

Fit To Be Dipped! DQ operators speak out



Some Dairy Queen operators are frosted and they're letting the boss know it with some help from on high.

A billboard expresses their dismay just in time for this May's annual Berkshire Hathaway meeting. As shareholders start arriving for the event they're greeted with a billboard along Interstate 480 stating, "Warren, your grill is killing our chill."

That message is paid for by people like Carole Tempus who is part of a franchisee group called Dairy Queen Operators' Association



Carole says, "I don't know if I want a billboard up. But it's there."

Method aside, Carole understands the motive. Her family owns Dairy Queens in Bellevue and Valley and their worried about DQ's new Grill & Chill concept.

The "Queen's" new G&Cs offer expanded fare.

A news alert put out by the franchisee group states that over the next 10 years, International Dairy Queen wants all DQ stores changed to either a "Grill & Chill" concept or a "Treats" concept like you'd find in the mall.

The franchise group estimates the cost of remodeling a store into a Grill & Chill at \$400,000.

Ms. Tempus says, "If they tell me next year I have to change everything here to a Grill & Chill, I don't have enough money to do that and my banker won't let me so that's the fear part for me."

The executive director of the operators association says he wants Warren Buffett to be aware of those fears and Dairy Queen's plans.

There has been no comment from Berkshire-Hathaway.

A spokesman with Dairy Queen International says changes are needed to keep DQ competitive in the future.

[6 News - Omaha, NE - www.wowt.com](http://www.wowt.com) - 4/29/2004