

Häagen-Dazs shops unveil New York strawberry cheesecake dazzler

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On the heels of the brand's newest flavour launch, Häagen-Dazs Shops announce their newest limited-time dessert, the New York Strawberry Cheesecake Dazzler. Available in Shops nationwide, the dessert is a playful take on New York's renowned treat that honours the city where Häagen-Dazs Shops opened its first-ever Shop.

The New York Strawberry Cheesecake Dazzler is a blend of Häagen-Dazs creamy cheesecake ice cream with a swirl of sweet strawberry sauce and graham cracker crust pieces, layered with fresh strawberries, graham cracker pieces, and topped with whipped cream and a strawberry garnish.

"In creating this new dessert, we tipped our hats to our founders and the brand's New York roots to develop a nostalgic ice cream experience for Shopgoers," said Rachel Jaiven, Head of Häagen-Dazs Marketing. "The limited-time offering is a playful take on an iconic dessert for our guests to enjoy from coast to coast."