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# INSIDE LOCAL BUSINESS

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## DQ seeks thrill with Grill, Chill

Dairy Queen's ice cream fiefdom is getting a makeover.

Edina, Minn.-based **International Dairy Queen** is rolling out a new restaurant concept that's coming to Palm Beach County.

Officials are scouring the area, looking for sites to build **DQ Grill & Chill** eateries.

The free-standing restaurants will serve ice cream as well as regular food such as chicken strips, hamburgers and fajitas.

**Phil de Mena**, Dairy Queen's senior development director, hopes to open three Grill & Chills in the county during the next year, starting with one in the western communities on or near State Road 7.

He also is looking for franchisees. Candidates must have at least \$300,000 liquid.

International Dairy Queen will keep its Dairy Queen ice cream shops, but Grill & Chills will take more prominent locations along busy streets, de Mena said.

The menus for Dairy Queen and Grill & Chill are similar, but Grill & Chill's interior decor will be more upscale, he said.

"It'll be like eating in a Cadillac rather than a Ford," de Mena said.

About 20 Grill & Chills are open nationwide, most in the Southeastern United States. Several are open or under construction on the west coast of Florida.

"We're trying to create a swath between **Panera Bread** and the fast-food guys like **McDonald's** and **Burger King**," de Mena said.

Dairy Queen has hired **Compass Realty Advisors** of West Palm Beach to help in its site search.

Compass previously found sites here for **Krispy Kreme**, which has teamed up with celebrity investor **Jimmy Buffett**. Dairy Queen is owned by **Warren Buffett's Berkshire Hathaway**.

"Two pretty good guys to get references from," Compass' **Jonathan Satter** said jokingly.