

Dairy Queen Expansion, New Chicken Concept at Deer District: Quick Bites

By Sari Lesk | July 13, 2020



More Dairy Queen locations planned for region

Dairy Queen plans to add 12 to 18 Grill & Chill locations in southeast Wisconsin over the next five to 10 years.

Jim Kerr, executive vice president of franchise development for the U.S. and Canada at the Minnesota-based chain, said the Milwaukee region has been on its list for an expansion for some time. Dairy

Queen is focused on recruiting more franchisees and working with its existing franchise owners who want to expand their businesses.

The company is looking in communities such as Milwaukee, Brookfield, Greenfield, Grafton and South Milwaukee.

Dairy Queen now has 40 Grill & Chill locations in the market, Kerr said.

The restaurants are typically 2,500 to 3,000 square feet, and they seat between 50 and 65 customers. Dairy Queen incorporates a patio, which he said is a popular feature for guests.

Generally, he said, Dairy Queen looks to open free-standing restaurants on about three-quarters of an acre.

“Our preference is free-standing, because we want our own dedicated parking and drive-through capability,” he said. “We love to have that patio attached to our location.”

Dairy Queen is also open to converting spaces from other uses or brands, Kerr said. The company would consider placing its new Grill & Chill restaurants in end caps where it can offer a drive-through.

Last month, Dairy Queen added a Grill & Chill restaurant in Waterford.