



Häagen-Dazs: Made Like No Other

Listening Questions 1:

1. When and where did Häagen-Dazs start?
2. What was Reuben Mattus' mother's business?
3. What were Häagen-Dazs' first 3 ice cream flavors?
4. What were 2 of the special ingredients in its ice cream?

Listening Questions 2:

1. When did the first Häagen-Dazs shop open?
2. How much did Pillsbury pay to acquire Häagen-Dazs?
3. Other than ice cream, what are some of Häagen-Dazs' products?
4. In 2013, how much did Häagen-Dazs generate in sales for its parent company?

Transcript 1:

The Häagen-Dazs brand was created in 1961 by Reuben Mattus and his wife Rose in New York City, but Reuben was involved in his family's business for decades.

He grew up in New York City, working for his mother's family's frozen fruit and ice cream business. As a child, he helped his uncle and mother make and sell frozen treats in the Bronx borough of the city.

When they started Häagen-Dazs, there were only 3 flavors: vanilla, chocolate, and coffee. From the beginning, Häagen-Dazs was dedicated to high quality. Mr. Mattus travelled around the world to find the best ingredients for his company's ice cream.

His unique recipes included ingredients such as dark chocolate from Belgium and hand-picked vanilla beans from Madagascar.



Transcript 2:

In 1976, Reuben Mattus' daughter, Doris, opened the first Häagen-Dazs shop. It was an immediate success and Häagen-Dazs shops rapidly expanded across the US. The brand was purchased by the Pillsbury Company in 1983 for \$70 million. Pillsbury was dedicated to keeping Häagen-Dazs' commitment to high quality, rich, creamy ice cream.

Häagen-Dazs ice cream is now sold in more than 80 countries. There are dozens of flavors of ice cream, gelato, sorbet, frozen yogurt, and ice cream bars. The flavors can vary from country to country or region to region.

General Mills is the current parent company of the Häagen-Dazs brand. In 2013, worldwide, Häagen-Dazs generated \$930 million in net sales to General Mills. Häagen-Dazs Japan is a joint venture with General Mills owning 50% of the company.