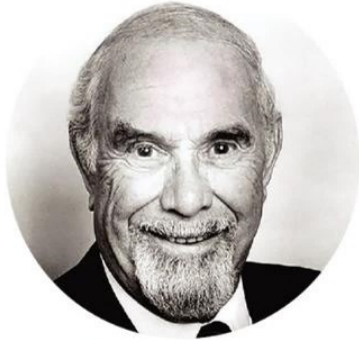




# The ice cream of ice creams



DON'T HOLD BACK.



**Reuben Mattus**  
Founder of Häagen-Dazs™

# Häagen-Dazs™ Störy

Since 1961, Häagen-Dazs™ has been making ice cream like no other. We continued the passion of Reuben Mattus in crafting the perfect flavours and creamiest textures, using only the finest and carefully selected ingredients, is what we set the Häagen-Dazs™ brand apart. Today, we continue to transform the finest ingredients into extraordinary experiences, bite by bite.

When Mattus set his sights on Strawberry, he knew that only the best variety would do. It took him six years to find the perfect sweet red berries for his ice cream.



**First launch outside of the US:  
Singapore and Hong Kong.**



**Launch of a new  
range of stickbars  
across the world.**



In 2021, launch twist flavors, captures multi-sensorial moment with the perfect combination of two delicate ice creams twisted together.



Häagen-Dazs™, the world's first super-premium ice cream was created. The 3 original flavours were: Vanilla, Chocolate, and Coffee.



**The first Häagen-Dazs™ Shop  
opened in New York City.**



Modernization of a gift-giving tradition with the launch of ice cream mooncakes in Hong Kong.



In 2018, new brand world of Everyday Made Extraordinary with Häagen-Dazs™.



In 2022, launched 'The Ice Cream of Ice Creams' Campaign - an iconic, yet authentic, and the gold standard of ice cream.



# Why Häagen-Dazs™?

HÄAGEN-DAZS IS THE ONLY ICE CREAM UNCOMMONLY CRAFTED TO STOP YOU IN YOUR TRACKS, ENABLING YOU TO EXPERIENCE THE JOY OF LETTING GO AND LIVING IN THE MOMENT.

We are extraordinary ice cream.  
And create extraordinary moments.

Häagen-Dazs is confident always being the gold standard of ice cream.

It's an iconic, yet authentic, its made with true materials and very good tastes.

Proud to say we're 'The Ice Cream of Ice Creams', because only ice cream from Häagen-Dazs brings true savouring moments.



## Uncompromising Quality

Today, Häagen-Dazs™ ice cream is made by milk and fresh cream in France with fine ingredients from all around the world. We offers the natural and velvety ice cream without any artificial flavourings, colorings and emulsifier added into our ice cream. The low air content in Häagen-Dazs™ ice cream gives it a smoother and creamier of velvety texture.

Häagen-Dazs™ is the promise that guarantees consumers the ultimate pleasure and indulgence. It's a lifestyle that is being enjoyed all over the world.



**Iconic  
Flavours**

**Limited  
Edition  
Flavours**

**Ready-to-serve  
ice cream**

**Scoops &  
Creations**

**Accredited by  
FSSC 22000**

**JAGOTA**

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# Your Favorite Flavours



**Belgian Chocolate**

BULK 9.46 LT.	PINT 473 ML.	MINI CUP		
		75 ML. 36 CUPS	100 ML. 12 CUPS	24 CUPS
✓	✓		✓	✓

CODE ICH 1830 ICH 1869 ICH 1909R ICH 1909



**Vanilla**

BULK 9.46 LT.	PINT 473 ML.	MINI CUP		
		75 ML. 36 CUPS	100 ML. 12 CUPS	24 CUPS
✓	✓		✓	✓

CODE ICH 1993 ICH 1997 ICH 1847R ICH 1847



**Strawberry**

BULK 9.46 LT.	PINT 473 ML.	MINI CUP		
		75 ML. 36 CUPS	100 ML. 12 CUPS	24 CUPS
✓	✓		✓	✓

CODE ICH 1835 ICH 1870 ICH 1846R ICH 1846



**Macadamia Nut**

BULK 9.46 LT.	PINT 473 ML.	MINI CUP		
		75 ML. 36 CUPS	100 ML. 12 CUPS	24 CUPS
✓	✓		✓	✓

CODE ICH 1991 ICH 1996 ICH 1844R ICH 1844



**Cookies & Cream**

BULK 9.46 LT.	PINT 473 ML.	MINI CUP		
		75 ML. 36 CUPS	100 ML. 12 CUPS	24 CUPS
✓	✓			✓

CODE ICH 1995 ICH 1872 ICH 1850



**Coffee**

BULK 9.46 LT.	PINT 473 ML.	MINI CUP		
		75 ML. 36 CUPS	100 ML. 12 CUPS	24 CUPS
✓	✓			✓

CODE ICH 1840 ICH 1875 ICH 1853



**Salted Caramel**

BULK 9.46 LT.	PINT 473 ML.	MINI CUP		
		75 ML. 36 CUPS	100 ML. 12 CUPS	24 CUPS
✓	✓			

CODE ICH 1838 ICH 1871



**Caramel Biscuit & Cream**

BULK 9.46 LT.	PINT 473 ML.	MINI CUP		
		75 ML. 36 CUPS	100 ML. 12 CUPS	24 CUPS
✓	✓			✓

CODE ICH 1831 ICH 1877 ICH 1849



**Chocolate**

BULK 9.46 LT.	PINT 473 ML.	MINI CUP		
		75 ML. 36 CUPS	100 ML. 12 CUPS	24 CUPS
✓				

CODE ICH 1994



**Matcha Green Tea**

BULK 9.46 LT.	PINT 473 ML.	MINI CUP		
		75 ML. 36 CUPS	100 ML. 12 CUPS	24 CUPS
✓	✓			✓

CODE ICH 1992 ICH 1998 ICH 1854



**Dark Chocolate Ganache & Almond**

BULK 9.46 LT.	PINT 473 ML.	MINI CUP		
		75 ML. 36 CUPS	100 ML. 12 CUPS	24 CUPS
				✓

CODE ICH 1861



# Your Favorite Flavours



**Twist & Crunch Belgian Chocolate & Strawberry**

BULK 9.46 LT.	PINT 473 ML.	MINI CUP		
		75 ML. 36 CUPS	100 ML. 12 CUPS	24 CUPS
	✓			

CODE ICH1965



**Vanilla Caramel Brownie**

BULK 9.46 LT.	PINT 473 ML.	MINI CUP		
		75 ML. 36 CUPS	100 ML. 12 CUPS	24 CUPS
✓				

CODE ICH1842



**Mango Sorbet**

BULK 9.46 LT.	PINT 473 ML.	MINI CUP		
		75 ML. 36 CUPS	100 ML. 12 CUPS	24 CUPS
✓				

CODE ICH1841



**Raspberry Sorbet**

BULK 9.46 LT.	PINT 473 ML.	MINI CUP		
		75 ML. 36 CUPS	100 ML. 12 CUPS	24 CUPS
✓				

CODE ICH1837



**Strawberry Cheesecake**

BULK 9.46 LT.	PINT 473 ML.	MINI CUP		
		75 ML. 36 CUPS	100 ML. 12 CUPS	24 CUPS
✓				

CODE ICH1834



# Your Favorite Flávours



**Vanilla Caramel Almond**

SANDWICH		STICKBAR	
90 ML.		80 ML.	
18 PACKS	36 PACKS	12 PACKS	24 PACKS
		✓	✓

CODE

ICH 1920R ICH 1920



**Chocolate Choc Almond**

SANDWICH		STICKBAR	
90 ML.		80 ML.	
18 PACKS	36 PACKS	12 PACKS	24 PACKS
		✓	✓

CODE

ICH 1954R ICH 1954



**Matcha Green Tea & Almond**

SANDWICH		STICKBAR	
90 ML.		80 ML.	
18 PACKS	36 PACKS	12 PACKS	24 PACKS
		✓	✓

CODE

ICH 1956R ICH 1956



**Cookies & Cream**

SANDWICH		STICKBAR	
90 ML.		80 ML.	
18 PACKS	36 PACKS	12 PACKS	24 PACKS
		✓	✓

CODE

ICH 1919R ICH 1919



**Salted Caramel**

SANDWICH		STICKBAR	
90 ML.		80 ML.	
18 PACKS	36 PACKS	12 PACKS	24 PACKS
		✓	✓

CODE

ICH 1922R ICH 1922



**Chocolate Choc Almond (3x12Packs)**

STICKBAR
80 ML.
36 PACKS
✓

CODE

ICH 1890



**Vanilla Caramel Almond (3x12Packs)**

STICKBAR
80 ML.
36 PACKS
✓

CODE

ICH 1893



# Häagen-Dazs™ Applications in F&B Channel

Häagen-Dazs™ is popular among customers in F&B channel which includes 5-stars hotels, restaurants, airlines, theme parks, club houses, cinemas, etc. Ice cream is widely used in buffet, room service, flight meal, special dessert and beverage. Consumers can enjoy the indulgence of Häagen-Dazs™ anywhere.

Format	Applications
Bulk (2.5 Gallon)	<ul style="list-style-type: none"> <li>• Suitable for scoops and creations, ideal for F&amp;B channels.</li> <li>• Better cost efficiency</li> </ul>
Häagen-Dazs Mini Cup (100ml)	<ul style="list-style-type: none"> <li>• Hygienic, convenient and labour cost saving</li> </ul>
Häagen-Dazs Stick Bar	<ul style="list-style-type: none"> <li>• Rich and crunchy Belgian milk chocolate coating goes with the silky smooth ice cream</li> <li>• Hygienic, convenient and labour cost saving</li> <li>• Excitement to customers</li> </ul>



2.5 Gallon Bulk  
Unit/Case:

96 Scoops · Around 3 oz per scoop  
144 Scoops · Around 2 oz per scoop



Häagen-Dazs Mini Cup  
100ml x 24



Häagen-Dazs  
Creation



Häagen-Dazs Stick Bar  
80ml x 12



Häagen-Dazs with Beverages  
· Smoothies · Cocktail



Häagen-Dazs  
Fondue



# Häagen-Dazs™ Branding Collaterals

We are happy to provide marketing collaterals to maximize the visibility of Häagen-Dazs™ in your shops. Please contact your sales representative to get more details about it

Hanging Mobile

Parasol



Mobile Menu

Window Decal

Tent Card

Poster

## Branded Freezers



Upright Freezer



Chest Freezer



Counter-top Freezer





# Tips

## Tips For Häagen-Dazs™ Ice Cream Storage

- 1) The freezer temperature should be kept at  $-21^{\circ}\text{C}$  or below.
- 2) The freezer should be locked at night to prevent any goods damages caused by door opening accidentally.
- 3) The shelf life of ice cream will be shortened once it is opened or ice cream temperature is beyond  $-18^{\circ}\text{C}$ . Therefore, checking opened ice cream bulk cans in a regular basis is recommended including colour and taste to avoid quality deterioration.
- 4) Check the storage freezer temperature twice a day to ensure the freezer is functioning well.
- 5) Defrosting should be done regularly to guarantee constant temperature inside the freezer, thus maintaining the quality of product.

