



Press Contacts:

Lisa Del Colle, 212-401-2430, ldelcolle@foodnetwork.com

Kelli Stich Mills, FerenComm, 212-983-9898, kellis@ferencomm.com

FOOD NETWORK "SCOOPS" A NEW ICE CREAM FLAVOR
New Häagen-Dazs Ice Cream Flavor Chosen on Original Special 'SCOOP!'
Premieres Saturday, July 15 at 9pm ET/PT

FOR IMMEDIATE RELEASE – Five ice cream-loving Food Network viewers compete to create the newest flavor for Häagen-Dazs® ice cream in the new two-hour special *SCOOP!* Premiering Saturday, July 15 at 9pm ET/PT, the special is hosted by **Jim O'Connor** (*The Secret Life Of...*) and follows the competitors as they compete for the chance to have their flavor be selected as the winner, which will be manufactured and sold as a limited-edition flavor in grocery stores and Häagen-Dazs® ice cream shops nationwide, beginning July 16th.

Out of a nationwide contest, the following five finalists were selected

JUDIAANN WOO (New York, NY) – Judiaann, a food writer, created "Sticky Toffee Pudding".

AMBER ANTONELLI (Phoenix, AZ) – Amber, a pastry chef, created "Toasted Coconut Sesame Brittle"

MARTESSA GALUZZI-JONES (Chicago, IL) – Martessa, a traffic reporter, created "Cannoli"

MICHAEL COHEN (Los Angeles, CA) – Michael, a composer for television and film, created "Mocha Malt"

SHARON COX (Los Angeles, CA) – Sharon, an artist, created "Carmelized Figs and Walnuts"

As these five connoisseurs make and perfect their delicious ice cream flavors, viewers find out what it takes to turn an ice cream dream into a freezer-aisle staple. Host Jim O'Connor takes viewers behind the scenes in the *Häagen-Daz'* Research and Development labs, through nationwide taste tests, and into the wild world of an ice cream factory to see the making of the next flavor craze.

Viewers can also log onto www.FoodNetwork.com to see applicant videos, take part in a poll and get delicious ice cream recipes, fun facts and tips.

FOOD NETWORK (www.foodnetwork.com) is a unique lifestyle network and website that strive to be way more than cooking. The network is committed to exploring new and different ways to approach food - through pop culture, competition, adventure, and travel - while also expanding its repertoire of technique-based information. Food Network is distributed to more than 89 million U.S. households and nine million website users. With headquarters in New York City and offices in Atlanta, Los Angeles, Chicago, Detroit and Knoxville, Food Network can be seen internationally in Canada, Australia, Korea, Thailand, Singapore, the Philippines, Monaco, Andorra,

Africa, France, and the French-speaking territories in the Caribbean and Polynesia. The E.W. Scripps Company (NYSE:SSP), which also owns and operates Home & Garden Television Network (www.hgtv.com), Do It Yourself (www.diynetwork.com), Great American Country (www.gactv.com) and Fine Living (www.fineliving.com), is the manager and general partner.

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