

Important Statement:

This nutritional information presumes and is dependent upon the operator of the franchised restaurant complying with preparation, ingredient, supply, and portioning requirements. Variations may occur due to differences in procedures at restaurants. Seasonal differences and slight variations among different manufacturers must also be expected. If you have specific questions about certain procedures or ingredients, please ask the operator of the franchised *Dairy Queen* restaurant that you visit.

Cooked Food Products: The nutritional information provided above for cooked food products is for approved products sold in *Dairy Queen* restaurants that participate in the *Brazier* food program. Many franchised *Dairy Queen* restaurants, due to historical circumstances, do not currently participate in the *Brazier* food program. For example, none of the restaurants in Texas participate in the *Brazier* food program. In most other states, there are certain restaurants that sell *Brazier* food products, and certain restaurants that sell food products that are not *Brazier* products. The nutritional information provided for cooked food is only applicable to those restaurants that sell approved *Brazier* products. The nutritional information for cooked food products sold at other *Dairy Queen* (non-*Brazier*) restaurants is different from the nutritional information for *Brazier* products. You can identify some franchised *Dairy Queen* restaurants that participate in the *Brazier* food program by the "Brazier" or "Limited Brazier" signs at the restaurant, or by asking the restaurant operator. Nutritional analysis was performed by R-TECH and Commercial Testing Laboratory, Inc. Representative values from manufacturers and the USDA were also used.

DQ Cake and Treat Products: Currently, certain franchised *Dairy Queen* restaurants in the states of Illinois and New Jersey, due to historical circumstances, use soft-serve mix for making *Dairy Queen* cakes and/or treat products that differs, sometimes significantly, from the standard *Dairy Queen* mix. The differences, which include increased butter fat content for the restaurants in New Jersey, do affect the nutritional characteristics of the cakes and/or treat products sold in these restaurants. If you have questions about the mix used at these franchised restaurants, please ask the restaurant operator.

If you have questions or need additional information, write to:

International Dairy Queen, Inc.
Nutrition/Research & Development Dept.
P.O. Box 390286
Minneapolis, MN 55439-0286

Questions about ingredients or allergens?
Please ask to see the product labels.
(Nuts and other allergens are used in this facility)



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2005 Nutrition Facts



Dairy Queen® Soft Serve... a tradition of good taste.

As the name implies, our traditional *Dairy Queen* soft serve is produced with wholesome milk to give it that creamy-smooth texture and taste you've come to love. Dairies that make our soft serve must meet our rigorous standards to ensure you receive only the highest quality product. And at 35 calories per fluid ounce, it's the only way to treat yourself right.

Dairy Queen soft serve is a delicious reduced-fat ice cream containing the following ingredients: Milkfat and Nonfat Milk, Sugar, Corn Syrup, Whey, Mono and Diglycerides, Artificial Flavor, Guar Gum, Polysorbate 80, Carrageenan and Vitamin A Palmitate.



100% pure quality

Our hot dogs and BBQ Sandwiches are indescribably good. Our goal is to provide you with great-tasting food that's good for you and your entire family. Some *Dairy Queen* restaurants sell food that is not the licensed Limited *Brazier* line of food products. The information on food products contained in this guide applies only to the *Brazier* products served by authorized Limited *Dairy Queen/Brazier* restaurants.

Helping you make healthy choices

Limited *Dairy Queen/Brazier* locations offer a variety of menu options that can fit into any healthy, well-balanced diet. According to the USDA, variety, moderation and balancing your food choices are the keys to healthy eating.

How can Limited *Dairy Queen/Brazier* foods fit into your balanced diet? Choosing a BBQ Beef Sandwich is a wise choice for someone seeking a meal option with less fat. A half cup serving of our creamy *DQ* soft serve contains only 140 calories and 4.5 grams of fat. You may also want to try one of our no fat, no sugar added novelty items such as our *DQ* Fudge or *DQ* Vanilla Orange Bars that weigh in at 50-60 calories and have 0 grams of fat. These products are available at most Limited *Dairy Queen/Brazier* locations.

Allergies and food intolerances

For customers with peanut and nut allergies, these items are used in products sold in Limited *Dairy Queen/Brazier* restaurants. Although we use our best efforts to keep these items separate, it is impossible to guarantee that any *Dairy Queen* product will be free of peanuts or other nuts.

In addition to being delicious reduced-fat ice cream, *DQ* vanilla, as well as chocolate soft serve, which is available at participating locations, are gluten-free.

How Does the Dairy Queen® exchange list work?

The *Dairy Queen* system wants to help you maintain healthy eating habits. That's why we've developed the Limited *Dairy Queen/Brazier* Exchange List.

The Limited *Dairy Queen/Brazier* Exchange List is based on the Food Exchange System, which is a simplified way to organize foods into groups. The exchange lists are the basis of a meal-planning system designed by a committee of the American Diabetes Association and the American Dietetic Association. These lists give you many choices among different groups of foods, so that you will find it easy to balance the foods you eat with the special needs of your body. While designed primarily for people with diabetes and others who must follow special diets, the exchange lists are based on principles of good nutrition that apply to everyone. It's a convenient guide to help you meet your special nutritional needs and still enjoy your favorite Limited *Dairy Queen/Brazier* products.

delicious reduced-fat
ice cream



2005 Nutrition & Exchange Guide



	Serving Size (g)	Calories	Calories from Fat	Total Fat (g)	Saturated Fat (g)	Trans Fat (g)	Cholesterol (mg)	Sodium (mg)	Total Carbohydrate (g)	Dietary Fiber (g)	Sugars (g)	Protein (g)	Percent Daily Value Vitamin A	Percent Daily Value Vitamin C	Percent Daily Value Calcium	Percent Daily Value Iron	Suggested Exchanges
Cones																	
DQ® Vanilla Soft Serve, ½ Cup	94	140	40	4.5	3	0	15	70	22	0	19	3	10	0	15	4	1½ Carb, 1 Fat
DQ® Chocolate Soft Serve, ½ Cup	94	150	45	5	3.5	0	15	75	22	0	17	4	10	0	10	4	1½ Carb, 1 Fat
Small Vanilla Cone	142	230	60	7	4.5	0	20	115	38	0	27	6	10	2	20	6	2½ Carb, 1½ Fat
Medium Vanilla Cone	198	330	90	9	6	0	30	160	53	0	38	8	15	4	25	10	3½ Carb, 2 Fat
Large Vanilla Cone	284	480	130	15	9	0.5	45	230	76	0	55	11	20	6	35	15	5 Carb, 3 Fat
Small Chocolate Cone	142	240	70	8	5	0	20	115	37	0	25	6	15	0	15	6	2½ Carb, 1½ Fat
Medium Chocolate Cone	198	340	100	11	7	0	30	160	53	0	34	8	15	2	25	10	3½ Carb, 2 Fat
Small Dipped Cone	156	340	150	17	9	1	20	130	42	1	31	6	10	2	20	6	3 Carb, 3 Fat
Medium Dipped Cone	220	490	220	24	13	1.5	30	190	59	1	43	8	15	4	25	10	4 Carb, 5 Fat
Large Dipped Cone	312	710	330	36	17	2.5	45	250	85	0	63	12	20	6	35	15	5½ Carb, 7 Fat
Malts, Shakes and Misty® Slush																	
Small Chocolate Malt	418	640	150	16	11	0.5	55	340	111	1	97	15	20	4	45	10	7½ Carb, 3 Fat
Medium Chocolate Malt	567	870	200	22	14	1	70	450	153	2	134	20	25	4	60	10	10 Carb, 3 Fat
Large Chocolate Malt	836	1320	310	35	22	1.5	110	670	222	2	194	29	40	8	90	20	15 Carb, 4 Fat
Small Chocolate Shake	397	560	140	15	10	0.5	50	280	93	1	83	13	20	4	45	8	6 Carb, 3 Fat
Medium Chocolate Shake	539	760	180	20	13	1	70	370	129	2	115	17	25	4	60	10	8½ Carb, 4 Fat
Large Chocolate Shake	794	1140	300	33	21	1.5	105	550	186	2	165	26	40	8	90	15	12½ Carb, 6½ Fat
Small Misty® Slush	454	220	0	0	0	0	0	20	56	0	56	0	0	0	0	0	4 Carb
Medium Misty® Slush	595	290	0	0	0	0	0	30	74	0	74	0	0	0	0	0	5 Carb
MooLatté™ Frozen Blended Coffee																	
Mocha MooLatté™	432	590	210	23	15	0	30	210	80	1	70	8	15	2	25	6	5½ Carb, 4½ Fat
Cappuccino MooLatté™	411	490	160	18	14	0	30	170	68	0	60	7	15	2	25	6	4½ Carb, 3½ Fat
French Vanilla MooLatté™	439	570	160	18	14	0	30	170	87	0	73	7	15	2	25	6	6 Carb, 3½ Fat
Sundaes																	
Small Strawberry Sundae	163	240	60	7	4.5	0	20	110	40	0	35	5	15	10	20	4	2½ Carb, 1 Fat
Medium Strawberry Sundae	234	340	80	9	6	0	30	160	58	<1	51	7	25	15	30	8	4 Carb, 2 Fat
Large Strawberry Sundae	333	500	130	15	9	0	45	230	83	<1	72	10	25	30	40	10	5½ Carb, 3 Fat
Small Chocolate Sundae	163	280	60	7	4.5	0	20	140	49	0	42	5	10	0	20	6	3 Carb, 1 Fat
Medium Chocolate Sundae	234	400	90	10	6	0	30	210	71	0	61	8	15	0	25	8	5 Carb, 2 Fat
Large Chocolate Sundae	333	580	140	15	10	0	45	260	100	1	87	11	20	2	35	10	6½ Carb, 3 Fat
Royal Treats®																	
Banana Split	369	510	100	12	8	0	30	180	96	3	82	8	20	25	25	10	1 Fruit, 5½ Carb, 2 Fat
Peanut Buster® Parfait	305	730	280	31	17	0	35	400	99	2	85	16	15	2	30	10	6½ Carb, 6 Fat
Triple Chocolate Utopia™	284	770	350	39	17	1.5	55	390	96	5	76	12	20	2	30	10	6½ Carb, 8 Fat
Strawberry Shortcake	241	430	120	14	9	1	60	360	70	1	57	7	10	10	25	10	4½ Carb, 3 Fat
Brownie Earthquake™	304	740	240	27	16	3	50	350	112	0	86	10	15	0	25	10	4 Carb, 9 Fat

Dairy Queen®/Brazier®/Soft Serve



	Serving Size (g)	Calories	Calories from Fat	Total Fat (g)	Saturated Fat (g)	Trans Fat (g)	Cholesterol (mg)	Sodium (mg)	Total Carbohydrate (g)	Dietary Fiber (g)	Sugars (g)	Protein (g)	Percent Daily Value Vitamin A	Percent Daily Value Vitamin C	Percent Daily Value Calcium	Percent Daily Value Iron	Suggested Exchanges
Novelties																	
DQ® Sandwich	85	200	60	6	3	1	10	140	31	1	18	4	4	0	8	6	2 Carb, 1 Fat
Chocolate Dilly® Bar	89	220	120	13	10	1	15	85	25	0	20	3	6	0	10	0	1½ Carb, 2½ Fat
Buster Bar®	151	500	250	28	15	1	15	230	45	2	37	11	8	0	20	6	3 Carb, 5½ Fat
Starkiss®	85	80	0	0	0	0	0	10	21	0	21	0	0	0	0	0	1½ Carb
DQ® Fudge Bar - no sugar added	66	50	0	0	0	0	0	70	13	0	3	4	6	0	10	0	1 Carb
DQ® Vanilla Orange Bar - no sugar added	66	60	0	0	0	0	0	40	17	0	2	2	2	0	6	0	1 Carb
Lemon DQ Freez'r®, ½ Cup	92	80	0	0	0	0	0	10	20	0	20	0	0	0	0	0	1 Carb
Blizzard® Treats																	
Small Oreo® Cookies Blizzard®	283	570	190	21	10	2.5	40	430	83	<1	64	11	20	2	35	15	5½ Carb, 4 Fat
Medium Oreo® Cookies Blizzard®	334	700	240	26	12	4	45	560	103	1	77	13	20	2	40	15	7 Carb, 5 Fat
Large Oreo® Cookies Blizzard®	500	1010	340	37	18	5	70	770	148	2	113	19	30	4	60	25	10 Carb, 7 Fat
Small Choc. Chip Cookie Dough Blizzard®	319	720	250	28	14	2.5	50	370	105	0	78	12	30	2	35	15	7 Carb, 5½ Fat
Med. Choc. Chip Cookie Dough Blizzard®	446	1030	360	40	20	4	70	520	150	0	112	17	40	2	45	20	10 Carb, 8 Fat
Large Choc. Chip Cookie Dough Blizzard®	560	1320	470	52	26	5	90	670	193	0	143	21	50	4	60	25	13 Carb, 10 Fat
Small Banana Split Blizzard®	297	460	130	14	9	0	40	210	73	<1	63	10	20	8	35	8	5 Carb, 3 Fat
Med. Banana Split Blizzard®	382	580	150	17	11	0.5	50	260	97	1	83	12	25	15	40	10	6½ Carb, 3 Fat
Large Banana Split Blizzard®	527	810	210	23	15	1	70	360	134	2	115	17	30	20	60	15	9 Carb, 4½ Fat
Small Reese's® Peanut Butter Cup Blizzard®	305	600	190	21	16	0	40	220	87	0	76	14	25	0	40	10	6 Carb, 4 Fat
Med. Reese's® Peanut Butter Cup Blizzard®	383	790	250	28	22	0.5	50	280	114	0	99	18	30	0	50	15	7½ Carb, 5½ Fat
Large Reese's® Peanut Butter Cup Blizzard®	514	1050	340	38	29	1	70	370	152	0	133	25	45	0	70	20	10 Carb, 7½ Fat
Small Strawberry CheeseQuake™ Blizzard®	283	530	190	21	13	1	85	320	76	<1	62	10	30	0	40	10	5 Carb, 4 Fat
Med. Strawberry CheeseQuake™ Blizzard®	376	730	260	29	18	1	120	440	105	<1	84	13	40	0	50	15	7 Carb, 6 Fat
Large Strawberry CheeseQuake™ Blizzard®	510	990	350	39	24	1.5	160	600	143	<1	114	18	55	0	70	20	9½ Carb, 8 Fat
DQ® Cake																	
DQ® 8" Round Cake; ** ¼ of Cake	184	370	110	13	8	1	25	280	56	<1	42	7	10	0	20	8	4 Carb, 2½ Fat
Hot Dogs																	
Hot Dog	99	240	120	14	5	0	25	730	19	1	4	9	2	6	6	10	1 Starch, 1 High Fat Meat, 1 Fat
Chili 'N' Cheese Dog	142	330	190	21	9	0	45	1090	22	2	4	14	15	6	15	10	1½ Starch, 1½ High Fat Meat, 1½ Fat
Foot-Long®	198	580	340	37	13	0.5	75	1710	39	2	6	20	0	0	15	25	2½ Starch, 2 High Fat Meat, 4 Fat
Foot-Long Chili 'N' Cheese®	262	710	430	47	18	0.5	105	2270	42	3	6	27	15	4	25	25	2½ Starch, 3 High Fat Meat, 4 Fat
Sandwiches																	
BBQ Beef Sandwich*	142	300	80	9	3.5	0	35	610	37	2	15	16	4	0	6	15	2½ Starch, 2 Lean Meat
BBQ Pork Sandwich*	142	280	70	8	2	0	55	790	36	2	8	17	6	2	6	15	2½ Starch, 2 Lean Meat

* Available at participating Dairy Queen®/Brazier® restaurants. ** Undecorated.