



DQ Grill & Chill Opening in Charlotte, Tennessee on May 1

April 23, 2019

American Dairy Queen Corporation, franchisor of the DQ, recently announced its new DQ Grill & Chill restaurant opening in Charlotte, Tennessee, by May 1. Conveniently situated at 3389 Highway 48 N., the restaurant is locally owned and operated by full-time farmer Caleb Story.

Striking the perfect balance between yesterday and today, the DQ Grill & Chill flagship concept modernizes guests' dining experience by offering soft-serve favorites such as cones, sundaes and the signature Blizzard Treat. DQ fans can also enjoy made-to-order lunch and dinner options including GrillBurgers, Chicken Strip Baskets and delicious hot sandwiches.

A welcoming environment for all, each DQ Grill & Chill location features a modern, open-air grill, separate "Grill" and "Chill" sections, comfortable booths, large wooden tables, warm lighting and upbeat music.

"For me, the Dairy Queen brand has always represented comfort and pure joy," says Caleb Story. "I'm drawn to the brand because of the strong feelings it evokes, and I know my community in Charlotte will feel the same way. I'm thrilled to pursue this new venture and continue the tradition of serving great food and classic frozen treats to DQ fans for years to come."

A local farmer in the 1,500-person city, Caleb has spent decades in the agriculture industry farming tobacco, corn, soybeans and wheat over a combined 850 acres. He's been envisioning a career in the restaurant industry for 10-plus years and now is making his dream a reality.

"Looking deeper into the business opportunity, I was impressed by the innovative processes and systems the leadership team has in place to support my business goals," adds Story. "The training and support I've received thus far has exceeded my expectations, and I'm confident the ADQ team's dedication will have a tremendous impact on my team's success."

What began as the 10-cent sale of an unknown frozen treat in 1938 quickly boomed into one of the most well-known companies of all time. Maintaining its recipe for success throughout nearly 80 years, ADQ has more than 7,000 locations worldwide and is initiating a plan to add more than 70 new restaurants in the United States in 2019.