



Owner, Jocelyn Thorwaldson had a dream from a very young age. She wanted to be an entrepreneur. She grew up in Saskatchewan but moved to PEI to make her dream become a reality!

This B&B offers a relaxing, comfortable, at home feel, especially when you sit in the hot tub, with the sun setting on the horizon through the Weeping Willow tree.

Fast forward 1 year and she made that wish come true. When an opening became available, in the downtown core of Kensington, she could not pass up the opportunity to open her own bakery.

She says it was a “No Brainer”! Now everyone can enjoy her delicious treats at the Willow Bakery & Café.

Guests will be treated to the baked items Jocelyn provides daily. The guests always comment on how fresh and delicious her items are and how they wished that they could get them at a store or restaurant. She took their suggestion to heart.

The purchase of a lovely, historic home, located in Kensington, the heart of PEI, was the birth of her dream. She opened a Bed and Breakfast operation that was known as “The Willow House”.



The Bakery has been so popular that she has hired several full-time staff. She credits her initial success to the support given by CBDC Central PEI because at that time, she had been months into renovations and costs started being more than expected. She said, “CBDC Central PEI helped me get over the finish line to open this business.”

The Willow Bakery and Café opened its doors in March 2020.... The day that the COVID pandemic started. Who could have foreseen that happening!



The Willow Bakery and Café is famous for its “Cinny Buns” and “Scones”. These were the initial staple items in the Bakery but as time passed, more and more tasty treats were added to the menu. The homemade baked goods are made with fresh ingredients from local farmers and businesses.

“CBDC Central PEI was there for me on multiple occasions to help with resources and information to allow me to open my business and start my dream. They have always been very informative and helpful and are “actually there” for small businesses wanting them to succeed and “actually help!” said Jocelyn Thorwaldson.