and a sun-dried tomato bread."

Reaction to the new store has been very positive.

"There's so much more space and people can move around in comfort. That's really important," explained Mrs. Lizzi. "A lot of people are surprised when they walk in and we've had a really good reaction - which is great."

When Cosimo and Maggie moved to Milton, it wasn't with the intention of buying a bakery. Mr. Lizzi owned a part interest in the IGA that operated in the location where La Rose now stands, and used to walk over each day to the small La Rose Bakery (that stood in the middle of the plaza) for his coffee. When the owners of La Rose were looking for a buyer, they didn't need to look any further than the Lizzis.

They never considered changing the name of the bakery as it held fond memories for them as not only being named exactly the same as a bakery owned by Maggie's cousin in Toronto, but also La Rose was the name of the street Maggie grew up on.

"It was an odd coincidence, the name, and we just couldn't change it to anything else," Mrs. Lizzi said with a laugh. "It's actually funny because my father, who was a baker in Toronto, wanted to buy a bakery with my husband and my brother-in-law, but neither of them knew anything about running a

bakery. We'll be celebrating our 20th anniversary here in February and my sister and her husband now own Monastery Bakery in Oakville. I guess baking has always been in our background."

Baking is still a family affair for the Lizzis. At any given time, you can find Maggie and Cosimo's children, Emily, Maria, Salvatore and Dominic, lending a hand in the store when needed. Although Mrs. Lizzi is quick to insist that homework always comes first.

When planning holiday entertaining, hosts need look no further than La Rose. Do-it-yourselfers can choose from a wide variety of cheeses, meats, cookies and crackers, while those a little more pressed for time can enjoy the convenience of ordering freshly made antipasto trays, vegetable platters, meat and cheeses, dessert trays, or sandwich trays.

Dinner entrées available by the tray include homemade lasagna, ravioli, gnocchi, cannelloni, stuffed peppers, veal parmesan, and roast chicken. Fresh cookies will be available either on trays, or in a special presentation box.

"Our next major project will be ready-to-go meals," said Mrs. Lizzi. "People will like being able to pick up a home-cooked meal that they can take home with them."



Chef Pasquale visits La Rose Bakery.

The weeks leading up to Christmas will be particularly festive at La Rose with an even wider selection of products available. The weekly specials will vary and La Rose will see a return visit from TV's Chef Pasquale on Saturday, December 8 from 11 a.m. to 1 p.m. for all those who missed his first visit last month.

Whether you're looking for a quick lunch, a special Christmas gift, groceries, or that melt-in-your-mouth treat that keeps you going through hours of Christmas joy, La Rose Bakery is the first place to look. Once you've been to La Rose, you'll find there's no need to go anywhere else.



Mayor Kranz cuts the ribbon at last month's grand opening ceremony

Have a coffee or cappuccino, sit down and relax in our cafe. Take a break from all the holiday rush!

For the Holiday Season . . .

Deli Meat & Cheese Platters;
Dessert Platters; Fresh Fruit Platters; Antipasto Platters;
Veggie & Dip Platters;
Sandwich Trays

Custom cakes to order as well as a selection of cakes and pies every-day.

Gourmet Gift Baskets

We have a large selection of baskets for you to choose from. We fill them with your favourite imported brands of chocolates, panettone, torrone, and Christmas specialties.

Just a few to mention are:

Lindt Chocolates, Walker Shortbreads, Tre Marie Panettone, Pernigotti Torrone, Baci Perugina, Maxim's from Paris, the list goes on and on . . . come in and see for yourself.

Please let us know if you are looking for something exclusive, we will try our best to find it for you! Custom made baskets made on premises on request, for that special someone! You can choose the products or leave it to us to create a unique gift idea.

Christmas Cookies

Baked fresh on premises and hand decorated. Christmas cookie trays and boxed cookies ready to bring as a gift. Lots of **Christmas Tins** filled with Christmas specialties.

Deli Specials

Every week and a large selection of fine imported cheese from all over the world.

Baked fresh daily,
Specialty Breads & Buns

La Rose

Italian Bakery and Delicatessen

327 Bronte St. S. Milton
White Oaks Plaza

905-875-0303

Store Hours:
Open 7 days a week
Mon-Thurs
8:30 am to 7 pm
Fri 8:30 am to 8 pm
Sat 8:30 am to 6 pm
Sun 9 am to 5 pm