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CREATE YOUR OWN SWEET ENDING

Scoop: The Häagen-Dazs Flavor Search Seeks Top Flavor Ideas

Oakland, Calif. (December 15, 2006) – Do you have what it takes to be the next top ice cream chef in America? Häagen-Dazs® ice cream is partnering with *Gourmet* magazine to challenge food-lovers and dessert connoisseurs across the nation to put their tastebuds to the test and create what they think could be the next irresistible flavor of Häagen-Dazs ice cream.

Scoop: The Häagen-Dazs Flavor Search allows just eight weeks, from December 15, 2006 through February 9, 2007, for contestants to dream, experiment and design an entry showcasing an idea for a tempting new flavor. The winning flavor will be promoted in *Gourmet* magazine and sold in 2007 as a limited edition to the Häagen-Dazs ice cream line-up in grocery stores and Häagen-Dazs® Shops nationwide. To further sweeten the prize, the winner will be flown to *Gourmet*'s headquarters in New York City to launch the new flavor with television show host, cookbook author and executive chef of *Gourmet* magazine, Sara Moulton.

“We are looking for delicious flavor combinations that surprise and delight,” says Stacey Strother, Häagen-Dazs. “Inspiration could come from anywhere: your favorite dessert as a child, a cooking ‘mistake’ that resulted in something wonderful or a tantalizing flavor combination you experienced at a restaurant.”

“This contest is about stimulating everyone’s creative juices,” says Sara Moulton. “We all have an ice cream fantasy flavor; I can’t wait to see what exciting inventions come my way.”

To enter *Scoop: The Häagen-Dazs Flavor Search*, contestants must post an original video, photograph, written or illustrated entry depicting the delectable ice cream flavor they think will take the nation by storm at Häagen-Dazs.com/Scoop. And it's not just up to the experts! America will have the opportunity to weigh in on the top-three flavor ideas and taste-test the top three at select Haagen-Dazs Shops and events. See Haagen-Dazs.com/Scoop for full rules and details and check back in late September for news of the winning flavor.

Sweet Victory

Last year's winning entry resulted in Häagen-Dazs Sticky Toffee Pudding ice cream, a mix of creamy vanilla ice cream, chunks of moist, brown sugary cake and swirls of gooey toffee sauce, created after a well-loved British dessert.

"I had so much fun working with Häagen-Dazs to make my flavor idea a reality," says Judiaann Woo, a pastry chef, food writer, editor-in-chief of PastryScoop.com – and last year's winner. "It's incredible that my Sticky Toffee Pudding ice cream is currently being enjoyed by people all over the country!"

Judiaann's Häagen-Dazs Sticky Toffee Pudding ice cream is available at grocery stores and Häagen-Dazs shops throughout the United States. To find a store near you, call (800) 767-0120.

About Häagen-Dazs ice cream

Crafted in 1961 by Reuben Mattus in his family's dairy, Häagen-Dazs is the original superpremium ice cream. True to tradition, Häagen-Dazs is committed to using only the purest ingredients in crafting the world's finest ice cream. Truly made like no other, today Häagen-Dazs ice cream offers a full range of products from ice cream to sorbet, frozen yogurt and frozen snacks in more than 65 flavors. Häagen-Dazs products are available around the globe for ice cream lovers to enjoy. For more information, please visit www.Häagen-Dazs.com.

About Gourmet

Gourmet, The Magazine of Good Living, celebrates the pleasures of dining, entertaining and travel with an affluent and active audience of nearly 5.5 million passionate readers each month. Now in its 65th year, *Gourmet* presents authentic and unique epicurean experiences from around the globe, ranging from the everyday to the extraordinary, through award-winning journalism and photography by acclaimed writers and photographers.

About Sara Moulton

Sara Moulton is currently executive chef at *Gourmet* magazine, food editor for *Good Morning America* and host of the Food Network's *Sara's Secrets*. She is also the author of two cookbooks, *Sara's Secrets for Weeknight Meals* and *Sara Moulton Cooks at Home*. Sara graduated from the Culinary Institute of America at the top of her class in 1977, and worked in restaurants in the United States and France for seven years before joining the magazine. More information about Sara can be found at www.saramoulton.com.

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