



### MARKET

Now it is almost hard to recall that there was a time when by and large ice cream was perceived as a cheap treat, in the main associated with kids and summer.

Häagen-Dazs changed consumer's perception of ice cream for good when it created the super premium sector. Significantly, growth has been measured in value terms with a high increase over the three-year period from 1997, reflecting a consumer trend away from the low-end towards high-value products (Source: Mintel).

In today's ice cream market adult and children's brands are clearly defined. Noticeable market trends include the introduction of brand extension lines from the confectionery and beverages sectors as well as a swing away from seasonal consumption habits. The popularity of

super premium products positioned, as indulgence treats is also strong as well as the growing popularity of organic and healthy-eating products.

Internationally, Häagen-Dazs, Ben & Jerry's and Hill Station all sit within the 'Super Premium' category, this is decided purely on the quality of the product, 'Super Premium' also sits within the 'Premium' category where other brands such as Carte D'or Mars and Cadbury as well as many own label products are all players.



### ACHIEVEMENTS

Häagen-Dazs is now a highly visible global brand, selling strongly in Japan, France, Germany, Canada, China, Latin America, North America, Hong Kong, Singapore and many other countries.

The Häagen-Dazs brand has attracted a growing level of competition within the super premium sector, which has directly led

to combined premium and luxury product sales now representing over a quarter of total market value (Source: Mintel).

In the UAE, Häagen-Dazs was launched in 1999 when National Trading and Developing Establishment (NTDE) acquired the master franchise and exclusive distribution for the country.

Within NTDE itself, Haagen Dazs is separated into two divisions the Cafes and retail Distribution. The company has a rich network of five cafes in the UAE, located in Dubai and Sharjah whilst the Retail Distribution Division serves over 400 different outlets within the country catering for most major five star hotels, selected restaurants and coffee shops and supermarkets.

### HISTORY

Häagen-Dazs traces its origins back to the early 1920s. From the outset, the brand's originator insisted upon using only the finest, purest ingredients to create the product's distinctive flavour and in 1961 took the decision to form a new company dedicated to furthering this individualistic vision.

Having started out with just three flavours: vanilla, chocolate and coffee, Häagen-Dazs's obsession with selecting only the best ingredients took them as far a field as Madagascar and Belgium, further enhancing their products' connotations of the exotic and indulgent.

Initially available only through selected gourmet food stores and delis, Häagen-Dazs ice cream rapidly became synonymous with the city's fashionable cafe culture. The brand developed a powerful word of mouth reputation, creating an enthusiastic following that was being serviced nationwide by 1973 without the benefit of any tangible advertising or promotion.

In the meantime, those original retail outlets led to the development of the first dedicated Häagen-Dazs shop in 1976, the basis on which over 650 Häagen-Dazs cafes are now currently located around the world.

In response to global demand for the product, international distribution of Häagen-Dazs took off in 1982 when it first became available in Canada. Shortly afterwards, the Häagen-Dazs brand was sold to the Pillsbury Company limited. Just one year later it began to produce Häagen-Dazs in Japan where it quickly became the best selling premium ice cream brand in the country.

Since 1987, Häagen-Dazs has made in-road; into many other European countries such as France, Germany, Spain and Italy. In January 1989, Pillsbury was acquired by Grand Metropolitan plc and after a series of acquisitions is now owned by The General Mills Company and has many sister brands such as Green Giant, Old El Paso and Betty Crocker.

### PRODUCT

True to the vision of its originator, Häagen-Dazs; Ice cream is made from the highest quality natural ingredients: fresh cream and milk, sugar eggs and natural flavourings, and without the addition of any artificial flavours or colourings. Only double-pasteurised fresh egg yolk is used

in production, and all Häagen-Dazs flavours are marketed as suitable for lacto-ovo vegetarians. In line with the brand's quality control standards, pectin is used as the preferred gelling agent, a natural ingredient that is found in all fruits.

Häagen-Dazs's distinctive texture is achieved by ensuring a high ratio of cream to air this further differentiates it from less expensive products at the lower end of the category which tend to contain a lot more air which is why they are softer than Häagen-Dazs. For optimum enjoyment, Häagen-Dazs is best left to temper a little once removed from the freezer.

Top-selling flavours include Vanilla, Pralines & Cream and Belgian Chocolate. A total of twenty different flavours are available including Banoffee, Strawberry Cheesecake, Cookies and Cream, Strawberry, Toffee Crème and Vanilla Caramel Brownie.

Also Haagen dazs provides a range of pre-packed products such as the unique Mini Cups (which are sealed and which include a plastic spoon) Stickbars and Pints. Recently the company launched, within the UAE, "Cream Crisp" which is a unique new concept in enjoying Haagen Dazs ice cream. The cafes serve customers with a unique range of pastries, homemade cakes and ICE CAKES (the latest product launched).

### RECENT DEVELOPMENTS

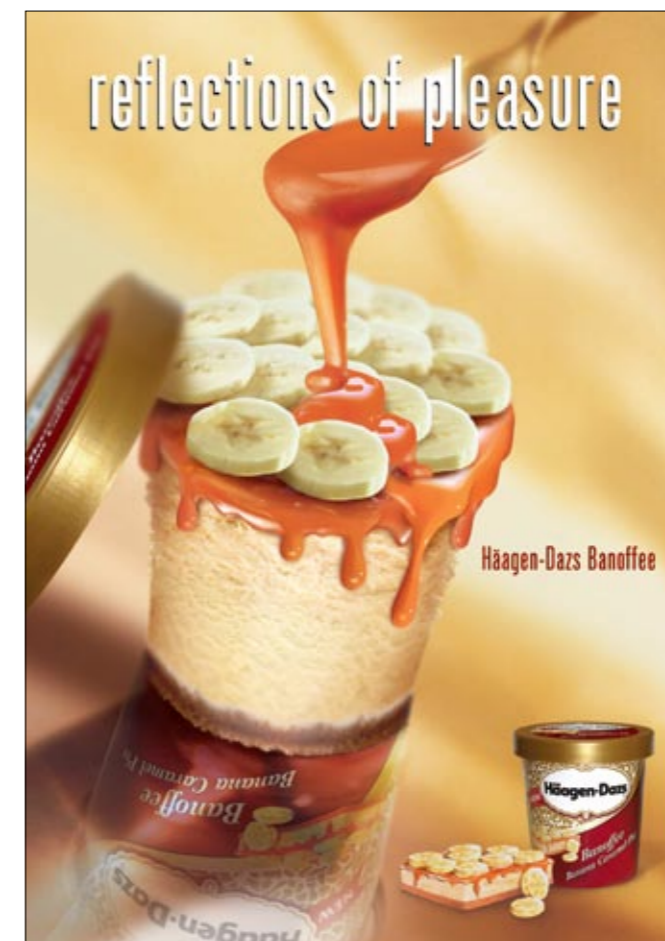
New product development is fundamental to continuing success within the super-premium category, and Häagen-Dazs is dedicated to constantly innovating its range of flavours, the most recent new entrants being Banoffee, Vanilla Caramel Brownie, Cookie Dough Chip and Tiramisu. 2002 was a busy year for Häagen-Dazs, they also launched the new "Minissime" in both Chocolate Cookie and Vanilla Macadamia Nut

flavours, these are miniature stickbars that are an everyday treat. They also updated their minicup multipacks (4x 100ml tubs) to show the differentiation between the two packs "True Classics" being smooth flavour; (Vanilla, Toffee Crème and Belgian Chocolate) and 'Pure Pleasures' being the more

Indulgent flavours that have bits in (Vanilla Caramel Brownie, Pralines & Cream, Cookies and Cream and Strawberry Cheesecake). August 2000 saw the launch of the Häagen-Dazs website, welcoming online visitors to 'the source for pure pleasure' with reminders of the product's insistence upon natural ingredients serving to further instil an overriding impression of self gratification. The site offered recipes for 'nights in' and also included details of indulgent offers and competitions such as shopping-trips, designed to appeal to the lifestyle of the Häagen-Dazs consumer.

### PROMOTION

The company started stealthily and did not advertise; instead it made sure that the product was distributed in upmarket outlets and began a 'whispering campaign' about this new, incredibly creamy ice cream. The campaign then went one step further with PR activity and sampling of the 'Häagen-Dazs experience' in stores, at college freshers' balls, at celebrity parties and film premieres.



Full-scale press advertising began in 1991 and presented the brand as an adult pleasure through images of couples enjoying the product together. After this, the brand built on its seductive credential with a US\$30 million European marketing package to take the strategy one



step further The 'Dedicated to Pleasure' campaign in 1988 saw full-page ads incorporating sensuous pictures of couples in provocative embraces in up-market magazines such as Vogue and Harpers & Queen, 1995 saw the launch of the 'Heat' campaign, in its day the ultimate in risqué advertising, and establishing the product's continuing association with television and the Cinema. Viewers were just able to make out the bodies of a man and a woman, who were sensuously covering one another with Häagen-Dazs. Häagen-Dazs started the new millennium by substituting the brand name for the word 'love' in a series of romantically cast advertisements, with couples variously

reflections of pleasure



described as 'falling head over heels in Häagen-Dazs', or blinded by 'Häagen-Dazs at first sight'.

In a move away from previous campaigns, humour was used in the '100% Perfect' creative campaign; one of its memorable characterisations being the old man with a beautiful young wife, sadly unable to remember where he lives - a tongue-in-cheek reminder that 'in this uncertain world only Häagen-Dazs is 100% perfect'.

In the wake of a brand re-launch three years later, Häagen-Dazs launched the light-hearted 'Pleasure is the Path to Joy' campaign which parodied a faddish new age interest in self-awareness programmes and pleasure retreat workshops.

### BRAND VALUES

Häagen-Dazs is universally recognised as a high quality luxury brand. The product's consumers are defined as being worldly, intelligent, highly discerning and intent upon the pursuit of pure pleasure.

Häagen Dazs cafes, located in strategic areas, represent the "showroom of the brand" and allow customers to experience the finest ice cream in the world in a very pleasant environment.

[www.haagen-dazs.com](http://www.haagen-dazs.com)

### Things you didn't know about Häagen-Dazs

The idea for Häagen-Dazs dates back to the early 1920's.

Ice cream was invented before 1,000 BC in China, during the Tang Dynasty, as a special treat for the emperor.

Häagen-Dazs ice cream is made from the finest ingredients with no preservatives, artificial flavors or colorings.

Häagen-Dazs products are best stored at home unopened at 0 degrees F (-18°C).

The perfect temperature for eating Häagen-Dazs is -15°C, which usually means leaving it to stand in room temperature for ten minutes or so, it is worth the wait as during this time the bits in the ice-cream are actually blending with the product, making it taste mouthwateringly delicious.

Superbrands