

The Daily Tar Heel

Guide to

Bars and Restaurants

Designer ice cream

Haagen-Dazs is here

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It was invented in the Bronx by a Polish immigrant. Its name is nonsense, and the map of Scandinavia on its lid is just for show.

It contains 50 percent more butterfat and sells for 75 percent more than the average ice cream.

But people are buying it, and **Haagen-Dazs**, often called "designer ice cream," is bringing in an estimated \$40 million a year.

Former Israeli Prime Minister Golda Meir once demanded two quarts of vanilla Haagen-Dazs before she would allow her private jet to depart Love Field in Dallas. And Brooke Shields requested — and got — a Haagen-Dazs ice cream cake for her "Sweet Sixteenth" party.

And now, a Haagen-Dazs Ice Cream Shoppe has come to Chapel Hill, the first franchise in North Carolina.

Chapel Hill was chosen because stores near other colleges are doing well, said Bradley-Alison Stanley. Stanley and her husband, Gordon, own the Chapel Hill franchise.

Stanley, a 1976 graduate of Duke University from New York, said she has been eating Haagen-Dazs ice cream all her life. She worked in a Charleston, S.C., store for 10 months before applying for franchise rights in Chapel Hill.

Stanley said she believes in the product. Haagen-Dazs makes its own flavors — there are more than 20 — and doesn't rotate them as other chains do, she said.

There are no stabilizers or preservatives in the ice cream, which is made from natural ingredients, such as vanilla beans from Madagascar, coffee from Brazil and rum from New England.

Haagen-Dazs also boasts a low overrun (the amount of air pumped into the ice cream). The ice cream has only 20 percent overrun, Stanley said, compared to 50 percent or more for other brands.

Haagen-Dazs is expensive — a single scoop costs \$1.06 at the Chapel Hill store — but Stanley said "price doesn't seem to be a factor at all. You're going to go out to get what you think is best."

The Chapel Hill store serves cups and cones of ice cream and sorbet (sherbet), shakes and banana splits. It offers dry toppings, candy toppings and syrups.

Haagen-Dazs founder and president Reuben Mattus said he made up the foreign-sounding name because he wanted people to stop and take a second look. He has said he doesn't care how it's pronounced, but it is commonly said so that Haagen rhymes with noggin and Dazs rhymes with Oz.

A few doors east of Haagen-Dazs' red-canopied entry is the **Yogurt Pump**, Chapel Hill's ice cream alternative, which opened in October 1982.

Frozen yogurt is more nutritional and lower in calories than ice cream, said franchise owner Bud Anderson. He said the store is getting a good response from its customers but he would like to see more.

The Yogurt Pump serves cups and cones of frozen yogurt, yogurt freezes and shakes, yogurt grahamwiches (yogurt and graham cracker sandwiches) and banana boats (frozen yogurt and bananas or other fruit). It also offers a variety of dry and fruit toppings.

The Yogurt Pump makes its own cones from special batter containing no preservatives, Anderson said. He said he is thinking of adding a line of natural juice drinks.

The store's interior is simple, with plants and pictures for decoration and some tables and chairs. On one wall is a painting of the pump logo. Customers can request free tastes of flavors featured each day.

A five ounce cup or cone of frozen yogurt costs 70 cents and a seven ounce cup costs \$1.10.



DTH/Jamie Francis

This scoop may cost more than the average ice cream, but Haagen Dazs fans vow the money is well-spent. Haagen Dazs, recently opened a shop on West Franklin Street.

