

MEDIA RELEASE
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**Peanut butter lovers rejoice;
Haagen-Dazs™ launches latest flavour to their collection**

A combination of salty, sweet and sticky, the latest flavour from Haagen-Dazs™ is about to hit New Zealand supermarkets on 3rd September.

Haagen-Dazs™ Peanut Butter Crunch is an utterly luxurious nutty delight that will be available in both pints and sticks. Combining the most delectable peanut flavoured ice cream, enriched with a gooey swirl of peanut butter sauce, offset by salted, caramelised nuggets of peanuts providing texture and all important crunch.

Haagen-Dazs™ followers will love that Strawberry Cheesecake ice cream is coming to New Zealand at the same time. Reminiscent of a classic New York cheesecake, this indulgent new flavour shows off with a super-luxe blend of soft cream cheese, crumbling biscuit and an intense strawberry sauce.

“We know how important it is to keep innovating when it comes to flavour but avoid getting gimmicky or moving away from the luxury and premium feel our fans have come to expect from Haagen-Dazs™.

“Peanut butter is without a doubt having a moment right now and significant time is dedicated at our factory in France to perfecting the ingredients and flavours so that we always deliver on flavour and mouth feel,” says Haagen-Dazs Activation Manager, Emma Duncan.

Creating extraordinary ice cream since 1961, Haagen-Dazs™ has a heritage of using only the best ingredients worldwide which has firmly cemented them as one of the most loved premium ice cream brands.

Each ice cream base starts with four simple ingredients – cream, milk, sugar and eggs. After that, only carefully selected ingredients, sourced from producers around the globe, are added to create each gorgeous flavour.

“Our commitment to uncompromising quality is what makes Häagen-Dazs™ the super-premium ice cream it is and proudly consumed in over 90 countries worldwide,” says Emma.

Pints of the new Peanut Butter Crunch and Strawberry Cheesecake flavours will be available from supermarkets across New Zealand with an RRP of \$12.49 from 3rd September 2018. Multipack Stick bars are launching at the same time with an RRP of \$9.99.

#haagendazsnz #everydayextraordinary

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For more information or hi-res images please contact:

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Notes to editor:

About Häagen-Dazs™

Häagen-Dazs™ has been making ice cream since 1961. The company's founder, Reuben Mattus, had a vision to make the best ice cream in the world using high quality, carefully selected ingredients. Every Häagen-Dazs™ ice cream starts with 4 simple ingredients, fresh cream, milk, eggs and sugar, which are then blended with carefully selected ingredients. Launching with three simple flavours – chocolate, vanilla and coffee, today the ice cream is sold in major supermarkets, convenience stores and through foodservice channels, and has more than 24 products, including pint tubs, mini cups and stick bars, around the world. The brand is also the official ice cream of iconic tennis events such as Wimbledon and the Australian Open.

About General Mills

Founded in 1866, General Mills is one of the world's leading food companies, which operates in more than 100 countries and markets more than 100 consumer brands. Headquartered in Minneapolis, Minnesota, USA, General Mills had fiscal 2016 global net sales of US \$17.6 billion.

General Mills New Zealand markets and distributes a number of much loved consumer brands including Old El Paso™, Häagen-Dazs™, Nature Valley™, Betty Crocker™ and Fibre One™.