

It's never been a better time to

# Franchise with DQ®

NO. **1**  
RANKED

Top 500 Ice Cream & Frozen Dessert Franchises (2013)  
~ Entrepreneur Magazine



## WE'VE GOT A LOT GOING FOR US

# 95%

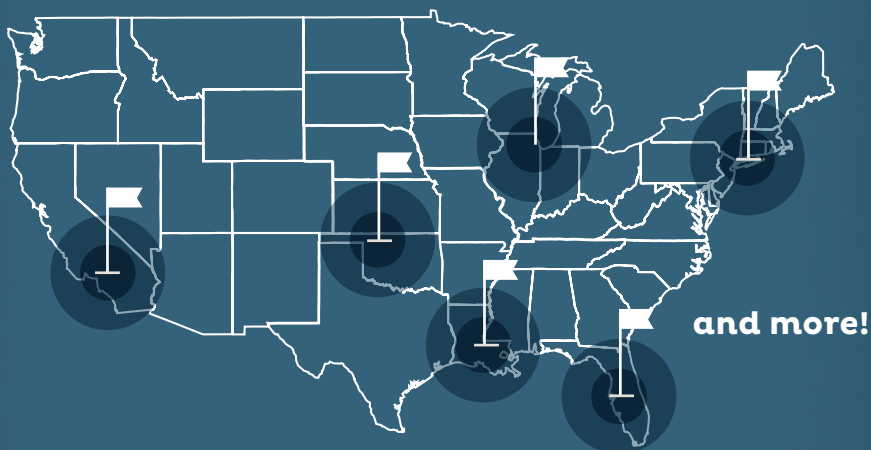
## CONSUMER BRAND RECOGNITION

**More than  
4.3  
million**

PASSIONATE & LOYAL  
BLIZZARD® FAN CLUB  
MEMBERS



## GREAT MARKETS AVAILABLE



**NO. 1**

2013 Ranking in  
Entrepreneur  
Magazine's **"Top 500  
Ice Cream & Frozen  
Dessert Franchises"**



## NO 2

Ranking in  
Huffington Post's  
**"2012 America's  
Favorite Fast Food  
Chains"**



# TOP 10

CNNMoney 2011  
"10 Great  
Franchise Bets"

## A STORY OF SWEET SUCCESS

For more than 75 years, the DQ® system's recipe for success has been simple. It's been a combination of hardworking people who own and operate restaurants, and great-tasting food and tempting treats served in our establishments.

Our phenomenal story began with the 10-cent sale of a then unnamed product on August 4, 1938, in Kankakee, Illinois. A father and son partnership in Green River, Illinois, had been experimenting with a soft frozen dairy product for some time. They contacted Sherb Noble, a good friend and customer, who agreed to run the "all you can eat" trial sale at his walk-in ice cream store. Within two hours, he dished out more than 1,600 servings of the new dessert.

Although much has changed in the world and in the DQ® system through the years, one constant has remained: DQ® restaurants are still, and always have been, the place to find kids' sports teams celebrating a victory, business people on their lunch break and families taking time out to enjoy great food and soft serve treats. And success for the DQ® system is as simple today as it was in 1940. Satisfied customers lead to successful restaurants.

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# 1940

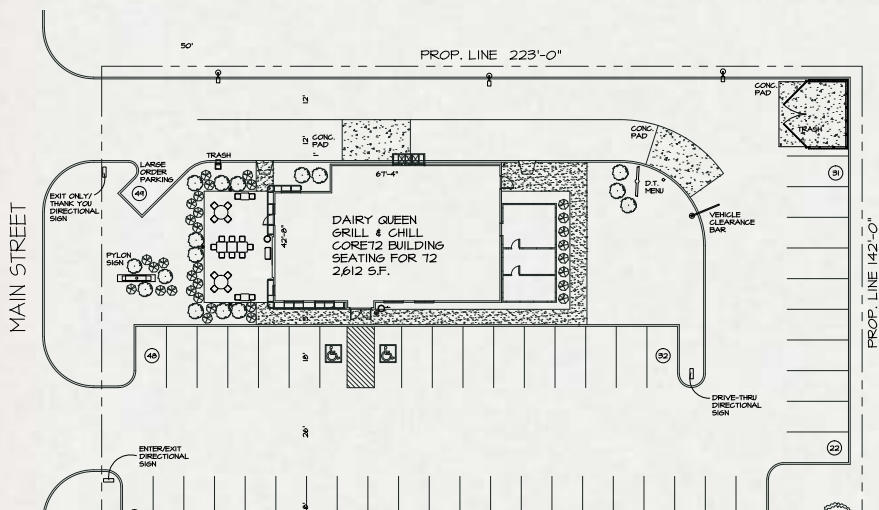
FIRST DAIRY QUEEN®  
STORE OPENS IN  
JOLIET, ILLINOIS.







# DQ Grill & Chill®



## What's on the menu?

Lunch and dinner are done right with delicious, unique food items, like made-to-order quarter- and half-pound GrillBurgers™, chicken strip basket, DQ® Bakes!™ Hot Sandwiches and Snackmelts as well as our hard to resist DQ® soft serve favorites - like our signature Blizzard® Treats, MooLatte® frozen blended coffee beverages, DQ Bakes!™ Hot Desserts, DQ® Cakes and our select Orange Julius® beverages.

## Prototypical Core 72 Site Plan

Square Footage .....	2,612
Seats .....	72
Minimum Lot Size .....	29,670
Minimum Frontage.....	129'
Site Work.....	\$130,000-\$400,000
Building .....	\$420,000-\$500,000
Construction Total.....	\$550,000-\$900,000
Equipment/EPOS Total.....	\$480,000-\$530,000

**Construction & Equipment Total**  
**(without land or working capital) ....\$1,030,000-\$1,430,000**

\*See franchise disclosure document for total estimated initial investment.



## A Welcoming Atmosphere

Welcome guests with a stylish décor that sets a DQ® location apart from the typical quick-service restaurant. The restaurant features a modern open-air grill, separate “Grill” and “Chill” sections, comfortable booths, large wooden tables, warm lighting and music. Seat 72 guests inside and 20 on an attractive outdoor patio.

# WHY FRANCHISE WITH DQ®?

## Advantages



**Strong customer loyalty**



**Opportunities across multiple dayparts**



**Industry-leading franchise support**



**Major US markets available for development**

- World famous DQ® treats, tasty food offerings, and Orange Julius® smoothies
- Sales opportunities across multiple dayparts
- Vast experience in the design and construction of restaurants
- Management and employee training programs
- Strong brand presence with over 4,400 domestic locations and 6,400 locations worldwide
- Strong customer loyalty and relationship with the brand
- Modern restaurant image and menu in our DQ Grill & Chill®, DQ® Dairy Queen®, and DQ® Orange Julius® mall locations
- Industry-leading franchise support, including supply chain, development, operations, marketing and training

## Corporate Support

Our corporate mission is to help our franchisees grow their sales and profits. We have a team of people in every functional area working hard to help you accomplish this goal.

**Go to [DQ.com](https://www.dq.com)** and click on **Franchise With Us** to request more information →

# WHERE DO WE GO FROM HERE?

Our franchising and store development process averages nine months from inquiry to store opening, depending mostly on real estate selection and the franchisee's motivation.

## Process



**STEP 1: Request information**



**STEP 2: Research and due diligence**



**STEP 3: Application process**



**STEP 4: Store construction and management training**



**STEP 5: Open your DQ Grill & Chill® location!**

## Numbers: DQ Grill & Chill®

Franchise Fee: \$35,000

Royalty Fee: 4%

Marketing Fee: 5 - 6%

Term: 20 years

Estimated Initial Investment: \$1,077,225 - \$1,833,125

Liquid Capital Requirement: \$400,000

Net Worth Requirement: \$750,000

Certified DQ® Managers: 3

Building Size: 2,612 sq ft

Lot Size: 29,670 sq ft

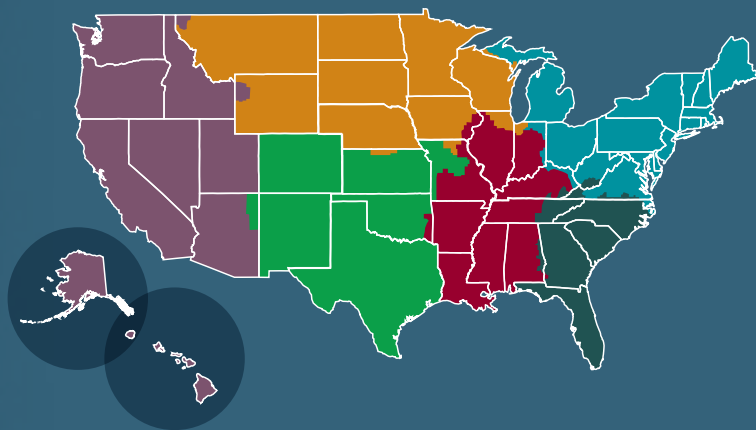
## Go to **DQ.com**

and click on **Franchise With Us**  
to request more information →





# GET STARTED



## New Unit Development



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**[www.DQ.com](http://www.DQ.com)**

This is not an offer to sell a franchise. An offer can only be made by prospectus.

Minnesota Franchising Registration File No. F-2925, File No. F-1869

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DQ0315-2