

SDQ Monthly



Smith Dairy Queens, LTD.



March 2025

"A Sweet Update"

Letter from Heather

Team, I am so excited to see several of our stores using the new PAR equipment. This has been such a long time coming and we thank you all for your patience during this transition. We know that change can bring uncertainty and anxiety during these times, so we ask that you are the voice of reason for your teams. We want you to be that expert, that confident leader, that is cool and calm under pressure and ready to tackle any situation that may come your way. We will have you equipped with our team of experts to help along the way, and you will have the team from PAR to contact for any situation as well. We have put a lot of time and effort behind making this a smooth transition for you all. Again, thank you for all that you do and I can't wait to hear about all of the installations coming your way.

**Crunchin'
Cookie**

DIPPED CONE

with
cookies
& cream!

New!



2/24—9/1

We have added a new "HELP WANTED" section to the SDQ Newsletter. We understand that you have built an amazing team at your location, but you may have someone ready to take the next step in their career.

We encourage all people in all our districts to look at employment in other areas.

**HR
Corner**



Smith Dairy Queens, LTD.

HELP WANTED!

District 3:

Rockdale

Bastrop

Elgin

Wimberley

San Marcos 1

S. I-35 location

District 4:

Nixon

Kenedy

Yorktown

Devine

Stockdale

Assistant Managers Needed

Contact store District Supervisor

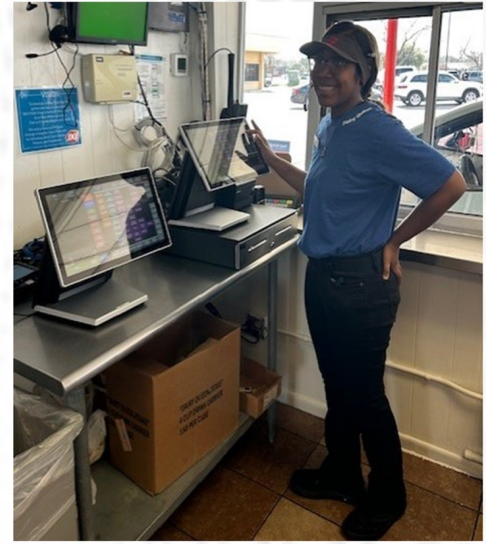
D3: John Effiom (979) 446-6522

D4: Charles Swanson (979) 224-3496

PAR[®] Brink POS

Words of Encouragement from our District 1 Supervisor, Don Crockett

On November 15, 2024, Smith DQ took a major step forward by installing Par/Brink and Data Central at our first location. The Bryan 3 team, led by GM Selena and AM Melissa, did an outstanding job preparing their team. They trained extensively on the HUB, practiced with the training POS setup early, and familiarized themselves with the new menu layout. Additionally, Selena, Melissa, and the entire management team took the initiative to master the various manager functions beforehand, ensuring a seamless transition.



I had the privilege of inputting our menu and pricing into Brink while also setting up our inventory count templates in Data Central. These systems have significantly improved efficiency - once the layout is learned, orders move faster, credit card and gift card transactions are quicker, and menu consistency is maintained across locations.

Collaboration was key to our success. Jon, Tiffany, Chasity, Mary, and I worked closely together, communicating before, during, and after each rollout. Our goal was to ensure the store teams felt confident and supported so they could focus on delivering great service to our customers.

As we continue with District 2, Brandon has taken the lead on the final two rollouts, doing an exceptional job. Change can be intimidating, but it is also necessary for growth. I want to recognize Isaac (College Station) and Nathan (Sr. GM) for their invaluable assistance during our "LIVE" transitions. Their support of the managers and teams made the process smoother and allowed me to focus on my role with less stress.



Synergy

This isn't just a good change—it's a great change. It's something we've needed for a long time, and now it's here. We must embrace it, learn from it, and move forward. Great things are happening at Smith Dairy Queens—the future is bright!

Our new systems are amazing, user-friendly and customer friendly. We will soon be fully integrated with the rewards program and the new ADQ app!! Have you downloaded the new app? Has your staff? Be prepared to help your fans make that transition!! Have you heard about the sticky printers? Wow, How Awesome!!! Ask your supervisors!!



*
Treat yourself, then
reward yourself
with DQ® Rewards!
✦

ECOTRAK

Submit Any And All Work Orders

Any Time Of Day!!!!

Contact Diana With Any

Questions!!!

She Is Here To Help You!!!!

Texas Dairy Queen Convention

2025



SPRING HAS SPRUNG



We are set to continue this trend as the \$7 Texas Meal Deal continues through 3/16, and then we run our Carolina Reaper Taco promotion (3/17-4/27).

As we head to Spring, upcoming cultural events will have a significant effect on our business flow:

Time Change: Sunday March 9th

Spring Starts: Thursday March 20th

Reader Board For March

GET HOOKED
WITH OUR NEW
FISH SANDWICH
& BASKETS





FREE CONE DAY

IS ON MARCH 20

Are You Ready?



March

Mint



Blizzard of the Month

OREO
COOKIE
Blizzard^{TREAT}



OREO[®] cookie pieces and cool mint



Served upside down or the next one's free*

*Upside down at participating locations. Limit one per person. Only one Blizzard[®] Treat is allowed in the drive-thru and on multiple orders. Coupon for a free small Blizzard[®] Treat can be redeemed on the next visit.

Blizzard of the Month

Reader
Board For
March

GET YOUR GREEN

ON WITH THE

MINT OREO

BLIZZARD



New!
CAROLINA

**REAPER
TACOS**



Starts \$3.17

FIRE + FLAVOR



REWARDS[™]
Exclusive Offer



Sign up in the DQ[®] App

ENJOY AN

85¢ Small
Blizzard[®]
Treat
with a \$1 purchase*

March 24-April 6, 2025



CELEBRATING
85

Years!

*Offer valid for a limited time in the DQ[®] App for DQ[®] Rewards members with a purchase of \$1 or more. Must redeem DQ[®] Rewards deal to receive offer; deals may take 24 hours to appear. At participating U.S. locations. Other terms apply.



March

Mobile App

Deals

Mobile Monday Deals

- 2/24/25 BOGO: Buy one large Sundae, get one for \$0.99
- 3/03/25 \$0.99 Small Cone (Plain or Dipped)
- 3/10/25 BOGO: Buy one Shake or Malt, get one FREE
- 3/17/25 FREE regular Fry with any purchase
- 3/24/25 BOGO: Buy one PEANUT BUSTER® Parfait, get one for \$0.99

Texas Independence Day – Sunday

- 3/02/25 \$2 Hungr-Buster®

Double Spoons Day – Wednesdays

- 3/05/25 & 3/19/25

Weekly Deals

- 2/24/25 – 3/02/25 \$1 off 3 Texas T-Brand Tacos® or Combo
\$1 off a Dude® Chicken Fried Steak Sandwich or Combo
\$1 off a Plain or Dipped Cone
- 3/03/25 – 3/09/25 \$1 off a Burger Combo #1 – 6
\$1 off a Basket Combo #7 – 8
BOGO: Buy one BLIZZARD® Treat, get one for \$0.99
- 3/10/25 – 3/16/25 \$2 off a Burger Combo #1 – 6
BOGO: Buy one Kid's Meal, get one for \$0.99
\$1 off a BLIZZARD® Treat
- 3/17/25 – 3/23/25 mini BLIZZARD® Treat with Purchase of a Carolina Reaper Taco Combo
BOGO: Buy one Dude® Chicken Fried Steak Sandwich, get one for \$0.99
2 for \$5 small Shakes and Malts

March Celebrations

Birthdays

HR Director	Tiffany Snider	March 6
Hempstead AM	Miesha Thomas	March 6
Bryan #6 AM	Michael Bernal	March 7
Bryan #3 GM	Selena Becerra	March 11
Seguin #4 GM	De'Amber Campbell	March 12
Maintenance Tech	John Pipitone	March 22
Elgin GM	Flora Frierson	March 24
College Station GM	Isaac Quiroga	March 25

Anniversaries

Elgin GM	Flora Frierson	March 4	1 year of service
Caldwell GM	Kemya Parhams-Brooks	March 18	1 year of service