



SDQ Monthly

Smith Dairy Queens, LTD.



June 2025

"A Sweet Update"

Letter From Heather

Team good afternoon, I really thought a lot about this months newsletter and what I wanted to share with you all. As I sit here in my office and I look outside, and I see the temperature sitting at 92 degrees it got me thinking that we really need to focus on keeping our fans and our employees as cool as we can this year. For the second straight year we provided the stores with preventative maintenance on the A/C's in all the locations to help ensure they work during these hot upcoming months. We do need help and support from all of you to be sure they continue to run properly throughout the rest of the year. Please be sure we are changing the filters out once a month, and set the units to 72 degrees, unless directed differently by our maintenance team. If you can help with this team, we can really help our units last longer and keep our fans and employees cool during these upcoming brutal months. Thanks for all you do team!



"Dad: A son's first hero, a daughter's first love."

UNKNOWN

Deliciously Dad-worthy



Pick up a DQ Cake for dad!
Available in-store, on the DQ Mobile App or DQcakes.com

8" serves 6-8 • 10" serves 10-16

I am so excited to let you all know that we are going to be rolling out a new communication platform for our entire network. This new platform is designed to get more and more information to our teams so all of us are all on the same page. You will see text messages come through for all sorts of amazing items such as maintenance, IT, upcoming specials, HR items, new processes and so on. This will help all stay on the same page and not rely just on our supervisors or managers to pass on new details, we know how incredibly busy they all are. So, soon you will be getting some information on "Our People", please ask your supervisors for more details.

HR Corner





Smith Dairy Queens, LTD.

HELP WANTED!

Wanna Re-locate?

Let us help you grow in your career!!!

District 2:

District 3:

District 4:

Flatonia - GM/AM

Elgin - AM

Nixon - AM

Hallettsville - AM

Kyle - AM

Kenedy - AM

Brenham - AM

Yorktown - AM

Devine - AM

Managers Needed

Contact store District Supervisor

D2: Brandon Fulton (979) 436-4232

D3: John Effiom (979) 446-6522

D4: Charles Swanson (979) 224-3496

1/14	14530 Rockdale	Pass/Pass	
2/19	13886 Bryan #5	Pass/Pass	
2/19	13893 Caldwell	Pass/Pass	
2/24	10604 La Vernia	Pass/Pass	PRIDE AWARD 
3/07	10586 Wimberley	Pass/Pass	PRIDE AWARD 
3/19	13885 Bryan #3	Pass/Pass	
3/19	13887 Bryan #2	Pass/Pass	
3/24	14595 Seguin #4	Pass/Pass	
4/12	14741 Yorktown	Pass/Pass	PRIDE AWARD 
4/17	14023 Devine	Pass/Pass	PRIDE AWARD 
4/17	14594 Sealy	Pass/Pass	
4/30	14081 Floresville	Pass/Pass	PRIDE AWARD 
5/07	14705 Weimar	Caution/Pass	
5/07	14989 Flatonia	Caution/Pass	



Smith Dairy Queens, LTD.

Internal Audit

1/23	13883 Bryan #6	81.4	4/24	14064 Elgin	80.8
1/24	10586 Wimberley	91.9	4/24	13843 Bastrop	92.4
3/10	14705 Weimar	55.6	5/01	14199 Hempstead	74.0
3/10	14590 Schulenburg	69.9	5/01	13858 Bellville	78.3
3/20	10041 Brenham #2	82.9	5/08	14617 Somerville	67.2
4/17	13956 Crockett	64.0	5/12	14187 Hallettsville	35.6
4/22	14613 Smithville	89.3			

Pearsall

Brenham #2



GEORGE STRAIT SURPRISES TEXAS DAIRY QUEEN STAFF WITH DRIVE-THRU VISIT AND A SELFIE

COUNTRY NOW

Country Now

17h · 🌐

When George Strait, the King of Country Music... See more

👍❤️ 20.9K

1.1K comments 806 shares

< **Judy Stephens Clifton** ...
54m · 👥

All the way to Madisonville DQ to get Abby a PUP CUP. She ended up with a vanilla shake with extra whipped cream. Next month we will try the DQ in Brenham. Be ready **Tim Milligan** !



❤️ Love 💬 Comment 📧 Send ➦ Share

SEGUIN #3 CAR SHOW



Street Attraction Lowrider Club 2025



"STEP THE GAME UP LIKE THE 90'S"

Bye Bye... SHIFT 4™



Laura had the pleasure of donating cakes to our local seniors. Cathy and all the volunteers prepare homemade meals and organize a raffle using generous community donations. We are truly honored that they invited Flatonia DQ to take part in such a meaningful event.

June

Blizzard Of The Month

Reader
Boards For
June

DADS
DIG OUR
SUMMER
BLIZZARD

Please
Have
Posted
On 5/26

SAVE MONEY
USE THE
ADQ APP
\$\$\$



New!
Mixing Bowl Mashup
Blizzard of the Month

New!
Dipped Strawberry Cheesecake
Blizzard of the Month

Sweetest. Summer. Ever.

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DQ App!
Treat Yourself. Then, Reward Yourself.
Earn points on DQ® goodies and enjoy delicious rewards.

Only in the App

Scan QR code to get the DQ® App

At participating locations.

June

Mobile App
Deals

Mobile Monday Deals

- 5/26/25 \$1.50 Small Plain or Dipped Cone
- 6/02/25 BOGO: Buy a PEANUT BUSTER®, Get One for \$0.99
- 6/09/25 \$2 Off Any Shake or Malt
- 6/16/25 BOGO: Buy a Kid's Meal, Get One FREE
- 6/23/25 2 for \$5 Small Shakes and Malts

Holiday - One Day Deals

- 5/28/25 National Burger Day FREE Hungr-Buster® (w purchase of \$2 or more) app only
- 6/20/25 First Day of Summer BOGO: Buy One BLIZZARD® Treat at Regular Price, Get One FREE of Equal or Lesser Value—app only

Weekly Deals

- 5/26/25 – 6/01/25
 - \$1 Off a Burger Combo #1-6
 - \$1 Off a Basket Combo #7-8
 - \$0.99 Mini BLIZZARD® Treat with Any Purchase minimum \$2
(Excludes Royal BLIZZARD® Treat)
- 6/02/25 – 6/08/25
 - 1 Small Plain Cone with Purchase of a Taco Combo
 - \$1 20 Oz. Soft Drink with Any Basket Purchase
 - \$2.99 Banana Split
- 6/09/25 – 6/15/25
 - FREE Small Sundae with Purchase of a Burger Combo #1-6
 - \$2 Off a Kid's Meal
 - \$1 DQ Sandwich Treat
- 6/16/25 – 6/22/25
 - \$5 Jalitos Ranch Hungr-Buster®
 - \$0.99 20 Oz. Soft Drink
 - \$2.99 Small Shake or Malt
- 6/23/25 – 6/29/25
 - \$2 Off a Burger Combo #1-6
 - \$2 Off a Basket Combo #7-8
 - \$2 Off Any Size Float



Birthdays!!!

Hempstead GM	Marchell Wilson	June 6
San Marcos #1	Victoria Guerrero	June 7
Navasota GM	Vanessa Childs	June 14
Hempstead AM	Samantha Rubio	June 20
Caldwell GM	Kemya Pharms-Brooks	June 24
D1 Senior Mgr	Nathan Burrell	June 30

HELLO

JUNE

Anniversaries!!!

D1 Senior Mgr	Nathan Burrell	June 6	14 Yrs of Service
Pearsall GM	Ivy Garza	June 6	19 Yrs of Service
D2 Supervisor	Brandon Fulton	June 10	1 Yr of Service
Bryan #6 AM	Michael Bernal	June 10	1 Yr of Service
Sealy AM	James Thomlinson	June 10	1 Yr of Service
Navasota AM	Joseph Aleman	June 20	2 Yr of Service
Seguin #4 GM	De'Amber Campbell	June 28	18 Yrs of Service