

CONTEST CORNER

Ice Cream Flavor Search Promises Sweet Rewards

(NAPSA)—*Dulce de Leche. Macadamia Brittle. Vanilla Fudge Brownie.* Truly flavors to make you salivate. Häagen-Dazs® ice cream wants to add another luscious favorite to its lineup and is looking to food lovers and dessert connoisseurs across the nation to help create something spectacular.

Scoop: The Häagen-Dazs Flavor Search allows just eight weeks, from December 15, 2006 through February 9, 2007, for contestants to dream, experiment and design an entry showcasing an idea for a tempting new flavor. The winning flavor will be promoted in *Gourmet* magazine and sold in 2007 as a limited edition to the Häagen-Dazs ice cream lineup in grocery stores and Häagen-Dazs Shops nationwide. To further sweeten the prize, the winner will be flown to *Gourmet's* headquarters in New York City to launch the new flavor with television show host, cookbook author and executive chef of *Gourmet* magazine Sara Moulton.

Last year's winning flavor, Sticky Toffee Pudding—creamy vanilla ice cream with chunks of moist, brown sugary cake and swirls of gooey toffee sauce—will be hard to top. Think you're up to the challenge? "We're looking for delicious flavor combinations that surprise and delight," says Stacey Strother, Häagen-Dazs ice cream. "Inspiration could come from anywhere: your favorite dessert as a child, a cooking 'mistake' that resulted in something wonderful or a tantalizing flavor combination you experienced at a restaurant."

To enter *Scoop: The Häagen-Dazs Flavor Search*, contestants must post an original video, photograph, written or illustrated entry depicting the delectable ice cream flavor they think will take the



Your creative flavor combination could take home the prize.

nation by storm at Häagen-Dazs.com/scoop. And it's not just up to the experts! America will have the opportunity to weigh in on the top-three flavor ideas and taste-test the top three at select Häagen-Dazs Shops and events. See Häagen-Dazs.com/scoop for full rules and details.

In the meantime, pick up a pint of Sticky Toffee Pudding to start your creative juices flowing. It's delicious straight out of the carton or as an ingredient in this sinfully good dessert:

Sticky Toffee Latte Freeze *Makes about 4 servings*

- 1 cup cold strong black coffee**
- ½ cup Amaretto, Kahlua or Frangelico liqueur**
- Häagen-Dazs® Sticky Toffee Pudding Ice Cream**

Combine coffee and liqueur. Transfer to an ice cube tray. Freeze. Place frozen cubes in food processor; whirl until smooth and slushy. Pour into glasses and top with a scoop of Sticky Toffee Pudding Ice Cream. Serve immediately, or freeze up to 4 hours.