

### 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. 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 includes 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.



### 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.



### Allergies and *food* **INTOLERANCES**

For customers with peanut and nut allergies, these items are used in products sold in Dairy Queen 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.

## 2007 Nutrition facts

**Cooked Food Products:** Dairy Queen restaurants fall into one of three categories: DQ approved System Food (Full Brazier; Limited Brazier; and Grill & Chill food concepts); DQ soft serve only restaurants; and DQ soft serve restaurants that serve non-System food. The nutritional information provided above for cooked food products is for DQ approved System food restaurants only. While Texas does not sell DQ approved System food, they are an authorized food System and have their own nutritional food information. Some franchised Dairy Queen restaurants, due to historical circumstances, do not currently participate in the DQ approved program. In most states other than Texas, there are certain restaurants that sell DQ approved food products, and certain restaurants that sell food products that are not DQ approved. The nutritional information for cooked food products sold at non-System restaurants, is different from the nutritional information for DQ approved System food. You can identify most of the franchised Dairy Queen restaurants that participate in the DQ approved System food program by the "Grill & Chill", "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.

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

Allergens including peanuts and eggs are used in this location and may come in contact with your product.



**SOMETHING  
DIFFERENT**



### Helping you make **HEALTHY** choices

Dairy Queen locations offer a wide 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.

You may 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 DQ locations.

*delicious reduced-fat  
ice cream*



### 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 Dairy Queen Exchange List.

The Dairy Queen 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 Dairy Queen products.



# 2007 *Frozen Treats* NUTRITION & EXCHANGE GUIDE

| Serving Size (g)                       | Calories | Calories from Fat | Total Fat (g) | Saturated Fat (g) | Trans Fat (g) | Cholesterol (mg) | Sodium (mg) | Carbohydrates (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 Exchange |                  |
|--|----------|-------------------|---------------|-------------------|---------------|------------------|-------------|-------------------|-------------------|------------|-------------|-------------------------------|-------------------------------|-----------------------------|--------------------------|--------------------|------------------|
| <b>Cones</b>                           |          |                   |               |                   |               |                  |             |                   |                   |            |             |                               |                               |                             |                          |                    |                  |
| DQ® Vanilla Soft Serve, ½ Cup          | 94       | 150               | 45            | 5                 | 3             | 0                | 15          | 70                | 22                | 0          | 19          | 3                             | 6                             | 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      | 240               | 70            | 7                 | 4.5           | 0                | 20          | 115               | 32                | 0          | 27          | 6                             | 10                            | 2                           | 20                       | 6                  | 2½ Carb, 1½ Fat  |
| Medium Vanilla Cone                    | 199      | 340               | 90            | 10                | 6             | 0                | 30          | 160               | 54                | 0          | 38          | 8                             | 15                            | 2                           | 25                       | 8                  | 3½ Carb, 2 Fat   |
| Large Vanilla Cone                     | 284      | 480               | 130           | 15                | 9             | 0.5              | 45          | 230               | 76                | 0          | 55          | 11                            | 20                            | 2                           | 35                       | 10                 | 5 Carb, 3 Fat    |
| Small Chocolate Cone                   | 142      | 240               | 70            | 7                 | 5             | 0                | 20          | 115               | 32                | 0          | 25          | 6                             | 15                            | 0                           | 15                       | 8                  | 2½ Carb, 1½ Fat  |
| Medium Chocolate Cone                  | 199      | 340               | 90            | 10                | 7             | 0                | 30          | 160               | 54                | 0          | 34          | 9                             | 15                            | 2                           | 25                       | 10                 | 3½ Carb, 2 Fat   |
| Small Dipped Cone                      | 156      | 340               | 140           | 16                | 10            | 1                | 20          | 120               | 36                | 1          | 31          | 6                             | 10                            | 2                           | 20                       | 8                  | 3 Carb, 3 Fat    |
| Medium Dipped Cone                     | 220      | 490               | 210           | 23                | 15            | 1.5              | 30          | 170               | 61                | 1          | 43          | 8                             | 15                            | 2                           | 25                       | 10                 | 4 Carb, 5 Fat    |
| Large Dipped Cone                      | 312      | 670               | 280           | 31                | 21            | 2.5              | 40          | 210               | 83                | 0          | 62          | 13                            | 8                             | 0                           | 30                       | 15                 | 5½ Carb, 7 Fat   |
| <b>Malts, Shakes and Arctic Rush™</b>  |          |                   |               |                   |               |                  |             |                   |                   |            |             |                               |                               |                             |                          |                    |                  |
| Small Chocolate Malt                   | 427      | 650               | 140           | 15                | 10            | 0                | 50          | 310               | 112               | 0          | 96          | 14                            | 20                            | 2                           | 45                       | 15                 | 7½ Carb, 3 Fat   |
| Medium Chocolate Malt                  | 567      | 900               | 190           | 21                | 13            | 0.5              | 65          | 460               | 157               | 0          | 134         | 19                            | 30                            | 4                           | 60                       | 20                 | 10 Carb, 3 Fat   |
| Large Chocolate Malt                   | 854      | 1300              | 280           | 31                | 20            | 1                | 95          | 670               | 224               | 0          | 191         | 28                            | 45                            | 4                           | 100                      | 30                 | 15 Carb, 4 Fat   |
| Small Chocolate Shake                  | 406      | 560               | 130           | 14                | 9             | 0                | 45          | 280               | 95                | 0          | 82          | 12                            | 20                            | 2                           | 45                       | 15                 | 6 Carb, 3 Fat    |
| Medium Chocolate Shake                 | 550      | 780               | 180           | 20                | 13            | 0.5              | 60          | 380               | 133               | 0          | 115         | 17                            | 30                            | 4                           | 60                       | 20                 | 8½ Carb, 4 Fat   |
| Large Chocolate Shake                  | 811      | 1130              | 260           | 29                | 19            | 1                | 90          | 500               | 188               | 0          | 163         | 25                            | 45                            | 4                           | 90                       | 25                 | 12½ Carb, 6½ Fat |
| Small Arctic Rush™ Slush               | 453      | 240               | 0             | 0                 | 0             | 0                | 0           | 48                | 0                 | 48         | 0           | 0                             | 0                             | 0                           | 0                        | 0                  | 4 Carb           |
| Medium Arctic Rush™ Slush              | 595      | 310               | 0             | 0                 | 0             | 0                | 0           | 63                | 0                 | 63         | 0           | 0                             | 0                             | 0                           | 0                        | 0                  | 5 Carb           |
| <b>MooLatté® Frozen Blended Coffee</b> |          |                   |               |                   |               |                  |             |                   |                   |            |             |                               |                               |                             |                          |                    |                  |
| Cappuccino MooLatté® – 16 oz.          | 411      | 500               | 170           | 18                | 15            | 0                | 30          | 170               | 73                | 0          | 65          | 7                             | 15                            | 2                           | 25                       | 6                  | 4½ Carb, 3½ Fat  |
| Cappuccino MooLatté® – 24 oz.          | 602      | 710               | 220           | 24                | 18            | 0.5              | 50          | 260               | 107               | 0          | 95          | 11                            | 20                            | 2                           | 40                       | 10                 | 7 Carb, 4½ Fat   |
| Mocha MooLatté® – 16 oz.               | 427      | 590               | 210           | 23                | 15            | 0                | 30          | 200               | 84                | 0          | 74          | 8                             | 15                            | 2                           | 25                       | 10                 | 5½ Carb, 4½ Fat  |
| Mocha MooLatté® – 24 oz.               | 623      | 840               | 280           | 31                | 20            | 0.5              | 45          | 300               | 121               | 1          | 106         | 12                            | 20                            | 2                           | 40                       | 15                 | 8 Carb, 6 Fat    |
| French Vanilla MooLatté® – 16 oz.      | 433      | 570               | 160           | 18                | 14            | 0                | 30          | 170               | 90                | 0          | 76          | 7                             | 15                            | 2                           | 25                       | 6                  | 6 Carb, 3½ Fat   |
| French Vanilla MooLatté® – 24 oz.      | 623      | 770               | 210           | 24                | 18            | 0.5              | 45          | 260               | 123               | 0          | 106         | 11                            | 20                            | 2                           | 40                       | 10                 | 8½ Carb, 4½ Fat  |
| Caramel MooLatté® – 16 oz.             | 448      | 630               | 170           | 19                | 16            | 0                | 35          | 260               | 103               | 0          | 50          | 8                             | 15                            | 2                           | 30                       | 6                  | 6½ Carb, 4 Fat   |
| Caramel MooLatté® – 24 oz.             | 651      | 840               | 280           | 31                | 20            | 0.5              | 45          | 300               | 121               | 1          | 106         | 12                            | 20                            | 2                           | 40                       | 15                 | 9 Carb, 5 Fat    |
| <b>Sundaes</b>                         |          |                   |               |                   |               |                  |             |                   |                   |            |             |                               |                               |                             |                          |                    |                  |
| Small Strawberry Sundae                | 192      | 280               | 60            | 7                 | 4.5           | 0                | 20          | 130               | 50                | 1          | 45          | 5                             | 10                            | 45                          | 20                       | 6                  | 2½ Carb, 1 Fat   |
| Medium Strawberry Sundae               | 248      | 370               | 90            | 10                | 7             | 0                | 30          | 170               | 63                | 1          | 56          | 7                             | 15                            | 45                          | 25                       | 8                  | 4 Carb, 2 Fat    |
| Large Strawberry Sundae                | 333      | 510               | 130           | 15                | 9             | 0                | 45          | 240               | 83                | 1          | 73          | 10                            | 20                            | 45                          | 40                       | 10                 | 5½ Carb, 3 Fat   |
| Small Chocolate Sundae                 | 163      | 280               | 60            | 7                 | 4.5           | 0                | 20          | 130               | 49                | 0          | 42          | 5                             | 10                            | 2                           | 20                       | 8                  | 3 Carb, 1 Fat    |
| Medium Chocolate Sundae                | 234      | 410               | 90            | 10                | 7             | 0                | 30          | 190               | 72                | 0          | 61          | 7                             | 15                            | 2                           | 25                       | 10                 | 5 Carb, 2 Fat    |
| Large Chocolate Sundae                 | 333      | 580               | 130           | 15                | 9             | 0                | 45          | 262               | 100               | 0          | 86          | 10                            | 20                            | 2                           | 35                       | 15                 | 6½ Carb, 3 Fat   |



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|--|----------|-------------------|---------------|-------------------|---------------|------------------|-------------|-------------------|-------------------|------------|-------------|-------------------------------|-------------------------------|-----------------------------|--------------------------|--------------------|--------------------------|
| <b>Royal Treats®</b>                             |          |                   |               |                   |               |                  |             |                   |                   |            |             |                               |                               |                             |                          |                    |                          |
| Banana Split                                     | 374      | 530               | 120           | 14                | 10            | 0                | 30          | 180               | 98                | 3          | 77          | 8                             | 15                            | 35                          | 25                       | 10                 | 1 Fruit, 5½ Carb, 2 Fat  |
| Peanut Buster® Parfait                           | 304      | 710               | 270           | 30                | 16            | 0                | 30          | 380               | 96                | 2          | 74          | 16                            | 15                            | 2                           | 35                       | 20                 | 6½ Carb, 6 Fat           |
| Brownie Earthquake™                              | 304      | 740               | 250           | 28                | 15            | 0                | 60          | 370               | 149               | 1          | 87          | 10                            | 15                            | 2                           | 25                       | 15                 | 4 Carb, 9 Fat            |
| <b>Novelties</b>                                 |          |                   |               |                   |               |                  |             |                   |                   |            |             |                               |                               |                             |                          |                    |                          |
| DQ® Sandwich                                     | 85       | 190               | 45            | 5                 | 3             | 0                | 10          | 95                | 32                | 1          | 18          | 4                             | 2                             | 0                           | 8                        | 2                  | 2 Carb, 1 Fat            |
| Chocolate Dilly® Bar                             | 87       | 240               | 140           | 15                | 9             | 0                | 15          | 70                | 24                | 1          | 20          | 4                             | 6                             | 0                           | 10                       | 0                  | 1½ Carb, 2½ Fat          |
| Buster Bar®                                      | 148      | 480               | 280           | 31                | 15            | 0                | 20          | 220               | 45                | 2          | 35          | 11                            | 8                             | 0                           | 20                       | 6                  | 3 Carb, 5½ Fat           |
| StarKiss®  | 85       | 80                | 0             | 0                 | 0             | 0                | 10          | 21                | 0                 | 21         | 0           | 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                   |
| <b>Blizzard® Treats</b>                          |          |                   |               |                   |               |                  |             |                   |                   |            |             |                               |                               |                             |                          |                    |                          |
| Small Oreo® Cookies Blizzard®                    | 283      | 560               | 190           | 21                | 10            | 0                | 40          | 430               | 83                | 1          | 64          | 11                            | 20                            | 2                           | 35                       | 15                 | 5½ Carb, 4 Fat           |
| Medium Oreo® Cookies Blizzard®                   | 334      | 690               | 230           | 26                | 12            | 0.5              | 45          | 560               | 103               | 1          | 77          | 13                            | 20                            | 2                           | 40                       | 15                 | 7 Carb, 5 Fat            |
| Large Oreo® Cookies Blizzard®                    | 500      | 1000              | 330           | 37                | 18            | 1.0              | 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            | 3.0              | 50          | 370               | 105               | 1          | 78          | 12                            | 30                            | 2                           | 35                       | 15                 | 7 Carb, 5½ Fat           |
| Med. Choc. Chip Cookie Dough Blizzard®           | 446      | 1030              | 360           | 40                | 20            | 4.5              | 70          | 530               | 151               | 1          | 112         | 17                            | 40                            | 4                           | 50                       | 20                 | 10 Carb, 8 Fat           |
| Large Choc. Chip Cookie Dough Blizzard®          | 560      | 1320              | 470           | 52                | 27            | 6.0              | 90          | 680               | 193               | 2          | 144         | 21                            | 45                            | 4                           | 60                       | 25                 | 13 Carb, 10 Fat          |
| Small Banana Split Blizzard®                     | 297      | 460               | 130           | 14                | 9             | 0                | 40          | 210               | 73                | 1          | 62          | 10                            | 20                            | 10                          | 35                       | 10                 | 5 Carb, 3 Fat            |
| Med. Banana Split Blizzard®                      | 382      | 580               | 150           | 17                | 11            | 0.5              | 50          | 260               | 97                | 1          | 91          | 12                            | 25                            | 15                          | 40                       | 15                 | 6½ Carb, 3 Fat           |
| Large Banana Split Blizzard®                     | 527      | 810               | 210           | 23                | 15            | 1.0              | 70          | 360               | 134               | 1          | 113         | 16                            | 30                            | 25                          | 60                       | 20                 | 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           |
| <b>DQ® Blizzard® Cakes</b>                       |          |                   |               |                   |               |                  |             |                   |                   |            |             |                               |                               |                             |                          |                    |                          |
| Oreo® Cookies Blizzard® Cake, ** 8", ½ of Cake   | 220      | 490               | 180           | 20                | 12            | 1                | 30          | 250               | 67                | 1          | 51          | 8                             | 15                            | 0                           | 25                       | 10                 | 1 Starch, 3½ Carb, 4 Fat |
| Reese's® PB Cup Blizzard® Cake, ** 8", ½ of Cake | 220      | 490               | 180           | 20                | 13            | 0                | 30          | 190               | 67                | 1          | 54          | 9                             | 15                            | 0                           | 25                       | 10                 | 1 Starch, 3½ Carb, 4 Fat |
| Choc. Xtreme Blizzard® Cake, ** 8", ½ of Cake    | 249      | 660               | 280           | 31                | 20            | 1.5              | 40          | 340               | 85                | 2          | 68          | 10                            | 20                            | 0                           | 25                       | 15                 | 1 Starch, 4 Carb, 4½ Fat |
| <b>DQ® Chillabration™ Cakes</b>                  |          |                   |               |                   |               |                  |             |                   |                   |            |             |                               |                               |                             |                          |                    |                          |
| 8" Round Cake, ** ½ of Cake                      | 209      | 410               | 140           | 16                | 11            | 1                | 30          | 220               | 60                | <1         | 47          | 8                             | 15                            | 2                           | 25                       | 8                  | 4 Carb, 2½ Fat           |

\*\* Undecorated