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### **HÄAGEN-DAZS MAKES ITS DÉBUT AT THE ROYAL ALBERT HALL**

Luxury ice cream brand, Häagen-Dazs, will become the official ice cream supplier to one of London's most recognisable landmarks – the Royal Albert Hall – from tomorrow, Thursday 14<sup>th</sup> May.

Launching its new partnership on the evening of the renowned Classical Brit Awards, Häagen-Dazs will become part of the venue's unique musical history sharing centre stage with many celebrated artists.

For the first time, mini tubs of Häagen-Dazs ice cream will be available in all of the famous venue's bars, in some of the key foyers and within the auditorium itself, including the boxes. From rich decadent Belgian Chocolate to pleasurable Pralines & Cream, and for the more traditional – smooth and creamy Vanilla – there's a Häagen-Dazs flavour for everyone who enjoys a visit to the Royal Albert Hall.

With its eclectic array of performances, there will be plenty of opportunities to indulge in the selection of ice cream flavours with the venue's year-long programme of events, including the pomp and circumstance of the BBC Proms Season through to the awe inspiring acrobatic feats of Cirque du Soleil and the exciting competition of the prestigious Masters Tennis.

Ed Culf, Marketing Director for Häagen-Dazs, says: “Our partnership with the Royal Albert Hall is a really exciting opportunity, enabling us to bring quality luxury ice cream to a wide ranging audience. It’s fantastic to be associated with such a world-famous venue and we are extremely proud to be part of its heritage.”

Michelle Aland, Head of Marketing and Corporate Relations, said: “We are delighted to announce our new association with Häagen-Dazs, which will offer our visitors the opportunity to indulge in a luxury ice cream whilst enjoying world class performances. With both brands’ passion for quality, the partnership promises to enhance the customer’s enjoyment of their evening.”

-ENDS-

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**Notes to Editors**

- Häagen-Dazs ice cream mini tubs are available at the Royal Albert Hall in Vanilla, Belgian Chocolate, Cookies & Cream and Pralines & Cream. During key calendar dates flavours may be substituted such as Strawberries & Cream during Wimbledon. The 100ml tubs cost £2.50
- Häagen-Dazs ice cream is available in Tesco, Sainsbury’s, ASDA, Morrison’s, Waitrose and other good retailers nationwide with a recommended selling price of £3.99 for 500ml