



Smith Dairy Queens, LTD.

January Newsletter Happy New Year!

Letter from Heather

Happy Holidays, everyone! Wow, it has been quite the year!! Thank you all so much for your dedication and commitment to Smith Dairy Queens during this past year.

Before we bring 2025 to an official close, let's look forward to what we have in store in 2026. On February 24 to the 26th, we will be holding the 2026 Smith Dairy Queens conference for all Smith DQ corporate staff, assistant managers, general managers, and maintenance personnel.

Though specific details are still being worked out, we also have many location remodels, and updates slated for next year and into 2027.

This year was a very successful year for Smith Dairy Queens. Our sales are up when compared to 2024. We opened our first new location in over a decade, brought on a marketing director, as well as renovated Bryan 3 and 5. 2026 will be an even busier year for us and I couldn't be more excited. Thank you all for your hard work and dedication that you put in to your stores every day.

I hope you all have a Merry Christmas, as well as a safe and Happy New Year!

Sincerely,
Heather

NUTZ AND BOLTZ

Keeping our Smart Coke machines clean is a small detail that makes a big difference.

Wiping down the touch screens regularly helps ensure they stay responsive, easy to use, and looking their best for every guest. These screens are touched hundreds of times a day, which means they can quickly collect fingerprints, spills, and germs. A quick wipe throughout your shift not only protects the equipment, but also shows our guests that we care about cleanliness and take pride in every part of their experience.

Equally important is cleaning out the collection tray. This tray catches drips, ice, and overflow, and if it's not emptied and wiped down often, it can become sticky, messy, and unsanitary. A clean collection tray helps prevent odors, buildup, and potential slip hazards in the lobby of our locations.

Taking a moment to empty and sanitize it keeps the area looking professional, helps the machine run smoothly, and supports the food safety standards we all work hard to maintain.

For help in removing and cleaning out the collection tray of your store's Coke machine, please consult with your manager or district supervisor!

A well-maintained and neat looking coke machine will also be noticeable to your store's visitors and make them more inclined to return!

Human Resources Corner

Dear Team SDQ,

As the holiday season approaches, we want to take a moment to thank you for your hard work, dedication, and commitment throughout the year.

We hope this season brings you time to rest, reflect, and enjoy meaningful moments with family, friends, and loved ones. Whether you celebrate a specific holiday or simply enjoy the season, we wish you happiness, peace, and good health.

Thank you for being such an important part of our organization. We look forward to a great 2026!
Happy Holidays and best wishes for the New Year!

Warm regards,
Tiffany Snider and Chasity Jernigan
Human Resources

Reminder - Save the Date!
We'll be taking our amazing AMs and GMs to the SDQ Convention in San Marcos on February 24-26.
More details and a formal invitation coming soon!



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**WE'RE
HIRING!**

District 1

No Open
Managerial Positions!

District 3

Elgin - GM
Seguin 4 - AM
Taylor - AM

District 2

Somerville - AM
Brenham - AM
Hallettsville - AM
Bellville - AM
Weimar - AM
Flatonia - AM

District 4

Kenedy - AM
Devine - AM
Pearsall - 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



SDQ Audits from 11/18 to 12/31

11/24	14530	Rockdale	Caution/Pass	
12/16	14331	Kyle	Pass/Pass	PRIDE AWARD 
12/18	72621	Franklin	Pass/Pass	

Looking Forward to 2026!

Team, we missed the road to 18, but we came very close. 14 of our 39 stores received pride awards from Ecosure, 35.90% of our stores received the highest possible recognition in food safety, handling, and operation. Another 16 of our 39 received a Pass/Pass and just barely fell short of a pride award. Though I am disappointed that we did not complete our journey down the “Road to 18”, I am still incredibly proud of our year, and all of your accomplishments. Below you will see some helpful tips for how we can improve our Ecosure ratings going forward to help ensure we hit our goal next year:

- Perform hourly upkeeps around your store. While crew members are out in the lobby performing table touches, this is also a great opportunity to wipe down tables, countertops, check the ice level of your coke machines, condiment dispensers, and sweep under your tables.
- Check your food date labels, stickers, and logs every morning and evening
- Create a designated area in your backroom/back-storage areas where everyone can store their personal belongings and keep their drink cups
- Spot sweep your parking lots after rushes. One of the most common knocks our stores have been getting during Ecosure auditing has been the cleanliness of our parking lots. Spot sweeping multiple times a day should greatly help with this.
- Remove and rinse out/clean the ice collection tray of your coke machines daily. If this tray and the coke machine as a whole are not cleaned properly, mold and mildew can grow very quickly. This is also a fixture that customers interact with frequently so this should be cleaned at least twice daily.



2025 Pride Award Winners!

2/24	10604	La Vernia	6/23	14309	Karnes City
3/07	10586	Wimberley	7/07	14481	Pearsall
4/12	14741	Yorktown	7/30	14441	Navasota
4/17	14023	Devine	10/14	14613	Smithville
4/30	14081	Floresville	11/06	14584	San Marcos #1
6/18	14990	Stockdale	11/06	14583	San Marcos #2
6/23	13956	Crockett	12/16	14331	Kyle



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Tis the Season!



Photos for the next 4 slides courtesy of Nate Carr, Tim Milligan, Don Crockett, as well as the crews for Bryan 2, Bryan 3, Sealy, Navasota, Taylor and Franklin. If you want your pictures featured in the SDQ Monthly newsletter, send them to nate.carr@smithdq.com before the 15th of every month!





Even More Holiday Fun!





Smith Dairy Queens, LTD.

Spreading Christmas Cheer!





Smith Dairy Queens, LTD.

We Wish You a Merry Christmas!



JANUARY



Monthly Specials for January

12/29/2025 - 01/04/2026

*Snack Pair-Up: 2 for \$4

Regular Onion Rings, Regular Fry, Medium Soft Drink, or (1) Texas T-Brand Taco

2 off a Chicken Tender Country Basket
(4pc/6pc)

\$1 Off Any Size BLIZZARD® Treat

01/05/2026 - 01/11/2026

*Snack Pair-Up: 2 for \$4

Regular Onion Rings, Regular Fry, Medium Soft Drink, or (1) Texas T-Brand Taco

2 off a Chicken Tender Country Basket
(4pc/6pc)

\$1 Off Any Size BLIZZARD® Treat

01/12/2026 - 01/18/2026

*Snack Pair-Up: 2 for \$4

Regular Onion Rings, Regular Fry, Medium Soft Drink, or (1) Texas T-Brand Taco

2 off a Chicken Tender Country Basket
(4pc/6pc)

\$1 Off Any Size BLIZZARD® Treat

01/19/2026 - 01/25/2026

*Snack Pair-Up: 2 for \$4

Regular Onion Rings, Regular Fry, Medium Soft Drink, or (1) Texas T-Brand Taco

2 off a Chicken Tender Country Basket
(4pc/6pc)

\$1 Off Any Size BLIZZARD® Treat



HAPPY



BIRTHDAY

<i>Don Crockett, District 1 Supervisor</i>	<i>Jan. 1st</i>
<i>Nate Carr, Marketing Director</i>	<i>Jan. 4th</i>
<i>Morgan Kramer, La Vernia General Manager</i>	<i>Jan. 13th</i>
<i>Dakota Morris, Bellville Assistant Manager</i>	<i>Jan. 15th</i>
<i>Michelle Trigo, Nixon General Manager</i>	<i>Jan. 22nd</i>
<i>Diana Toliver, Maintenance Administrative Assistant</i>	<i>Jan. 30th</i>



Happy Anniversary

<i>Elizabeth Pantoja, Kyle General Manager</i>	<i>Jan. 1st, 2018</i>
<i>Lorena Sarzosa, Seguin #4 General Manager</i>	<i>Jan. 6th, 2025</i>
<i>Morgan Kramer, La Vernia General Manager</i>	<i>Jan. 27th, 2020</i>