



Smith Dairy Queens, LTD.

February Newsletter

Happy Valentines Day!

Letter from Heather

Hello everyone! As we look ahead to 2026, I'm confident it will be a great year for Smith Dairy Queens, though I won't pretend it won't come without its challenges. The QSR industry continues to face constant pressures, from rising costs to an increasingly competitive landscape, but our team has proven time and again that we know how to adapt and succeed. Last year is a perfect example: despite the obstacles, we finished strong and saw an increase in sales. That kind of performance doesn't happen by accident. It's the result of dedication, resilience, and an unwavering commitment to our guests and our brand.

Because of that momentum, it's important that we start looking ahead now. Hiring will need to ramp up soon so we're fully prepared for the increased business that spring and summer always bring. Setting ourselves up early will allow us to train confidently, operate smoothly, and continue delivering the experience our guests expect. I'm especially encouraged because this year has already started on a great note, and that energy is something we can build on together. If we stay proactive, focused, and united, I truly believe 2026 will be one of our strongest years yet.

Have a Happy Valentines Day, everyone, and thank you for all of your hard work!

Sincerely,

Heather

Human Resources Corner

Happy New Year Team SDQ!

When hiring hourly team members, focus on what matters most:

- **Consistent, job-related interview questions**
- **Reliability and availability first**
- **Positive attitude and customer service mindset Hire for Attitude, Train for Skill**
- **Clear communication about pay and pay periods, scheduling, and expectations (use the Handbook to provide expectations)**
- **Prompt decisions with thorough onboarding and training**

If you encounter any red flags or want to raise any concerns, reach out to HR before making the hiring decision. The right hire supports the team, the guest experience, and overall operations.

I appreciate each of you and everything you do each day!

Tiffany



NUTZ AND BOLTZ



If you have any questions about how to do any of these tasks, ask your managerial team or District Supervisors



Soft Serve Machine Cleaning!

Properly cleaning our soft serve dispensing machines is essential to food safety, product quality, and machine performance. Each evening, these machines must be completely disassembled and thoroughly cleaned using the green cleaning solution. Be sure to use the round bristle brushes in every designated location to remove buildup that isn't always visible at a glance. Taking the time to fully break down and clean the machine daily helps prevent contamination, keeps our treats tasting their best, and extends the life of this critical equipment.



Toaster Teflon Cleaning!

With the semi-recent introduction of the new butter a few months ago, proper toaster cleaning is more important than ever. Teflon sheets should be removed and cleaned at least once daily, and replaced as needed when they show signs of wear. This simple step helps prevent buildup, ensures even toasting, and allows the toaster to function as intended. Regular attention to toaster cleanliness not only improves product consistency but also reduces unnecessary equipment issues during busy shifts.





NUTZ AND BOLTZ

CONTINUED



If you have any questions about how to do any of these tasks, ask your managerial team or District Supervisors

Content for Nutz and Boltz brought to you by Dale, Jon and Nate!

Fryer Oil Filtering!

Clean Fryers!



The Pipe Attachment is Threaded



Make sure the Fryer is powered off before attaching the pipe to the Grease Caddy



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Grease Caddy





Smith Dairy Queens, LTD.

**WE'RE
HIRING!**

District 1

No Open
Managerial Positions!

District 3

Kyle - AM
Wimberley - AM
San Marcos 1 - AM
Smithville - AM

District 2

Somerville - AM
Brenham - AM
Bellville - AM
Schulenburg - AM

District 4

Kenedy - AM
Devine - AM
Karnes City - AM
Floresville - AM

Assistant Managers Needed!

Contact the store District Supervisor/Sr.
GM below for more information!

District 1: Don Crockett (979) 595-7721

District 2: Tim Milligan (979) 436-4765

District 3: John Effiom (979) 446-6522

District 4: Charles Swanson (979) 224-3496

ECOSURE™ Audit Trends To Be Aware Of:

We have high hopes and expectations for 2026; see below the trends for 2025 from all 38 of our audits this past year.

When do auditors come? Of the 38 audits, see below for when they typically came:

Sundays – 0
Mondays – 9
Tuesdays – 7
Wednesday – 11
Thursday – 7
Friday – 2
Saturday – 2

What time of day do auditors come? Auditors can come any time, but see below on when they typically came:

10 am – 12 pm - 17
12 pm – 2 pm - 12
2 pm – 4 pm - 7
4 pm – 6 pm - 2
6 pm – 10 pm - 0

Common trends for PRIDE winners

- 11 of the 14 PRIDE winners were shopped between 10 am and 2 pm
- 11 had the same auditor, so consistency and friendliness are key
- Tuesdays and Thursdays were the most common days PRIDE awards were given.
- 20 of the 38 audits came in quarter 1 and 2 of 2025

Lastly, we know parking lots and buildings tend to hold some of our stores back from the PRIDE award, just know I have your back and will do my best to reverse any decisions I can. However, you must go to bat for yourselves. If an auditor is saying there is too much gum on the drive thru, it's okay to push back, in a friendly way of course, and let them know "We have tried and tried to get that up, and it just won't come up, and this should be more of an FPC issue and not a food safety issue". **I would encourage you all to walk around with that auditor as well. Stay with them during the entire visit, be friendly, have a good conversation with them, since this all could go a long way.**

-Jon Stoops, Director of Operations



Internal Audits

Wimberley	01/03/2026	71.7
Yorktown	01/05/2026	79
La Vernia	01/07/2026	76
Devine	01/07/2026	67



Recent SDQ Celebrations

Photos for the next 3 slides courtesy of Nate Carr, Tim Milligan, Don Crockett, as well as the crews from Taylor. If you want your pictures featured in the SDQ Monthly newsletter, send them to nate.carr@smithdq.com before the 20th of every month!

Taylor Dairy Queen voted “Best Fast Food” and “Best Ice Cream” by the Taylor Press readers!!!



SDQ Birthday Celebrations!





Bryan 6's Million Dollar Crew!



In 2025, Mary, the General Manager for Bryan 6 and her crew hit the 1 million dollar mark for the first time ever in Bryan 6's history. Her and her crew worked incredibly hard to hit this milestone. This of course, is a distinguishment that many of our stores hit every year, but we want to recognize them in this issue of the Newsletter because we unfortunately are having to close down Bryan 6 due to the work TexDOT is performing on Highway 21. Bryan 6 may be closing it's doors, but these hardworking individuals aren't going anywhere. Many of these employees are being transferred to other locations. SDQ cares deeply for all of our employees, and while this may be saddening, we are moving forward, and exploring many different avenues for how we can open another location in the same area! Never forget how important you all are to Smith Dairy Queens!





Valentines Day is Almost Here!



February

Spicy
CHICKEN TENDER
COUNTRY BASKET
Marinated with zesty seasonings
for a *spicy kick!* **\$6.99**

SERVED WITH
SOFT SERVE
FOR
DIPPING!

LIMITED TIME

It's Back!
Red Velvet
Cake **Blizzard**
of the Month

Red velvet
cake pieces
and cream
cheese icing

**LET YOUR
LOVE FOR DQ
BURN LIKE OUR
SPICY TENDERS**

**CUPID CALLED
HE LOVES
OUR NEW
CUPCAKES**

Monthly Specials for February

01/26/26 - 02/01/26

FREE Small Plain or Dipped Cone
with any order

\$1 off a Hungr-Buster®

\$2 off a 4pc Chicken Tender
Country Basket®

02/02/26 - 02/08/26

\$1 Off Any Size BLIZZARD® Treat

\$2 off any Combo #1-8

\$2 off a 6pc Chicken Tender
Country Basket®

02/09/26 - 02/15/26

\$1 Off Any Size BLIZZARD® Treat

\$2 off any Combo #1-8

FREE Large Fries with any
purchase

02/16/26 - 02/22/26

\$2.99 Medium Sundae

\$2 off any Burger Combo #1-6

\$2 off a 4pc Steak Finger
Country Basket®



HAPPY

BIRTHDAY

<i>Melissa Olvera, Elgin Assistant General Manager</i>	<i>Feb. 5th</i>
<i>Chelsea Castro, Bastrop Assistant General Manager</i>	<i>Feb. 6th</i>
<i>Zo Hawkins, Bryan 5 General Manager</i>	<i>Feb. 11th</i>
<i>Mitchell Laughbaum, IT Specialist</i>	<i>Feb. 21st</i>
<i>Susanna Bustillos, Rockdale General Manager</i>	<i>Feb. 28th</i>



Happy Anniversary

<i>Breggitte Jones, Bryan 2 General Manager</i>	<i>Feb, 5th, 2018</i>
<i>Melissa Olvera, Elgin Assistant General Manager</i>	<i>Feb. 17th, 2025</i>
<i>Daphne Jefferson, Crockett General Manager</i>	<i>Feb. 20th, 2023</i>
<i>Rebecca Canales, Karnes City General Manager</i>	<i>Feb. 24th, 2020</i>