

**Häagen-Dazs™**

**Ice-Cream Mooncake 2024**





# Häagen-Dazs™ Ice-Cream Mooncake 2024 - Theme

## LUNA WONDERLAND 邂逅 星月美夢

Immerse yourself in the fantasy & innovation of Häagen-Dazs™ iconic ice cream mooncakes

Häagen-Dazs™ 雪糕月餅將你我凝聚一起，讓味蕾沉浸於如夢似幻的華麗國度 Luna Wonderland，邂逅夢幻美好的團聚時光！





# Häagen-Dazs™ Ice-Cream Mooncake 2024 - Summary

## Core 經典系列



**TWINKLE NIGHT**  
品·復古



**TWINKLE FRUITY**  
品·明月



**TWINKLE NIGHT MIX**  
品·華麗



**HEARTFUL MOON** 心·繫月  
*For B2B Partner*

## Innovation & Medium 創新非凡之選



**AROMA MOONLIGHT**  
醇·美月



**GREENY MOONLIGHT**  
茶·亮月



**STARRY MOONLIGHT**  
品·歡聚



**STARRY MACARMOON**  
ICE CREAM MACARON  
星·享聚 雪糕馬卡龍



**MOONLIGHT TRAIL**  
星旅·尋月

NEW

## Luxury 矜貴卓越之尊



**MOONLIGHT WONDERLAND**  
七星·綴月



**CRISPY WONDERLAND**  
幻彩·脆月



**DELUXE COLLECTION**  
殿堂·瑰月



# Häagen-Dazs™ Ice-Cream Mooncake 2024 — Core



SKU 名稱	TWINKLE NIGHT 品 · 復古 (4pcs)	TWINKLE FRUITY 品 · 明月 (4pcs)	TWINKLE NIGHT MIX 品 · 華麗 (6pcs)
Standard Price 標準價	\$388	\$388	\$488
Introduction 簡介	<ul style="list-style-type: none"> <li>皇牌系列</li> <li>禮盒以Häagen-Dazs™字首的「H」組成充滿美感的圖案，月兔於空間中穿梭，令中秋意境優雅美滿。產品名稱加入幻彩元素，經典而不失玩味。</li> </ul>		
	經典雪糕口味配黑白朱古力脆皮，品味甜蜜濃郁享受。	清新果漾雪糕配濃郁朱古力脆皮，創出完美的香甜配搭。	聚集清新果香及經典雪糕口味，盡享華麗滋味。
Ice Cream Flavour 雪糕口味	夏威夷果仁、比利時朱古力、呔呢噶、焦糖脆餅 (各1件)  Macadamia Nut, Belgian Chocolate, Vanilla, Caramel Biscuit & Cream (1pc each)	士多啤梨 (2件)、芒果、藍莓 (各1件)  Strawberry (2pcs), Mango & Cream, Blueberries & Cream (1pc each)	夏威夷果仁、比利時朱古力、呔呢噶、焦糖脆餅、芒果、士多啤梨 (各1件)  Macadamia Nut, Belgian Chocolate, Vanilla, Caramel Biscuit & Cream, Mango & Cream, Strawberry (1pc each)



# Häagen-Dazs™ Ice-Cream Mooncake 2024 — Core

Channel Exclusive



SKU 名稱	HEARTFUL MOON 心·繫月 (4pcs)
Standard Price 標準價	\$408
Introduction 簡介	<ul style="list-style-type: none"><li>皇牌 x 創新系列</li><li>禮盒以Häagen-Dazs™字首的「H」組成充滿美感的圖案，配以流動感的燙金邊緞，別具非凡格調。</li></ul> <p>清新果漾雪糕配濃郁朱古力脆皮，創出完美的香甜配搭。 嚴選日本產茶粉製成茶香朱古力脆皮外層，配上醇香的抹茶雪糕，濃郁回甘充滿驚喜。</p>
Ice Cream Flavour 雪糕口味	<p>抹茶配日本焙茶朱古力、抹茶配西村京都綠茶朱古力、芒果、士多啤梨 (各1件)</p> <p>Green Tea Ice Cream with Japan Hojicha Tea Chocolate, Green Tea Ice Cream with Japan Green Tea Chocolate, Mango, Strawberry (1pc each)</p>





# Häagen-Dazs™ Ice-Cream Mooncake 2024 — Innovation



SKU 名稱	GREENY MOONLIGHT 茶·亮月 (4pcs)	AROMA MOONLIGHT 醇·美月 (4pcs)
Standard Price 標準價	\$428	\$428
Introduction 簡介	<ul style="list-style-type: none"> <li>禮盒選用抹茶與咖啡的主色調，並以Häagen-Dazs™字首的「H」構成背景，配以流動感的燙金邊緞，別具非凡格調。</li> </ul>	
Ice Cream Flavour 雪糕口味	<p>嚴選日本產茶粉製成茶香朱古力脆皮外層，配上醇香的抹茶雪糕，濃郁回甘充滿驚喜。</p> <p>抹茶配日本焙茶朱古力、抹茶配西村京都綠茶朱古力 (各2件)</p> <p>Green Tea with Japan Hojicha Tea Chocolate, Green Tea with Japan Green Tea Chocolate (2pcs each)</p>	<p>朱古力及咖啡雪糕配合特色脆皮，香氣四溢，打造出獨特濃醇風味。</p> <p>比利時朱古力雪糕配黑朱古力、咖啡雪糕配阿拉比卡咖啡朱古力 (各2件)</p> <p>Belgian Chocolate Ice Cream with Dark Chocolate, Coffee with Arabica Coffee Chocolate (2pcs each)</p>



# Häagen-Dazs™ Ice-Cream Mooncake 2024 — Medium



SKU 名稱	STARRY MACARMOON ICE CREAM MACARON星·享聚雪糕馬卡龍 (9pcs)	STARRY MOONLIGHT 品·歡聚 (6pcs)	MOONLIGHT TRAIL 星旅·尋月 (4pcs)
Standard Price 標準價	\$488	\$598	\$598
Introduction 簡介	雪糕馬卡龍載譽歸來，並加入全新 呔呢嚙藍莓馬卡龍雪糕，昇華口味享受。	集合多款別具特色的雪糕月餅，配以時尚保溫袋，帶來月圓享受。	適逢電車創立120周年，Häagen-Dazs™雪糕月餅與香港電車 首度聯乘，推出 Häagen-Dazs™ X 香港電車 特別版雪糕月餅，讓你在中秋漫遊星月，享受獨有滋味。 <b>隨盒附送限量版 Häagen-Dazs™ 香港電車 1/120電車模型（一部）</b>
Ice Cream Flavour 雪糕口味	士多啤梨紅桑子馬卡龍雪糕配粉紅色馬卡龍、呔呢嚙藍莓馬卡龍配紫色馬卡龍、芒果雪糕配黃色馬卡龍 (各3件)  Macaron Strawberry & Raspberry Ice Cream with Pink Macaron, Macaron Vanilla & Blueberry with Purple Macaron, Mango & Cream Ice Cream with Yellow Macaron (3pcs each)	抹茶配日本焙茶朱古力、抹茶配西村京都綠茶朱古力、比利時朱古力雪糕配黑朱古力、咖啡雪糕配阿拉比卡咖啡朱古力、呔呢嚙、焦糖脆餅 (各1件)  Green Tea Ice Cream with Japan Hojicha Tea Chocolate, Green Tea Ice Cream with Japan Green Tea Chocolate, Belgian Chocolate Ice Cream with Dark Chocolate, Coffee with Arabica Coffee Chocolate, Vanilla, Caramel Biscuit & Cream (1pc each)	士多啤梨、比利時朱古力、呔呢嚙、焦糖脆餅 (各1件)  Strawberry, Belgian Chocolate, Vanilla, Caramel Biscuit & Cream (1pc each)



# Häagen-Dazs™ Ice-Cream Mooncake 2024 — Luxury



SKU 名稱	MOONLIGHT WONDERLAND 七星·綴月 (8pcs)	CRISPY WONDERLAND 幻彩·脆月 (10pcs)
Standard Price 標準價	\$788	\$938
Introduction 簡介	有如繁星般的雪糕口味，映襯著果香滿溢的明月，盒面以燙金作主調，建構出如幻似真的中秋美境。	<u>全新產品</u> 全新雙層脆皮，結合黑朱古力及鬆脆威化，昇華口感；明月以經典雪糕口味配上拖肥夾心，伴以繁星的豐富口味。幻彩的繁花禮盒，盡顯優雅氣派，是中秋送禮之選。
Ice Cream Flavour 雪糕口味	<p>明月：芒果及呔呢嗶配芒果熱情果夾心 (1件)            繁星：曲奇呔呢嗶、抹茶、咖啡、藍莓、士多啤梨、比利時朱古力、焦糖脆餅 (各1件)</p> <p>Moon: Mango &amp; Vanilla with Mango &amp; Passionfruit filling (1pc)            Star: Cookies &amp; Cream, Green Tea, Coffee, Blueberries and Cream, Strawberry, Belgian Chocolate, Caramel Biscuit &amp; Cream (1pc each)</p>	<p>明月：呔呢嗶及比利時朱古力配拖肥夾心 (1件)            繁星：藍莓、士多啤梨、芒果、夏威夷果仁、曲奇呔呢嗶、焦糖脆餅、比利時朱古力、抹茶、咖啡 (各1件)</p> <p>Moon: Vanilla &amp; Belgian Chocolate with Toffee filling (1pc)            Star (each with Wafer + Chocolate double coating): Blueberries and Cream, Strawberry, Mango, Macadamia Nuts, Cookies &amp; Cream, Carmel Biscuit and Cream, Belgian Chocolate, Green Tea, Coffee (1pc each)</p>





# Häagen-Dazs™ Ice-Cream Mooncake 2024 — Luxury

Free Delivery



<b>SKU 名稱</b>	<b>DELUXE COLLECTION 殿堂·瑰月 (8pcs)</b>
<b>Standard Price 標準價</b>	<b>\$1,688</b>
<b>Introduction 簡介</b>	充滿特色的開心果脆米朱古力外層，包裹著雙重雪糕口味，配上濃郁流心明月，將滋味擴大。禮盒加上燙金、浮雕及壓紋等多重獨特觸感，極致高貴奢華。
<b>Ice Cream Flavour 雪糕口味</b>	<p>明月：比利時朱古力及夏威夷果仁雪糕配朱古力流心配開心果脆米朱古力 (1件)</p> <p>繁星 (雙層雪糕)：焦糖脆餅與咖啡配榛子朱古力、士多啤梨芝士餅與芒果配胡桃朱古力、呔呢噶與抹茶配腰果朱古力、士多啤梨與藍莓配杏仁朱古力、曲奇呔呢噶與夏威夷果仁配夏威夷果仁朱古力、比利時朱古力與咖啡配核桃朱古力、呔呢噶與士多啤梨配巴西堅果朱古力 (各1件)</p> <p>Moon: Belgian Chocolate &amp; Macadamia Nut ice cream with Lava Chocolate filling with Pistachio Crispy Rice Chocolate (1pc)</p> <p>Star (Double-layered ice cream) :</p> <p>Caramel Biscuit &amp; Cream and Coffee with Hazelnut Chocolate, Strawberry Cheesecake and Mango with Pecan Chocolate, Vanilla and Green Tea with Cashew Nut Chocolate, Strawberry and Blueberries &amp; Cream with Almond Chocolate, Cookies &amp; Cream and Macadamia Nut with Macadamia Nut Chocolate, Belgian Chocolate and Coffee with Walnut Chocolate, Vanilla and Strawberry with Brazil Nut Chocolate (1pc each)</p>







# Additional Offers 額外優惠

**Buy 2 boxes or above  
凡購買2盒或以上**

Every 2 boxes, 1pc of Freebies per box

Include:

- Single Scoop Voucher 1pc
- Buy one get one free on Double Scoops Coupon

每盒均可獲贈「Freebie」乙套  
每套包括

- 「單球雪糕券」1張、
- 「外賣雙球雪糕買一送一優惠券」1張



**Buy 5 boxes or above  
凡購買雪糕月餅5盒或以上**

Every 5 boxes, additionally get 1pc of  
“Thank You Gift”

Include:

- Single Scoop Voucher 3pc
- Buy 1 Get 1 Free on selected takeaway coffee or tea Coupon 1pc
- 30% off discount for selected takeaway creations Coupon 1pc (Shop only)
- 30% off discount for selected takeaway double scoop or triple scoop Waffle Cone (shop only)
- \$80 Cake Coupon 1pc (Shop & eShop)
- \$100 Fondue Coupon 1pc (Shop & eShop only)

每5盒可額外獲贈  
「Thank You Gift」禮券乙套

每套包括

- 「單球雪糕券」3張
- 「指定外賣咖啡或茶飲買一送一券」1張
- 「指定外賣甜品7折優惠券」1張 (Shops only)
- 「指定外賣雙球或三球華芙筒7折優惠券」1張 (Shops only)
- 「雪糕蛋糕\$80優惠券」1張 (Shop & eShop use)
- 「雪糕火鍋\$100優惠券」1張 (Shop & eShop use)





# Redemption Details

換領點開放日期 Redemption Period	6-17/9												免費配送 Free Delivery
	品·復古 Twinkle Night	品·明月 Twinkle Fruity	品·聯誼 Twinkle Night Mix	靜·新月 Aroma Moonlight	茶·亮月 Greeny Moonlight	心·雙月 Heartful Moon	品·歡樂 Starry Moonlight	七·星·月 Moonlight Wonderland	幻·彩·月 Crispy Wonderland	星·享樂 Starry MacarMoon	星·華月 Moonlight Trail	極·登·月 Deluxe Collection	
<b>香港區 HONG KONG ISLAND</b>													
香港維多利亞道88號富豪 香港酒店3樓Victoria Room I Victoria Room I, 3/F, Regal Hong Kong Hotel, 88 Yee Wo Street, Causeway Bay, HK	+	+	+	+	+	+	+	+	+	+	+	+	
香港太古廣場中心(1期)5樓中庭 Atrium, 5/F, Cityplaza, 18 Taikoo Shing Road, Taikoo Shing Island East, HK	+	+	+	+	+	+		+	+				
<b>九龍區 KOWLOON</b>													
九龍尖沙咀彌敦道63號 ISQUARE 國際廣場3樓 3/F, ISQUARE, 63 Nathan Rd., Tsim Sha Tsui, Kln.	+	+	+	+	+	+	+	+	+	+	+	+	
九龍旺角彌敦道636號, 招商永隆銀行 中心5樓, 505-507室 Room Nos. 505-507, 5/F, CMB Wing Lung Bank Centre, 636 Nathan Road, Mongkok, Kln	+	+	+	+	+	+	+	+	+	+	+	+	
九龍啟德律道2號AIRSIDE 1樓118號舖 Shop L118, 1/F, Airside, 2 Concorde Road, Kai Tak, Kln	+	+	+			+		+	+				
<b>新界區 NEW TERRITORIES</b>													
新界沙田橫街1-15號好運中心3樓中庭 Lucky Playground, Level 3, Shatin Lucky Plaza, 1-15 Wing Pak Street, Shatin, N.T.	+	+	+	+	+	+	+	+	+	+	+	+	
新界荃灣大河道100號 海之戀商場地下中庭 G/F Atrium, OP Mall, 100 Tai Ho Road, Tsuen Wan, N.T.	+	+	+	+	+	+	+	+	+	+	+	+	
新界屯門蔚事會高83號 V city MTR 層中庭 Atrium, MTR Level, V city, 83 Tuen Mun Heung Sze Wui Road, Tuen Mun, N.T.	+	+	+			+		+					
新界將軍澳康翠路4號 東港城商場2樓258D號舖 Shop 258D, 2/F, East Point City, 8 Chung Wa Road, Tseung Kwan O, N.T.	+	+	+			+		+					
新界大埔安邦路3號大埔 超級城C區2樓573號舖 Shop 573, Level 2, Zone C, Tai Po Mega Mall, No. 3 On Pong Road, Tai Po, N.T.	+	+	+			+		+					
新界大圍車公廟路18號匯方2樓240號舖 Shop 240, 2/F, The Wai, 18 Che Kung Miu Road, Tai Wai, Sha Tin, N.T.	+	+	+										

Redemption Period: 6 – 17 Sept, 2024  
Redemption Time: 12pm – 9pm

**THANK YOU!**

