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HÄAGEN-DAZS® ICE CREAM INSPIRES SWEET DREAMS IN SAN FRANCISCO
The Hotel Triton Unveils the Häagen-Dazs “Sweet Suite”

Oakland, Calif. (April 5, 2007) — Häagen-Dazs® ice cream and the Hotel Triton in San Francisco have partnered to create the ultimate in sweet travel accommodations for guests: the Häagen-Dazs “Sweet Suite.” The luxurious “Sweet Suite” is a custom designed room that offers hotel guests a unique and whimsical escape, indulging the senses in flavor and style as only Häagen-Dazs can. To bring the one-of-a-kind room to life, Häagen-Dazs tapped local Bay Area interior design firm Marsh & Clark Design.

Themed hotel suites are not new to the Hotel Triton, a boutique Kimpton hotel in San Francisco’s bustling Union Square. The hotel was one of the first to invite celebrities to design their own suites. However, the Häagen-Dazs “Sweet Suite” stands apart as the first room at the Hotel Triton to be stylized by a brand.

“Our challenge to bring the Häagen-Dazs “Sweet Suite” to life was to incorporate the simple and classic style of the iconic Häagen-Dazs brand, as well as use colors and textures throughout the design to evoke the comfort and coziness associated with enjoying ice cream,” says Stephanie Filbrandt, owner of Marsh & Clark Design.

The innovative design team, featuring Stephanie Filbrandt, Martha Clark Ptasnik, Julie Dahlgard and Allison Terhorst, created a room imbued with classic and simple sophistication, and filled with all things Häagen-Dazs. Bathed in vanilla and caramel colors, the true artistry of the “Sweet Suite” is in the details, from “flavored” candles in chocolate, vanilla and dulce de leche, to the bed’s handcrafted headboard shaped like the Häagen-Dazs cartouche, to a waffle-textured bed throw, to a specially-made plush Häagen-Dazs bath robe.

The room’s main attraction is a custom designed ice cream cabinet filled with both classic Häagen-Dazs flavors and new releases such as the Häagen-Dazs Reserve Series. Appropriately called the “Sweet Spot,” the cabinet is stocked with bowls, scoops and spoons and, best of all, guests can enjoy as many complimentary pints as they desire.

A portion of each “Sweet Suite” guest’s tab will be donated to Häagen-Dazs’ charity of choice, the Make-A-Wish Foundation. Additionally, guests will also be able to purchase the custom Häagen-Dazs bathrobes and ice cream scented candles, with all proceeds benefiting the foundation.

About Häagen-Dazs Ice Cream

Crafted in 1961 by Reuben Mattus in his family’s dairy, Häagen-Dazs is the original superpremium ice cream. True to tradition, the Häagen-Dazs brand is committed to using only the purest ingredients in crafting the world’s finest ice cream. Truly made like no other, today Häagen-Dazs ice cream offers a full range of products from ice cream to sorbet, frozen yogurt and frozen snacks in more than 65 flavors. Häagen-Dazs products are available around the globe for ice cream lovers to enjoy. For more information, please visit www.haagen-dazs.com.

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