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## DAIRY QUEEN FRANCHISE – COSTS, FEES & EARNINGS STATISTICS



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**Liquid Capital:** \$40,000

**Net Worth Requirement:** \$750,000

**Investment:** \$1.45M - \$2.4M

**Franchise Fee:** \$25,000 - \$45,000

**Units in Operation:** 7,000+

**Founded:** 1940

**Franchising Since:** 1944

Dairy Queen is a fast-food chain that specializes in ice cream and dairy-based desserts. It was founded in 1940 by J. F. Grundhofer.

The first Dairy Queen store opened in Joliet, Illinois. The company eventually expanded to Canada, Mexico, and other countries.

Dairy Queen is now owned by Berkshire Hathaway and is headquartered in Bloomington, Minnesota. It is one of the largest fast-food chains in the world. The company offers a variety of ice cream flavors, as well as sundaes, Blizzard desserts, and other dairy-based frozen treats.

## IS DAIRY QUEEN A FRANCHISE OR CHAIN?

Dairy Queen is a franchise (<https://wolffranchises.com/what-is-a-franchise/>) of fast-food restaurants that specializes in ice cream and other frozen desserts. Although the menu does vary somewhat from region to region, all Dairy Queen restaurants offer the same core selection of ice cream shop treats. So wherever you are, you can always enjoy your favorite Blizzard or cone at Dairy Queen.

## HOW MANY DAIRY QUEEN FRANCHISES ARE THERE?

Dairy Queen is one of the most popular fast-food chains in the United States and has over 7,000 locations. There are also many international Dairy Queen locations throughout the world.

Dairy Queen is a popular choice for those looking to franchise because it is a well-known brand with a long history of success. The company has a strong customer base and provides comprehensive training and support to its franchisees (<https://wolffranchises.com/what-is-a-franchisee/>). Dairy Queen franchises can be profitable businesses, but they require a significant investment of time and money.

Dairy Queen started in 1940 and the company rapidly expanded in the next 15 years, eventually becoming a national franchise.

168 units have opened in the last 3 years.

Today, Dairy Queen is best known for its soft-serve ice cream and Blizzards, although the menu also includes burgers, fries, and chicken strips. So if you're ever in the mood for some delicious ice cream, keep an eye out for the nearest Dairy Queen!



## HOW MUCH DOES IT COST TO START A DAIRY QUEEN FRANCHISE?

Starting a Dairy Queen franchise can be a fairly expensive proposition. The cost of franchise ownership varies depending on the location and type. The initial investment of \$1,101,135 – \$1,856,655 for a Grill & Chill and \$363,075 – \$1,215,600 for a DQ Treats location includes the franchise fee. The total investment including expenses such as real estate, equipment, supplies, business licenses, working capital and any additional training fees comes to \$1,461,200 – \$2,426,990.

This figure includes the cost of acquiring the franchise rights and outfitting it with all the necessary equipment. It also covers the cost of initial inventory and marketing expenses.

Of course, the actual amount of money required to start a Dairy Queen franchise will vary depending on several factors, such as the location of the business and the size of the facility.

There is also a royalty fee of 4% (5% for DQ Treats) and an advertising fee of 5-6% of gross revenue. To be granted a DQ Grill and Chill franchise, franchisees must have a minimum net worth of \$750,000. There is also a liquid capital requirement of \$400,000 (for a single unit).

Prospective franchisees should carefully consider all these costs of a Dairy Queen restaurant before making any decisions.

### What Is the Dairy Queen Franchise Fee?

The Dairy Queen franchise fee (<https://wolfffranchises.com/franchise-fee/>) is \$25,000 for a DQ Treats and \$45,000 for a Grill & Chill franchise. While the upfront costs may seem high, they pale in comparison to the cost of opening a traditional restaurant.

After signing the franchise agreement (<https://wolfffranchises.com/franchise-agreement/>), owning a Dairy Queen franchise come with a variety of benefits, including access to exclusive products, experienced marketing support, and comprehensive training such as financial basics training and equipment training programs. With 7,000 locations worldwide, Dairy Queen has a proven track record of success. It is a good choice for those looking for a profitable business opportunity with a strong brand name.

If you're looking for an opportunity to join a well-established brand, Dairy Queen might be the right fit for you.

## HOW MUCH DOES A DAIRY QUEEN FRANCHISE OWNER MAKE?

For many people, owning a Dairy Queen franchise is the stuff of dreams. But what does it take to make that dream a reality? And more importantly, how much does a Dairy Queen franchise owner make?

While the answer may vary depending on location and other factors, the average Dairy Queen franchise owner can expect to bring in around \$332,863.17 in average manageable profit from a Grill & Chill franchise. So, if you're looking for your own Dairy Queen franchise to make your dairy-filled dreams come true, this might just be the way to do it.



## ENDING SUMMARY

Dairy Queen is a beloved American franchise, known for its delicious soft-serve ice cream and iconic Blizzard treats. The company continues to expand its reach, with plans to open several hundred new franchises in the coming years. So if you're ever in the mood for some delicious ice cream, keep an eye out for the nearest Dairy Queen!

# Introducing KROKIT

My innovative franchise analytics tool that can help you make smarter investment decisions thanks to valuable industry data.

 **ACCESS NOW**

A screenshot of the KROKIT web application. The header includes the KROKIT logo and navigation links for "Market Entry" and "Export Data". The main content area features a dashboard with various charts and graphs, including a bar chart and a line graph. Text on the page reads: "The platform for franchise entrepreneurs. Providing all the tools you need to launch, operate, and expand your franchise empire. Start a day trial for it. Instant access to all features." Below this, there are testimonials from franchisees of Zaxby's, AIME, Legacy, and The Soup Kitchen. At the bottom, there is a section titled "Discover the best franchises in seconds" with a list of franchises and their associated costs.

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## The Wolf

The Wolf of Franchises is an industry insider who's sharing the secret sauce of how lucrative the franchising industry can be. He offers expert insight to help both new and existing franchise owners reach success.

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