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Press Release

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HÄAGEN-DAZS CELEBRATES INTERNATIONAL WOMEN'S DAY WITH A GLOBAL FREE SCOOP GIVEAWAY AND THE LAUNCH OF 'THE ROSE PROJECT' WITH A \$100K BURSARY FUND HONOURING ITS FEMALE FOUNDER

Häagen-Dazs honours its unsung female founder Rose Mattus with its biggest global free scoop giveaway and the launch of The Rose Project to celebrate #WomenWhoDontHoldBack this International Women's Day



KUALA LUMPUR, 1 March 2023 - Reuben Mattus made ice cream, but Rose Mattus really made Häagen-Dazs.

A trailblazing woman who didn't hold back, Rose broke glass ceilings in 1960s' New York and made Häagen-Dazs a trendsetter prized by ice cream fanatics with her ingenious marketing & brand building tactics. While Reuben focused on obsessively



creating the best quality products and flavours that would become the quintessential symbol of luxury and indulgence, Rose basically ran the business so her husband could become successful. Her favourite Häagen-Dazs flavour? The iconic Vanilla. On International Women's Day, Häagen-Dazs Vanilla ice cream will be rebranded as the 'Founder's Favourite' in recognition of Rose's life-long love for it.

Over 100 Häagen-Dazs Shops around the world will offer free Vanilla ice cream scoops to everyone in its biggest global giveaway to date, while proudly rebranding as a woman-founded business established 1960. **In Malaysia, this will take place in all Häagen-Dazs Shops in a Buy 2 Get 1 promotion between 6-10 Mar (Mon-Fri).**

As part of the celebration, a limited-edition IWD run of 1960 Häagen-Dazs 'Founder's Favourite' ice cream pints has been created to honour Rose. The pints will be available in all Haagen-Dazs Shops throughout the month of March and consumers can redeem this limited offer by nominating someone for The Rose Project.

This International Women's Day also sees the launch of 'The Rose Project', a purpose-driven initiative with a \$100k bursary to support #WomenWhoDon'tHoldBack, honouring the legacy of Rose Mattus.

Rose was a true business partner to Reuben and alongside their daughter Doris, they created the blueprint of the brand's shops franchise business yet Rose's contribution is relatively unsung compared to that of her husband who is credited with the brand creation. On 8th March 2023 this will change with the launch of 'The Rose Project', which aims to support talented unsung women across all fields around the world who Don't Hold Back and who deserve recognition. This initiative shines a light on Rose Mattus' own story and her Don't Hold Back spirit and aims to inspire everyone to share their own story.

Nominations are now open for you to nominate an unsung woman (including yourself) that you believe deserves recognition for their trailblazing efforts, achievements and societal contributions. From these nominations, 50 'WOMEN WHO DON'T HOLD BACK' will be selected for their commendable efforts and then put forward for the opportunity to win one of five monetary grants of \$20,000 each. The Rose Project fund will enable these five Rose Project Honourees to continue their exceptional work and unleash their potential (or even give to a cause they're passionate about).



Nominations can be submitted via <https://iwd.haagen-dazs.global/>. Alternatively, comment on a Häagen-Dazs social media post celebrating the 2023 International Women's Day campaign tagging the woman that you would like to nominate and a short description why, using the hashtag #RoseProject.

High-res images can be found [here](#).

-ENDS-

For further information and images, visit www.haagendazs.com.my or check out its Facebook page, [@haagendazsmalaysia](#).

NOTES TO EDITORS

Haagen Dazs Shop Locations:

1 Utama New Wing Lot Sk - 5, Second Floor, High Street, 1 Utama Shopping Centre, No 1 Lebuhraya Bandar Utama, Petaling Jaya, 47800 Selangor Selangor

Sunway Pyramid Lot No. LG1. Rink, Lower Ground One, Sunway Pyramid, No.3, Jalan PJS 11/15 Bandar Sunway, 46150 Petaling Jaya Selangor

Sunway Velocity G-67A, Ground Floor Sunway Velocity Mall, Lingkaran SV, Jalan Peel Taman Maluri, Cheras, 55100 Kuala Lumpur Kuala Lumpur

Bangsar Village II UGF-K2, Bangsar Village II, No2, Jalan Telawi Satu, Bangsar, 59100 Bangsar Baru Johor

Mid Valley Megamall Lot No: SK-01, 2nd Floor, Lingkaran Syed Putra, 59200 Kuala Lumpur, 59200 Kuala Lumpur Kuala Lumpur

Bukit Tinggi Lot G31, AEON Bukit Tinggi Shopping Centre, No. 1, Persiaran Batu Nilam 1/K56, Bandar Bukit Tinggi 2, 41200 Selangor Selangor

Nu Sentral Shopping Center No. 201, Jalan Tun Sambanthan, Level One Unit No. 27, Nu Sentral, 50470 Kuala Lumpur Kuala Lumpur



IOI Mall Puchong Lot EG 18, IOI Mall Batu 9, Jln Puchong Bandar Puchong Jaya, 47100 Puchong Selangor

IOI City Mall LG - K11B, IOI City Mall, Lebuhr IRC, IOI Resort City, Putrajaya, Sepang, 62502 Selangor Selangor

Pulau Tikus 10-1-368 Bellisa Row, Jalan Burmah, Pulau Tikus, 10350 Penang

Auto City 1681 - G5, Jalan Perusahaan Auto City, North-South Highway Juru Interchange, 13600 Penang

Gurney Plaza Lot 170-B1-33A, Gurney Plaza, 170, Persiaran Gurney, 10250 Penang

Queensbay Mall GF-103A, Queensbay Mall, 100 Persiaran Bayan Indah, 11900 Georgetown Penang

About Rose Mattus

Häagen-Dazs was created in 1960 in New York by Rose and Reuben Mattus with a mission to make extraordinary ice cream. Rose Mattus is one of those indomitable women who stand behind great men without whom their men never achieve their 'greatness'. Born to Polish-Jewish parents in Manchester, England, her story begins across the ocean in Brooklyn, where as a young girl, she marries her high school sweetheart Reuben and joins his family ice cream business in South Bronx.

With the sustained ambition to make formidable ice cream, the couple established Häagen-Dazs in 1960 while overcoming the constraints of being from an immigrant background in the mid-twentieth century. They launched with three original flavours-chocolate, coffee and vanilla which was Rose's personal favourite and one of the brand's best-sellers to date whose recipe still hasn't changed since then.

While Reuben focussed on making the ice cream, Rose ran the business and was the pioneer behind its marketing strategy sampling the product in high end establishments of Manhattan and creating loyalty with customers and building brand love and word-of-mouth with consumers without spending any advertising dollars. She created a true cult following by marketing a luxury product to an alternate connoisseur crowd with new tastes and preferences. In 1976, Rose with her daughter Doris brought Häagen-Dazs to new heights with the opening of the



brand's first retail shop in Brooklyn, and in the next few years, they developed a Shops franchising network coast-to-coast to expand the business nationally and even internationally. She was eventually recognised with Doris with an award for 'Outstanding Entrepreneur' by the National Association of Women Business Owners, and as a family, they remained engaged in philanthropic activities in particular supporting education.

Sales whiz, marketing maestro, and a true business partner to her inventor husband, Rose truly shaped the Häagen-Dazs brand building into what it is today, yet she remains an unrecognised hero next to Reuben who was widely acknowledged and celebrated for the brand creation. Until 8th March 2023, when Haagen-Dazs proudly honours and celebrates her legacy as a woman-founded business since 1960.