

First Häagen-Dazs global concept store in Brooklyn Mall

The international ice cream brand, Häagen-Dazs launched its newest South African global concept store at Brooklyn Mall in Pretoria, with over R30,000 worth of free scoops handed out to lucky shoppers to commemorate the occasion.



The Häagen-Dazs franchisees, Henry Vester and Omri van Zyl welcomed Victor Matfield to the store and in celebration of the launch had him choose his two favourite flavours. For a limited time, this mix, dubbed Matfield's Mix, could have one customer win an autographed rugby jersey, if he or she gets a lucky scoop.

"The newly designed concept store is aimed at enhancing the global brand experience," says Janine Ho-Lin, brand manager at General Mills. "From a square metre perspective, the store will be one of the largest shops in the portfolio in South Africa. The menu will carry the 21 famous flavours, including, the new Cookie Dough variant for those who relish a taste of something playful to take them back to their childhood.

"Brooklyn Mall attracts people who enjoy the finer things in life and is situated in the heart of Pretoria's cosmopolitan embassy suburbs, which is why it was chosen to launch the new House of Häagen-Dazs and extend the brand's footprint," she concludes.

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