

One of the many benefits offered through the DQOA is the management of an effective purchasing cooperative, which enables Franchisees to purchase approved DQ products from an alternative source.

In 1991 members of the DQOA formed a buying cooperative (DQOC) to create competition within the DQ supply chain and reduce costs of goods. At the time, ADQ was the sole source of supply of approved products and distribution. This resulted in inflated margins on ADQ products and franchisees were realizing continued significant increases in cost of goods. Throughout the last 30+ years, DQOC has been successful in introducing products and programs at significantly lower prices, forcing ADQ to become more competitive with its supply chain. The result has meant a reduction in cost of goods from over 40% in the early 1990's to approximately 30% today. Competition amongst suppliers and distributors has proven to be a tremendous advantage for Franchisee profitability.

With the support of the DQOC supplier and distributor partners, DQOA has developed a new member purchasing incentive designed to showcase the benefits of having an alternative source of product and distribution available to Dairy Queen Franchisees. For a limited time, new DQOA members will receive a bundle of select DQOC products from your DQOC distributor, free of charge. See program details.

In order for the DQOC to remain effective, DQ franchisees must continue to support the effort. Please take advantage of the offer and give the products a chance. DQOA/DQOC is confident you will be more than satisfied with the quality of the products and services.

Dairy Queen Franchisees all have a common purpose, to operate a successful DQ business and make money. This truly is a great opportunity for new DQOA members and we strongly encourage you to take advantage!

HOW IT WORKS

- ⊙ Join DQOA by September 1, 2025
- ⊙ Choose Free DQOC Product¹ or Alternative Offer²
- ⊙ Complete the redemption form and any required steps as outlined below

***New Member** - A Dairy Queen owner of one or more stores that was not a full or partial paid member for the 2023 or 2024 membership years, and has paid 2025 dues in full by 9/1/2025. If you received any product or monetary incentive upon becoming a member of the DQOA for any prior year, you are not eligible.

¹Free Product - If you are in a participating DQOC distributor service area, you will receive a pre-determined list of products based on Store Type (Treat-Straight DQ, Treat Center, DQ/OJ, Non System Foods, Limited Brazier; Food-Brazier, Grill & Chill). Product will be free of charge. No substitutions will be allowed.

DQOA will arrange to get you in contact with your DQOC distributor partner to take advantage of the free bundle of DQOC approved products. If you do not already have an account with the distributor, one must be set up prior to product delivery. Minimum order and delivery fee may apply. You are not obligated to continue purchasing.

If you joined at the full membership rate, you will receive product valued at \$300. If you joined at the limited time promotional rate, you will receive product valued at \$150.

²Alternative Offer - To earn the Alternative Offer, one of the following qualifying events of your choice must be completed after your join date*:

- 1) Have an insurance policy written by Higginbotham Insurance Services;
- 2) Make a minimum \$50 purchase at International Restaurant Distributors, Direct Paper Supply or Tundra Restaurant Supply;
- 3) Accept a delivery from Cintas; or
- 4) Be a Pepsi pouring store (*join date requirement does not apply).

Proof of qualifying event must be sent directly to the DQOC office. Once received, a check will be issued to the member on record as follows: if you joined at the full membership rate, you will receive a check for \$300. If you joined at the limited time promotional rate, you will receive a check for \$150. Please allow 30 days.

Additional details - You are advised that per the Bylaws of the DQOA/DQOC, all stores owned must pay membership dues by 9/1/2025 in order to participate in the DQOC dividend program. Limit one New Member Incentive per eligible New Member store. New Member Incentive ends September 1, 2025.

Questions? Call Us at (952) 556-5511

Complete the 2025 Redemption Form

Name _____ Store# _____ Date _____
 Store Address _____ Free Product: _____
 City/State/Zip _____ Alternative Offer: _____
 Phone# _____ Email _____



Scan here to
complete online

Mail - 1719 Lake Drive West, Chanhassen, MN 55317
 Email - membership@dqa-dqoc.com | Fax - (952) 556-5522
 Online - www.dqa-dqoc.com