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May 18, 2006



SEND TO A FRIEND

DEDICATED E-MAIL

## Go Häag Wild!

You've always been a sucker for the scoop. Whether it's your ex's recent romps with questionable girls, the password to the latest hotspot, or a bowl of dulce de leche ice cream, you can't say no to your cravings.

So you'll be thrilled to learn that [Häagen-Dazs](#) has unveiled its new U.S. shop design in the most treat-worthy city of all: San Francisco.



San Francisco-based design firm Tesser has installed simple and sleek aesthetics at the Häagen-Dazs shop in the San Francisco Shopping Centre: European gelato-style dipping cases, a "Sweet Spot" preparation area, flat-screen monitors, and enticing images of natural ingredients. All elements embody the pure and natural essence of Häagen-Dazs.

But most important are the edibles, which is where your focus is. Have a scoop (or two) of your favorite flavor. Create your own sundae with toppings of your choice. Or indulge in a one-of-a-kind Dazzler™ frozen dessert (three scoops of ice cream and three layers of toppings) or a specialty milkshake.

Between now and June 18, enjoy the sweet treats of Häagen-Dazs with a pal. Buy one specialty item (Dazzler, milkshake, smoothie, or specialty drink) and **get one free** with a printout of this e-mail.

Because everyone knows the best thing about getting the scoop is sharing it with a friend.

*Häagen-Dazs, San Francisco Shopping Centre, 865 Market Street. (Shop located on basement level next to food court). Offer valid at SF Centre Häagen-Dazs location only.*

For more information or franchise inquiries, go to [haagendazs.com](http://haagendazs.com).

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