

Marketing Fundamentals Assignment 1



“Ice Cream Like No Other”

Submission date: 22-April-2022 19:24PM (UTC+0100)

Submission ID: 2121864

File name: Marketing Fundamentals_Haagen Dazs Blog_Alexandru Gagos.docx (3.97 MB)

Word count: 2843

Häagen-Dazs™ have been making ice cream like no other since 1960. Our founder, Reuben Mattus' vision was to make the most extraordinary ice cream the world has ever tasted, a spoonful of luxury to escape the everyday. And to get there he only used the high quality, carefully selected ingredients. As Reuben said, 'If you're like everyone else, you're lost'. So we make an ice cream like no other — the best that best can be. It is our true commitment to consumers



Dedicated To Great Ice Cream

Reuben Mattus dedicated himself to the mission of creating the most silky, smooth and creamy ice cream that exists. He first launched Häagen-Dazs with three simple flavours: chocolate, vanilla and coffee. Today this has grown to 46 extraordinary flavours (that's a lot of extraordinary to try). And every step of the way Häagen-Dazs has been driven by a passion for perfection. (It took us six years to figure out how to make the ultimate strawberry ice cream.)

OUR HISTORY AND ORIGIN OF BRAND NAME

- ▶ The Häagen-Dazs® brand was invented by two immigrant entrepreneurs with a vision. They used their creativity to create an iconic luxury brand. By transforming the finest ingredients into rich and indulgent ice cream, they created the first luxury ice cream that could be enjoyed by all.
- ▶ To us, luxury is something that should be enjoyed by the many instead of the few.
- ▶ The company opened its first retail store in Brooklyn, New York, on November 15, 1976. The company operates worldwide and also produces ice cream bars, ice cream cakes, sorbet, frozen yogurt and gelato.



Häagen-Dazs' first store
at 120 Montague Street,
Brooklyn, New York

- ▶ The name Häagen-Dazs is unique and original and was chosen by Reuben Mattus because of Danish-sounding name, as a tribute for Denmark's exemplary treatment of Jews during World War II.
- ▶ Rose Mattus, the wife of Reuben Mattus, used to dress up in fancy clothing to distribute free samples, giving the ice cream an air of sophistication and class.
- ▶ The Pillsbury Company bought Häagen-Dazs in 1983. Then in 2001 General Mills bought Pillsbury.
- ▶ Since 1992, most of the world's Häagen-Dazs products have been manufactured at a plant in Tilloy-lès-Mofflaines, France that is now controlled by General Mills.
- ▶ In the United States and Canada, Häagen-Dazs is licensed to and produced by Froneri.

- ▶ Häagen-Dazs entered the Japanese market in 1984 by forming a joint venture with Suntory and Takanashi Milk.
- ▶ 1986 — On Valentine's Day, Häagen-Dazs® introduces bars, a whole new line to love.
- ▶ 1988 — Two years after the introduction of bars, Häagen-Dazs® launched the Vanilla Milk Chocolate Almond flavor. The new bar combined the creamy vanilla ice cream that Häagen-Dazs® fans have loved for years with an irresistible crunch of almonds and milk chocolate
- ▶ 1993 — Fans of fruits rejoice with the launch of Häagen-Dazs® Sorbet
- ▶ 1998 - Forever seeking inspiration, Häagen-Dazs® discovered Dulce de Leche in South America. In the spirit of innovation, Häagen-Dazs® developed its own thicker, richer caramel that holds up to the ice cream and still transports you to another place.
- ▶ 2005 - Häagen-Dazs franchised its license to Nestle group to sell Häagen-Dazs ice cream in North America.
- ▶ 2008 - Häagen-Dazs® is committed to using only the best ingredients the world has to offer. So we knew we had to act when the bees that pollinate one-third of the foods we eat, including many of the ingredients we use every day, started to struggle. To date, we've donated more than \$1,000,000 to keep them buzzing, and to keep our ice cream as sweet as it's always been.
- ▶ 2013 - Häagen-Dazs® falls in love with the creamy texture of gelato. Inspired, we set out to make our own version, bringing a little Italian flair to the freezer.
- ▶ 2016 - Häagen-Dazs® begins phasing out GMO ingredients from its products and sets a goal to transition out all GMO ingredients from every flavor. Today, flavors made with no GMO ingredients include vanilla bean, strawberry, rum raisin, chocolate chip, pineapple coconut, coffee and chocolate peanut butter.
- ▶ 2021 - Inspired by the passion and creativity of our founders, we're tapping into a new generation of tastemakers to share their vision with the world. Because we believe luxury is defined by the many, not the few. And you can always find it right where you are. That's Dazs.

OUR PHILOSOPHY

Devoted to the highest standards

- Our philosophy and ambition is to create the world's best-tasting ice cream. We believe that everyone deserves to experience pleasure that is fulfilling and real and this guides everything we do.

Share it with those you love

- Every Häagen-Dazs ice cream starts with real cream and milk, which we then blend with carefully selected ingredients, to create an ice cream with a unique velvety texture and unforgettable taste. Every mouthful of Häagen-Dazs is an intensely pleasurable experience, so good that you can't help but share it with those you love.

Experience like no other

- In 1960 Reuben set out to make an ice cream he could be proud of. We are proud to continue his legacy, sharing real pleasure with the world with an ice cream experience like no other.

OUR PRODUCTS

Häagen-Dazs ice cream comes in several traditional flavors as well as several extraordinary flavors that are specific to the brand, such as Vanilla Swiss Almond , Bananas Foster, Matcha Green Tea .We are proud that Häagen-Dazs ice cream is marketed as a "super-premium" brand: it is quite dense (very little air is mixed in during manufacture), uses no emulsifiers or stabilizers other than egg yolks, and has a high butterfat content.



- ✓ **Ice Cream** - Every one of our ice creams is sourced from the finest ingredients we can find, wherever we can find them, from Brazil to Brooklyn :
<https://www.icecream.com/us/en/brands/haagen-dazs/products/ice-cream>
- ✓ **Ice Cream cakes**
- ✓ **Frozen yogurt**

- ✓ **Bars** - Indulgence that doesn't require a spoon :
<https://www.icecream.com/us/en/brands/haagen-dazs/products/bars>
- ✓ **Heaven Light Ice Cream** - Indulge in the rich texture and taste of Häagen-Dazs® ice cream with fewer calories and no artificial sweeteners :
<https://www.icecream.com/us/en/brands/haagen-dazs/products/heaven>
- ✓ **Sorbet** - Savor bite after bite of our sweet sorbets, knowing that every single one starts with only the finest ingredients we could find :
<https://www.icecream.com/us/en/brands/haagen-dazs/products/sorbet>
- ✓ **Gluten-Free and Non-Dairy flavors** - You can discover the full range by visiting our page
<https://www.icecream.com/us/en/brands/haagen-dazs/products/gluten-free> ;
<https://www.icecream.com/us/en/brands/haagen-dazs/products/non-dairy>
- ✓ **The Spirits Collection** - Incredible combination of fine spirits flavors and your favorite Häagen-Dazs® ice creams : <https://www.icecream.com/us/en/brands/haagen-dazs/products/spirits>
- ✓ **Sweet Memories**- Sometimes creating the next extraordinary flavor means retiring an old one. Explore some of our discontinued flavors to discover a new favorite :
<https://www.icecream.com/us/en/brands/haagen-dazs/products/retired-flavors>

For creative and inspirational recipes using our unique flavors visit dedicated page:
<https://www.icecream.com/us/en/brands/haagen-dazs/recipes>



We sell our tasty ice cream in various forms : pints, minicups, stickbars

Pints Of Wonder

When it comes to quality, we let the tub do the talking. Whether you're looking for individual cups or a whole pint to share (or not), we are sure a few of these will tickle your fancy : Peanut Butter Crunch , Strawberry Cheesecake , Pralines and Cream, Strawberries and Cream, Salted Caramel, Belgian Chocolate, Mango and Raspberry, Macadamia Nut, Cookies and Cream, etc.

Mini Cup Collections

Why pick one flavour when you can have four? And with four flavours, there's a lot of extraordinary to try. You better get started : Favourites mini cup, Coconut collection mini cup, Fruit collection mini cup.



An exotic selection that we're totally (coco)nuts about. This cool and creamy collection contains two coconut passion fruit and two coconut chocolate so you can delight in each extraordinary flavour — twice!



This collection contains four fruity pleasures for your delight: Mango and Raspberry, Summer Berries and Cream, Strawberries and Cream and Blueberries and Cream.



A collection selection keenly awaiting your affection.

Which one takes your fancy.

Stickbar Selection

Our stickbars are so good you'll need more to go around. Take a peek at packs and packs of possibility. Each one more irresistible than the last.



OUR INGREDIENTS

We choose our ingredients very carefully



- **Belgian chocolate** - only chocolate made in Belgium is used. We found that Belgian chocolate makes the best Häagen-Dazs ice cream.
- **Cream** - we take the cream as it is, from fresh cows milk only. It is that delicious cream that makes our ice cream so velvety, with a dense creaminess for that unique “melt in your mouth” experience.
- **Milk** - our milk isn't just any milk. We relentlessly seek milk that will perfectly complement our cream, consistently, all year.
- **Vanilla** - Häagen-Dazs exclusively uses real Bourbon vanilla beans to get its extract. The orchids that give us our beautiful beans grow in the northern coastal areas of the island of Madagascar, where the soil, weather and dense forest are ideal for supporting vanilla production.
- **Caramel** - to find the right classic caramel sauce with a uniquely indulgent creaminess, we went to the caramel experts and found the one recipe that made our hearts melt away. It was buttery, subtly salty, and...we fell in love.
- **Macadamia Nuts** - we use only nuts from specific groves in Hawaii, US and South Africa which produce the highest quality 'fancy' macadamia nuts with their typical rich, butteriness and smooth flavour.
- **Strawberries** - crafted with real strawberries. Every strawberry in our ice cream is handpicked in the field with the utmost care. They are then sliced, combined with sugar and frozen. Finally, they are

gently folded into luxuriously smooth Häagen-Dazs ice cream, made by using real cream and milk straight from the dairy.

- **Green Tea** - Matcha is the only type of green tea that Häagen-Dazs would ever consider using. Our Matcha Tea is grown in the hills of Kagoshima prefecture, in the south of Japan. As the leaves approach maturity, they are shaded completely from the sun to develop their deep colour and sweet and rich flavour.

OUR FLAVORS

Our flavors fluctuate from time to time, but we have **over 50 flavors** of extraordinary ice cream.



Every one of our ice creams is sourced from the finest ingredients we can find, wherever we can find them, from Brazil to Brooklyn.

We are producing the most denser, creamier and richer texture and taste ice cream. With our super-premium ice cream **you are getting less air and more product.**

Now we are excited to introduce New Ice Cream Flavors Inspired by City Street Food Desserts - From pretzels and crispy churros to waffles and New York's classic black & white cookie.



The five packaged flavors include:

- **Dulce de Leche Churro:** Dulce de Leche ice cream and dulce de leche sauce packed with crispy, cinnamon-y churro pieces. A hit of caramel goodness with sweet, sugary churro heaven on a spoon.
- **Coffee Chocolate Brownie:** Coffee ice cream swirled with gooey brownie pieces, espresso fudge sauce, and crunchy cocoa nibs.
- **Chocolate Peanut Butter Pretzel:** Chocolate ice cream packed with thick, creamy peanut butter and complemented by crunchy, slightly salty pretzel pieces.
- **Summer Berry Cake Pop:** Strawberry ice cream swirled with sweet cream ice cream and mixed with fluffy cake pieces and a tangy raspberry sauce.
- **Black & White Cookie:** Vanilla Bean ice cream, mixed with soft, cakey cookies and ripples of chocolate frosting sauce.

In addition, the collection also includes three snack bar flavors:

- **Dulce de Leche Churro:** Cinnamon Churro ice cream paired with thick, gooey dulce de leche sauce, covered with a caramel blonde chocolate coating packed with delicious crunchy churro pieces.
- **Chocolate Peanut Butter Pretzel:** Chocolate ice cream and thick, creamy peanut butter swirls, wrapped by crunchy milk chocolate and slightly salty pretzel pieces.

- **Summer Berry Waffle (Limited Edition):** Strawberry ice cream with tangy raspberry swirls covered with rich milk chocolate and crunchy waffle pieces.

We are proud to announce that Häagen-Dazs, the 56-year old ice cream icon, is taking on its biggest brand overhaul in its history by **changing its packaging**, introducing a brand-new logo, revamping its 800-plus global stores and rolling out a new global advertising campaign.

- ▶ Häagen-Dazs, will come in refillable **stainless steel tins**. The choice of stainless steel for the cannister means the pack is durable, refillable and cleanable, ensures product stability throughout the cold chain



Price

Häagen-Dazs		
Ice Cream & Sorbet		
	Calories	Price
Sorbet, 1 scoop	120	2.95
Low Fat Ice Cream, 1 scoop	170	2.95
Vanilla Ice Cream, 1 scoop	270	2.95
Vanilla Ice Cream, 2 scoops	540	4.95
Vanilla Ice Cream, 3 scoops	810	5.25
Bailey's Irish Cream Shake	960	5.45
Banana Split	1,100	6.35
Dulce Split Dazzler	1,180	6.35
Mint Chip Dazzler	1,270	6.35

note : prices are in US Dollars

True enough, Häagen-Dazs is a bit pricey, but it is well worth the cost. At this moment, most of Häagen-Dazs take-home ice creams in the Ice Cream line are selling at the price of US\$6.

Häagen-Dazs set the price of the products fit to the value it creating for customers.

Global pricing is not much different.

In addition, we offer discounts and coupons to help fray the cost for our consumers.

Place



Häagen-Dazs has an impressive footprint - reaching and connecting with consumers globally.

Ice Cream lovers in the world over recognize the unique Häagen-Dazs logo as synonymous with the ultimate super-premium ice cream. In the early of its stages, Häagen-Dazs was only available at gourmet shops in New

York City, but soon distribution expanded throughout the east coast of the United States since people who tasted the distinctive ice-cream transmit the good taste all around through their mouth. The opening of our first shop led to a rapid expansion of Häagen-Dazs shops across the country.

In every Häagen-Dazs shop, our objective is “to make your experience with us as pleasurable as possible”

Product Distribution :



Distribution Channels :

supermarkets, convenience stores and Häagen-Dazs shops (flagships)

distribution partnerships : restaurants, airports, entertainment,, over 700 branches (retails) in 54 countries around the world

Due to the characteristics of ice cream, the distribution systems of Häagen-Dazs requires its wholesalers, retailers as well as any other kinds of resellers a very special refrigerators or special storage room to keep the ice cream always under -12oC, especially super premium ice creams.

Häagen-Dazs also has franchises around the globe. Until today, Häagen-Dazs franchises hundreds of its outlet to many different countries. Going much further, cafe with comfortable seating for couples, bar tools, rich colors all help to create an ambience of intimacy. All cafes are located on prime streets, airports or malls where young adults tend to hang out.

According to Department of Applied Economics And Management, Cornell University, Ithaca, New York, USA : “*Wholesalers and supermarkets seem not be enough for Haagen-Dazs, they have been continuously looking for new opportunities to expand their products in the exclusive and luxurious places like five-star hotels and restaurants, airports, conventions. In Beijing, freezers selling Häagen-Dazs ice cream stand proudly in the*

lobbies of five-star hotels. The price for a pint of Swiss vanilla: \$10, compared to around \$3 in the United States. Häagen-Dazs is the only ice cream producers can make them a place in a five star hotel “

The success of Häagen-Dazs was created by our persistence in remain the quality and using only the finest natural ingredients.

You can find the closest shop to you, to taste our delicious flavors , only by clicking here :

<https://www.icecream.com/us/en/brands/haagen-dazs/shops/find-a-shop>

Promotion



Häagen-Dazs created a market for itself around consumer demand, moving the growth strategy from “what are my competitors doing” on the supply side to “what matters to my customers and how can I deliver it to them” on the demand side.

Through the luxury distribution channel system, Häagen-Dazs is gaining its status in the perception of customers. More and more people believe that Häagen-Dazs means exclusiveness and even prestige.

Besides, Häagen-Dazs always negotiates for advertising spaces on street panels, cinemas, airports, universities, media, etc.



Häagen-Dazs ' advertisement always will be located in a high traffic area where customers will be easy catch by the advertisement through the advertisement board. We also offer special coupon prices for nearly restaurants, hotels and shops to customers.

In this technology and telecommunication echo, World Wide Web becomes one of the most exciting and cheapest ways for "marketing battle ground".

Häagen-Dazs has a strong focus on developing and implementing digital and social media initiatives. You can find us on : Facebook, Twitter, Pinterest, Instagram and YouTube.

<https://www.youtube.com/watch?v=9TdndHr-v2U>

<https://www.pinterest.com/pin/2533343524526589/>

A New Generation of Tastemakers

We believe that luxury is defined by the many, not the few. That's why we're partnering with a range of talented creators—artists, dancers, chefs and more—to showcase each tastemaker's own passions, artistries and what #ThatsDazs means to them. To learn more about the #ThatsDazs creators, follow us on Instagram or Facebook : https://www.instagram.com/haagendazs_us/

<https://www.facebook.com/HaagenDazsIndia/>



Our Commitment

The Häagen-Dazs® brand is committing \$1.5 million dollars over the next three years to organizations that are working to uplift and support marginalized and underrepresented creators and tastemakers.

Contact consumer- contact us for more information

If you share our passion for handcrafted ice cream and superior customer service, we would like to hear from you. Please fill in the application form below : <https://haagendazs.com.my/contact>

References :

History, Background, Brand

"Haagen-Dazs whips up Japan gains with tailor-blended ice cream". The Daily Yomiuri. Tokyo. August 16, 2004. p. 1.

"Our new Häagen-Dazs cartons". Häagen-Dazs. Archived from the original on February 25, 2010.

Dennis Hevesi (December 1, 2006). "Rose Mattus, 90, Co-Creator of Häagen-Dazs Ice Cream, Dies". The New York Times.

See sign outside that first store, shown at [File:Häagen-Dazs' first shop.jpg](#).

Häagen-Dazs website -Our Brand <https://haagendazs.com.my/our-brand>

There and back again — Evolution <https://killahkahler.wordpress.com/tag/evolution/>

Foreign Branding: Lessons from Haagen Dazs, **Mainak Biswas**, August 16, 2013 <https://www.indusnet.co.in/foreign-branding-lessons-from-haagen-dazs/>

Logo <http://logok.org/haagen-dazs-logo/>

Products

<https://www.icecream.com/us/en/experience-ice-cream/our-products>

Häagen-Dazs website : <https://haagendazs.com.my/products>

Häagen-Dazs Ireland website <https://www.haagen-dazs.ie/products/stickbar-multipacks>

Products package : <https://packagingeurope.com/touch-develops-waste-free-container-for-h%C3%A4agen-dazs/606.article>

Google search - Inspirational recipes :

https://www.google.com/search?q=Mexican+Hot+Chocolate+Ice+Cream+Sandwiches&client=firefox-b-d&source=lnms&tbm=isch&sa=X&ved=2ahUKEwi5IPvx56L2AhUHD-wKHxNxA1IQ_AUoAXoECAEQAw&biw=1366&bih=615&dpr=1#imgrc=1zeuePq-Um7QnM

Saatchi & Saatchi Ads https://www.adsoftheworld.com/media/print/haagendazs_extraordinary_luxurious

Ingredients

Häagen-Dazs website : <https://haagendazs.com.my/ingredients>

Flavors

Häagen-Dazs website : <https://haagendazs.com.my/flavours>

Preople.com website — New flavors : <https://people.com/food/haagen-dazs-introduces-new-ice-cream-flavors-inspired-by-city-street-food-desserts/>

Prices

<https://www.heb.com/product-detail/haagen-dazs-vanilla-swiss-almond-ice-cream/402374>

Auchan Retailer online store <https://www.auchan.ro/store/Inghetata-Haagen-Dazs-cu-caramel-sarat-500-ml/p/495000>

Promotion

Simple made extraordinary <https://www.youtube.com/watch?v=9TdndHr-v2U>

Häagen-Dazs Romania website <https://www.haagendazsiccream.ro/>

Promotional events <http://www.beeleec.com/2018/04/event-extraordinary-taste-with-haagen.html>

Members privilege <https://members.haagen-dazs.com.hk/en/member-privilege>

Google search — Lena White / That's Dazs image

<https://www.google.com/search?q=LENA+WAITHE+HAAGEN+DAZS&client=firefox-b-d&tbm=isch&source=iu&ictx=1&vet=1&fir=fv4fzgLyn979HM%252CJvQnlfrcj6FAM%252C%253BFwbib8qshVa7kM%252CdNgUMPG9F-CHtM%252C%253Bw5TukUmCui3fqM%252Cye1UjRTORUvN5M%252C%253BoV9Cg4om0Ry55M%252COS74tSrvjIViM%252C%253B8qVkGPPVl4fz7M%252CdsXAa1k9ybonKM%252C%253B4D0L7K0r90uwsM%252CR7mn57cQkkXECM%252C%253B8DMREXJkIsAEhM%252CR7mn57cQkkXECM%252C%253BKi6JB5dp68XehM%252Cj0-Cx-B9-6YOM%252C%253BTGGVyoHT-adSM%252Cj0-Cx-B9-6YOM%252C%253BuA57y6Gkc8TTM%252Coiczie3A0mtHBM%252C&usq=A14-kQcSLefsJCq20yUfmTi86Q1e2nHuA&sa=X&ved=2ahUKEwjw1q6l1qL2AhVNPuwKHdYbCGgQ9QF6BAgDEAE#imgrc=oV9Cg4om0Ry55M>

Pinterest <https://www.pinterest.com/pin/2533343524526589/>

Campaign Asia —Pacific website <https://www.campaignasia.com/article/haagen-dazs-revamps-to-evolve-with-the-times/436316>

Market Research website <https://www.marketresearch.com/Socintel360-v4016/H%3%A4agen-Dazs-Social-Media-Strategy-9013833/>

Contact details <https://haagendazs.com.my/contact>