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Nothin' says lovin' like cookies fresh from the oven

By SUN MEDIA

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Freshly-baked cookies in TWO minutes! Impossible you say? Not if you visit the Sweet Flour Bake Shop in the Bloor West Village, the first customized, made-to-order bakery that has really sweetened up the neighbourhood. Imagine walking in, picking out your dough of choice, your favourite condiments (everything from chocolate chips to colourful M&Ms to dried fruit and so much more) -- and having the cookies baked before your very eyes, ready to go in just two minutes.

Decadent but oh, so delicious! Sweet Flour's founder -- avowed cookie-lover Kim Gans -- always had this dream to create a signature baking process that allows you to design your ideal cookie. The perfect customized cookie is created by choosing from gourmet doughs and more than 20 mix-ins. Customers can watch their cookie being mixed by Sweet Flour staff and get their warm and delicious cookie baked for them in just two minutes.

"At Sweet Flour Bake Shop, we pay tribute to the cookie," said Gans. "There is nothing quite like the decadent goodness of a cookie just out of the oven ... we want everyone to enjoy that simple pleasure that makes you stop to say 'Mmm!' and savour the moment."

Sweet Flour Bake Shop is a warm, inviting place with comfortable seating and touches from home. And it's not just cookies created here -- you can have customized muffin tops, cookie sandwiches (you MUST try the shortbread and salty taffy filling!) and home-made granola with fresh milk or yogurt; other great goodies, too. Supporting local products, Sweet Flour baked goods are made only from the finest fresh ingredients and customers can enjoy glass-bottled Ontario organic milk and Ideal, a fresh brewed organic, fair-trade coffee, too.

The sky's the proverbial limit when choosing your cooking filling, but word is there are some 15,000 combinations to choose from.

The delicious freshly-baked cookie can be enjoyed in the comfort of the Shop or customers can bring the "yum" home to family and friends --all baked goods are available for grab and go. You can even bring the dough home and bake at your leisure. Custom cookie sandwiches, which cost around \$2.25, come in chocolate, shortbread and peanut butter, and spreads include chocolate ganache, salted caramel, vanilla creme and raspberry jam, to name a few. Fresh-baked custom cookies are \$2.50, and yogurt parfait with homemade granola and fresh fruit costs \$5. Catering, too, and the company's branching into the wedding biz as well.

"We just wanted to capture that fresh-baked experience and offer it to cookie lovers everywhere," notes Gans. "In a way, we've modernized nostalgia!" Grand opening is this Saturday.

- Sweet Flour Bakery, 2352 Bloor St. W. (west of Windemere, on the north side), Mon.-Thurs. 7 a.m. to 9 p.m., Fri. 7 a.m. to 10 p.m., Sat. 8 a.m. to 10 p.m., Sun. 8 a.m. to 7 p.m. sweetflour.ca

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