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Sticky...Toffee...Pudding...Three Delicious Words Mean Sweet Ice Cream Success

Ice cream lover takes inspiration from classic British dessert and wins Häagen-Dazs® ice cream flavor contest

OAKLAND, Calif., (July, 17, 2006) – Sticky Toffee Pudding. The name alone makes you want to have a spoon in hand. That’s how Judiaann Woo knew the famed British dessert had potential be the next hot trend in the world of ice cream indulgence. She entered Sticky Toffee Pudding into Food Network’s **SCOOP!** contest to pick the next *Häagen-Dazs*® ice cream flavor. Her flavor inspiration really “stuck” with the judges and was selected to be sold as a limited-edition flavor in grocery stores and *Häagen-Dazs* shops nationwide, beginning Saturday, July 15th.

Häagen-Dazs and Food Network began the search for the next flavor craze last summer when they challenged ice cream lovers across the country to create their ultimate dessert fantasy. From Cannoli to Toasted Coconut Sesame Brittle to Carmelized Figs and Walnuts, ice cream connoisseurs dreamed up the next Dulce de Leche, but in the end, honors went to a flavor with roots across the pond.

“Sticky Toffee Pudding is a British dessert that you can find in every restaurant and pub in London. Over the past year, I have seen it pop up on menus across New York City where I live,” says Woo, a pastry chef, food writer and editor-in-chief of PastryScoop.com at The French Culinary Institute. “What molten chocolate cake was ten years ago and what Dulce de Leche was five years ago – this year and next it’s all about Sticky Toffee Pudding!”

Sticky Toffee Pudding is a wickedly delicious dessert consisting of a steamed brown sugar cake with a self-contained, decadent toffee sauce. As interpreted by Woo and *Häagen-Dazs*, the desserts’ ice cream equivalent is made from a creamy vanilla ice cream base with chunks of moist, brown sugary cake with swirls of gooey toffee sauce.

A two-hour Food Network special, **SCOOP!**, which premiered on Saturday, July 15th at 9 p.m. ET/PT, follows the five contest finalists on their journey to create the newest *Häagen-Dazs* ice cream flavor. To find show airings, log on to www.foodnetwork.com. Viewers can also log on to see applicant videos, take part in a poll and get delicious ice cream recipes, facts and tips.

About Häagen-Dazs

Crafted in 1961 by Reuben Mattus in his family's dairy, Häagen-Dazs is the original superpremium ice cream. True to-our-tradition, we are 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.haagen-dazs.com.

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