



American Dairy Queen Corporation

7505 Metro Boulevard
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Minneapolis, MN 55439-0286
Telephone: (952) 830-0200

May 11, 2015

Dear Ms. Almy,

Thank you for your recent letter you sent American Dairy Queen Corporation (ADQ), regarding your organization's request that we eliminate soft drinks from the kids' menu at *Dairy Queen* locations.

Your concerns are imperative to us and I will address your specific request. However, I would first like to make you aware of a few things that are of importance regarding our operations.

Nearly all of our *DQ* franchise locations are independently owned and operated. These businesses are operated under many different franchise agreements, most of which were consummated decades ago.

That said, we have been working with our Franchise Advisory Council (FAC) on a proposal to remove soft drinks from the kids' menu board at *Dairy Queen* locations across the country. Under our recommendation, drinks such as milk and bottled water would solely be listed as menu options at *DQ*[®] locations. I am pleased to inform you that during our most recent meeting, the FAC voted unanimously to remove soft drinks from our kids' menu. This change will go into effect on Sept. 1, 2015 when new menu board panels arrive at our franchise locations.

Although we are making this change to all of our menu boards, there are a few franchisees that do not receive our point-of-purchase materials so there could be some locations that elect not to follow our recommendation. I will keep you informed of any further developments.

Thank you again for your inquiry.

Sincerely,
AMERICAN DAIRY QUEEN CORPORATION

A handwritten signature in black ink that reads "William A. Barrier".

William A. Barrier, Ph.D.
Executive Vice President, Product Development/Quality