



***Dairy
Queen®***

Caribbean Franchise Expo

October 2008



Agenda



- *DQ Dairy Queen*[®]
 - History
 - Concepts
 - *Star* Brands
- Our Franchise System
 - Franchisee profile
 - Development structure
- Sampling
 - Store shots
 - Products
- Caribbean



History



- The first successful *Dairy Queen* location opened in 1940 in Joliet, Illinois
- 1979: The *DQ* system debuted in the Middle East
- 1991: First *DQ* store opened in Mexico
- In 1998, Berkshire Hathaway (the company owned by Warren Buffett) bought IDQ
- 2001: Chuck Mooty assumed the role of President of IDQ Companies and brought a new focus to International Development



History



- We are a Franchised Company with more than 5,600 Stores Worldwide. 500 stores are located outside the U.S. and Canada!
- We are the Largest Provider of Ice Cream in the World!
- The *DQ*[®] system has been around for more than 65 Years
- Below is our International team at the annual *DQ* Franchisee Leadership Meeting



World Presence



- Afghanistan
- Bahamas
- Bahrain
- Brunei
- Cambodia
- Canada
- Cayman Islands
- China
- Indonesia
- Malaysia



- Mexico
- Oman
- Panama
- Philippines
- Qatar
- Singapore
- Thailand
- UAE
- United States



Concepts



Treat



Food and Treat



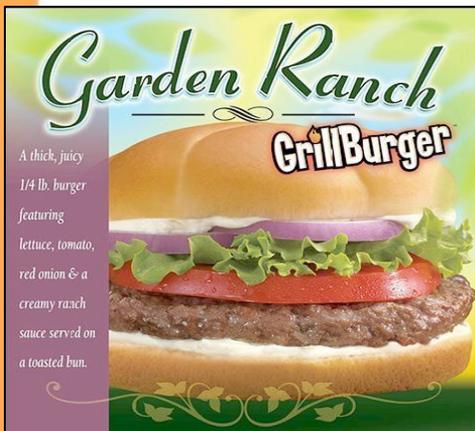


Food and Treat



Grill & Chill

- Concept first launched in the US in 2001. This is the start of the “Food-Centric” locations
- A *DQ* location that not only sells soft serve products but also food including hamburgers, grilled deli sandwiches, and an irresistible chicken strip basket.
- The majority of International based *DQ Grill & Chill* restaurants are located in the Middle East
- Our first *DQ Grill & Chill* location in Thailand opened in 2008



Treat



- The treat concept has evolved over time to offer more and more delicious *DQ* products
- We offer traditional ice cream treats: cones, sundaes, malts, ice cream pops, etc.
- There is also a fabulous selection of branded product lines that have been developed for years by our great R&D team
- Some treat stores also offer the **Orange Julius**[®] smoothies and fruit drinks





History



- First introduced in 1985, the *Blizzard* Flavor Treat was the *DQ* system's single greatest dessert innovation in 20 years. More than 175 million were sold in the first year alone.
- Most popular flavors include: *Oreo* Cookie, Chocolate Chip cookie dough, *M&M's* and Strawberry Cheesecake.
- Like many *DQ* products, *Blizzard* flavors vary in other countries based on their taste profiles. Examples include: Green Tea *Kit Kat*, Mango and Irish Crème Cheesecake.

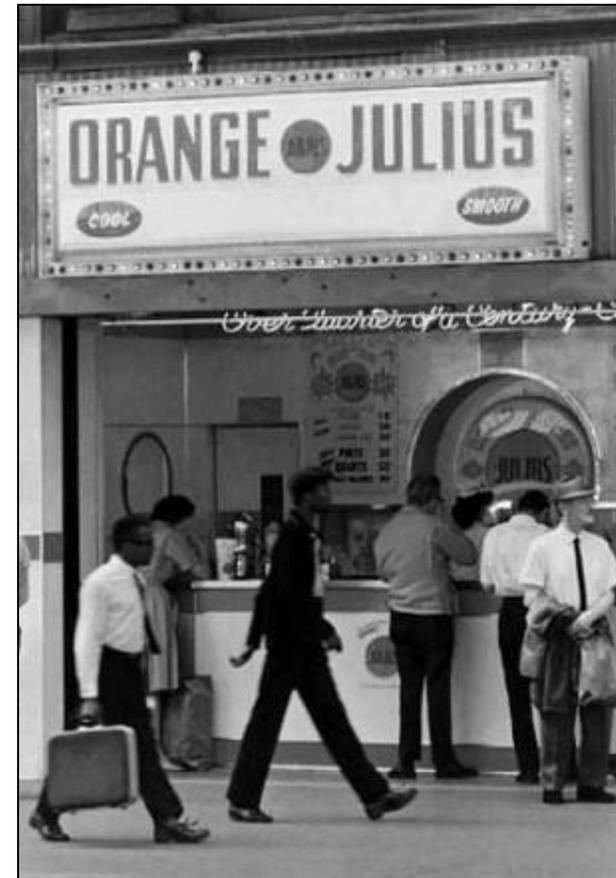




History



- *Orange Julius* was developed in 1926 in Los Angeles, California.
- The people who stopped at Julius Freed's fruit stand would say "I want an Orange, Julius!"
- *Orange Julius* is our product line offering for fruit drinks and hot dogs.
- In 1987, Orange Julius of America was acquired by IDQ companies.
- Many of our *DQ* stores also offer the *Orange Julius* product line. These locations are "Treat" stores.



Franchisee Profile



Our Franchisees have~

- Enthusiasm for the *DQ* brand
- Experience with restaurants and in the service industry specifically with franchises and US franchises
- An established business and development contacts in the country of interest
- Capability to create an entire business structure including a position of General Manager who has experience with food service.
- Must have the knowledge to implement marketing, brand building, real estate and site selection
- Strong financial resources with the capability to open multiple stores over a 3-year time frame



Development Program



- The territory granted will depend on the capacity and interests of the possible franchisees and of the potential market.
- Fee Structure
 - **Development Fees:** Our one-time development fee is paid for upfront and ranges are dependent on the market of interest and any associated up-front costs
 - **Store Fee:** This fee is assessed to each individual store opened by a franchisee
 - **Service Fee:** Consists of a 4 -5% fee based on concept development
 - **Marketing Fee:** Franchisees are required to invest a portion of their sales in marketing to build the *DQ* brand.
- It is not possible to establish a “sub-franchise.”



Stores Around the World - Exteriors



China



Mexico



Oman



Cayman Islands



Bahrain

Stores Around the World – Interiors



Cayman Islands



Bahrain



Philippines



Panama



Oman



International Food Flavors



Chili Lime

Chicken Strip Basket

Our original chicken strips dusted in tangy chili & lime spices, served with tortilla chips and salsa ranch dipping sauce.

SALSA-RANCH

TURKEY WRAP

MAKE IT A BASKET DEAL

Salad Sensations

Crispy Chicken Caesar Salad

Grilled Chicken Salad

Crispy Chicken Salad

Try one of our Salad Sensations Today!

STEAKHOUSE

GrillBurger

A thick, juicy 1/4 lb. burger with A.1. Steak Sauce, onion rings, leaf lettuce and thick-cut tomato on a toasted bun.

Make it a DQ Basket Deal.

POPCORN Shrimp

BASKET

Small name... jumbo taste!



Caribbean



- We are committed to growing in the Caribbean
- Today
 - 2 stores in The Bahamas and growing
 - 1 store in the Cayman Islands and growing
- Future
 - New franchisee in Trinidad and Tobago
 - Actively seeking the right partners in other Caribbean nations
- Expansion plan includes *DQ* Caribbean support infrastructure
 - Regional promotions/marketing
 - Regional operations and development support
 - Regional franchisee community
 - Economies of scale benefits



More Information



If you have the experience and passion to belong to the *DQ* system, contact:

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