

SDQ Monthly



Smith Dairy Queens, LTD.



October 2025

"A Sweet Update"

Letter From Heather

Team,

Wow, Happy October! Can you believe we're already in the fall season? It sure doesn't feel like it with these 95-degree days, but here we are.

Back in March, I shared something my dad used to say: "We can't wait for March 15 to come around and see the sales come through." That still rings true, but just as important is what we do after the peak. As sales start to level off, we must be ready to adjust our business accordingly.

Over the past couple of years, we've seen you all take incredible ownership of your stores, running them like true professionals and making them your own. Now, as we enter the last stretch of the year, it's time to tighten our focus.

Let's lock in on the basics:

- Control labor
- Manage food costs
- Watch all controllables

You have a powerful support team behind you, experts who are here to help. Please lean on them, ask questions, collaborate, and use every resource available.

Let's push hard to finish Q4 strong. We've got this!

Thank you for all that you do.



We know you get maintenance updates all the time (like a never-ending group chat) but today let's talk about something underappreciated, GASKETS. Yep, those rubbery door hugs on all our equipment that keep the cold where it belongs.

Here's the deal:

Gaskets are like the unsung heroes of our kitchen. If they're torn, dirty, or just plain sad, your cooler or freezer door won't seal properly. That means cold air escapes, and your equipment must work harder to maintain the proper temperature.

So, please:

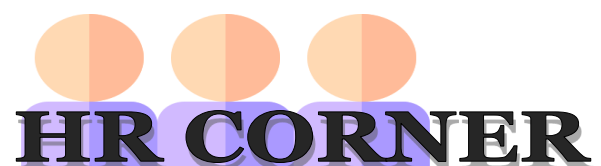
- Take a quick "gasket stroll" around each piece of equipment.
- Check if the gasket is clean, intact, and giving a nice, firm seal
- If it looks worn out or dirty, don't just sigh and walk away, let's get it cleaned or replaced ASAP.

Hey Team!

When the store is busy and you feel that your job is just a job, remember what you are doing can make an impact and can change a person's day!

We're not just serving food or treats—we're serving moments. Families, friends, and neighbors count on us to make their day a little brighter. Be proud of the work you do because we're proud of YOU.

Thank you for all you do,
Tiffany Snider
Director of Human Resources





Smith Dairy Queens, LTD.

HELP

Wanna Re-locate? **WANTED!**
Let us help you grow in your career!!!

DISTRICT 1:

Bryan #6 - AM
Caldwell - AM

DISTRICT 3:

Smithville - GM
Kyle - AM

DISTRICT 2:

Somerville - AM
Hallettsville - AM
Bellville - AM
Weimar - AM

DISTRICT 4:

Nixon - AM
Kenedy - AM
Karnes City - AM
Floresville - AM
Devine - AM
Seguin #3 - AM

Assistant Managers Needed

Contact store District Supervisor/Sr. GM

D1: Don Crockett (979) 595-7721

D2: Tim Milligan (979) 436-4765

D3: John Effiom (979) 446-6522

D4: Charles Swanson (979) 224-3496

1/14	14530	Rockdale	Pass/Pass			1/23	13883	Bryan #6	81.4
2/19	13886	Bryan #5	Pass/Pass			1/24	10586	Wimberley	91.9
2/19	13893	Caldwell	Pass/Pass			3/10	14705	Weimar	55.6
2/24	10604	La Vernia	Pass/Pass	PRIDE AWARD	★	3/10	14590	Schulenburg	69.9
3/07	10586	Wimberley	Pass/Pass	PRIDE AWARD	★	3/20	10041	Brenham #2	82.9
3/19	13885	Bryan #3	Pass/Pass			4/17	13956	Crockett	64.0
3/19	13887	Bryan #2	Pass/Pass			4/22	14613	Smithville	89.3
3/24	14595	Seguin #4	Pass/Pass			4/24	14064	Elgin	80.8
4/12	14741	Yorktown	Pass/Pass	PRIDE AWARD	★	4/24	13843	Bastrop	92.4
4/17	14023	Devine	Pass/Pass	PRIDE AWARD	★	5/01	14199	Hempstead	74.0
4/17	14594	Sealy	Pass/Pass			5/01	13858	Bellville	78.3
4/30	14081	Floresville	Pass/Pass	PRIDE AWARD	★	5/08	14617	Somerville	67.2
5/07	14705	Weimar	Caution/Pass			5/12	14187	Hallettsville	35.6
5/07	14989	Flatonia	Caution/Pass			5/20	14640	Taylor	77.6
6/18	14990	Stockdale	Pass/Pass	PRIDE AWARD	★	5/22	14389	Madisonville	95.7
6/23	13956	Crockett	Pass/Pass	PRIDE AWARD	★	5/22	14441	Navasota	82.2
6/23	14315	Kenedy	Caution/Pass			5/29	13926	College Station	85.0
6/23	14309	Karnes City	Pass/Pass	PRIDE AWARD	★	6/12	14600	Seguin #3	74.3
7/07	14481	Pearsall	Pass/Pass	PRIDE AWARD	★	6/13	14584	San Marcos #1	75.3
7/29	14389	Madisonville	Caution/Pass			8/19	14331	Kyle	88.4
7/30	14441	Navasota	Pass/Pass	PRIDE AWARD	★	8/20	14447	Nixon	80.7
8/07	10041	Brenham #2	Caution/Pass						
9/10	14187	Hallettsville	Caution/Pass						
9/15	13883	Bryan #6	Pass/Pass						
9/15	13926	College Station	Pass/Pass						

Districts 3 & 4

ServSafe Certification Class

Rapid Response Winners



Franklin Hiring Event

Our Franklin team—Don, Nate, Ashley, Melissa, and Paige—together with our HR Assistant, Chasity, have been diligently interviewing, hiring, and onboarding new team members to ensure the store is fully staffed with smiling faces, even as construction continues.



October

Blizzard Of The Month

2 LEGENDS
1 EPIC TREAT
OREO X REESE'S
BLIZZARD



Sauced & Tossed 9/01 - 10/19
Chicken Strip Basket
Sweet Chili
New!
4-pc.

Also available in
Honey BBQ

NEW
SAUCED & TOSSED
FLAVOR DROP
SWEET CHILI



September

Mobile App

Mobile Monday Deals

9/29/25	\$2.50 Mini BLIZZARD® Treat
10/06/25	2 for \$5 Small Shakes or Malts
10/13/25	\$1 Small Plain or Dipped Cone
10/20/25	\$3 Hungr-Buster Jr.® and Small Shake (New)

Deals

Weekly Deals

9/29/25 – 10/05/25	FREE DQ Sandwich with purchase of Dr Pepper BBQ Patty Melt \$2 Off a Chicken Strip Country Basket® (4pc/6pc) \$2 Small Shake or Malt
10/06/25 – 10/12/25	\$2 Off a Hungr-Buster® Combo (New) \$3 Off a Basket Combo #7-8 (New) \$3 Off box of DILLY® Bars
10/13/25 – 10/19/25	FREE Mini BLIZZARD® Treat with purchase of Texas T-Brand Tacos Combo (New) \$2 Off a Basket Combo #7-8 \$2.99 Small Shake or Malt
10/20/25 – 10/26/25	BOGO: Buy one Hungr-Buster®, get one for \$0.99 FREE Kid's Meal with purchase of 6-pc Chicken Strip Country Basket® (New) \$1 Off Any Size BLIZZARD® Treat

Mobile App

September

Happy Birthday

Weimar GM

Controller

VP of Corp. HQ

Blinda Meyers

Mary Ferro

Heather Barron

October 9

October 10

October 13



Happy Anniversary

Elgin GM

Dir. of Operations J

College Station AM

Schulenburg AM

Taylor GM

Bryan #6 GM

College Station GM

Wimberley GM

Flora Frierson

on Stoops

Erica Dimas

TeonDrae Wright

Taryn Hill

Mary Bohler

Isaac Quiroga

Kitty Schlessman

October 2

October 2

October 10

October 14

October 14

October 19

October 22

October 31

2 Yrs of Service

2 Yrs of Service

8 Yrs of Service

1 Yr of Service

1 Yr of Service

5 Yrs of Service

7 Yrs of Service

9 Yrs of Service