

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/Limited Brazier Exchange List.

The Dairy Queen/Limited 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 Dairy Queen/Limited Brazier products.

IF YOU HAVE QUESTIONS OR NEED ADDITIONAL
INFORMATION JUST WRITE:

INTERNATIONAL DAIRY QUEEN, INC.
NUTRITION/RESEARCH & DEVELOPMENT DEPT.
P.O. BOX 390286
MINNEAPOLIS, MN 55439-0286



2004 Nutrition Facts



Dairy Queen® Soft Serve... 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 who 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 Dairy Queen/Limited Brazier restaurants.

Helping you make healthy choices

Dairy Queen/Limited 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 Dairy Queen/Limited 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, DQ Vanilla Orange, DQ Raspberry Vanilla and DQ Vanilla Fudge Bars that weigh in at 50 calories and less and 0 grams of fat. These products are available at most Dairy Queen/Limited Brazier locations.

*delicious reduced fat
ice cream*



Allergies and food intolerances

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

In addition to being delicious reduced fat ice cream, DQ vanilla & chocolate soft serve, available at participating locations, are also gluten-free.

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

2004 Nutrition & Exchange Guide

Dairy Queen®/Brazier®/Softserve



| | SERVING SIZE (g) | CALORIES | CALORIES FROM FAT | TOTAL FAT (g) | SATURATED FAT (g) | CHOLESTEROL (mg) | SODIUM (mg) | CHARBOHDRATE (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, 1/2 Cup | 94 | 140 | 40 | 4.5 | 3 | 15 | 70 | 22 | 0 | 19 | 3 | 10 | 0 | 15 | 4 | 1 1/2 Carb, 1 Fat |
| DQ® Chocolate Soft Serve, 1/2 Cup | 94 | 150 | 45 | 5 | 3.5 | 15 | 75 | 22 | 0 | 17 | 4 | 10 | 0 | 10 | 4 | 1 1/2 Carb, 1 Fat |
| Small Vanilla Cone | 142 | 230 | 60 | 7 | 4.5 | 20 | 115 | 38 | 0 | 27 | 6 | 10 | 2 | 20 | 6 | 2 1/2 Carb, 1 1/2 Fat |
| Medium Vanilla Cone | 198 | 330 | 90 | 9 | 6 | 30 | 160 | 53 | 0 | 38 | 8 | 15 | 4 | 25 | 10 | 3 1/2 Carb, 2 Fat |
| Large Vanilla Cone | 284 | 480 | 130 | 15 | 9 | 45 | 230 | 76 | 0 | 55 | 11 | 20 | 6 | 35 | 15 | 5 Carb, 3 Fat |
| Small Chocolate Cone | 142 | 240 | 70 | 8 | 5 | 20 | 115 | 37 | 0 | 25 | 6 | 15 | 0 | 15 | 6 | 2 1/2 Carb, 1 1/2 Fat |
| Medium Chocolate Cone | 198 | 340 | 100 | 11 | 7 | 30 | 160 | 53 | 0 | 34 | 8 | 15 | 2 | 25 | 10 | 3 1/2 Carb, 2 Fat |
| Small Dipped Cone | 156 | 340 | 150 | 17 | 9 | 20 | 130 | 42 | 1 | 31 | 6 | 10 | 2 | 20 | 6 | 3 Carb, 3 Fat |
| Medium Dipped Cone | 220 | 490 | 220 | 24 | 13 | 30 | 190 | 59 | 1 | 43 | 8 | 15 | 4 | 25 | 10 | 4 Carb, 5 Fat |
| Large Dipped Cone | 312 | 710 | 330 | 36 | 17 | 45 | 250 | 85 | 0 | 63 | 12 | 20 | 6 | 35 | 15 | 5 1/2 Carb, 7 Fat |
| Malts, Shakes and Misty® | | | | | | | | | | | | | | | | |
| Small Chocolate Malt | 418 | 640 | 150 | 16 | 11 | 55 | 340 | 111 | 1 | 97 | 15 | 20 | 4 | 45 | 10 | 7 1/2 Carb, 3 Fat |
| Medium Chocolate Malt | 567 | 870 | 190 | 22 | 14 | 70 | 450 | 153 | 2 | 134 | 20 | 25 | 4 | 60 | 10 | 10 Carb, 3 Fat |
| Large Chocolate Malt | 836 | 1320 | 310 | 35 | 22 | 110 | 670 | 222 | 2 | 194 | 29 | 40 | 8 | 90 | 20 | 15 Carb, 4 Fat, 7 Fat |
| Small Chocolate Shake | 397 | 560 | 140 | 15 | 10 | 50 | 280 | 93 | 1 | 83 | 13 | 20 | 4 | 45 | 8 | 6 Carb, 3 Fat |
| Medium Chocolate Shake | 539 | 760 | 180 | 20 | 13 | 70 | 370 | 129 | 2 | 115 | 17 | 25 | 4 | 60 | 10 | 8 1/2 Carb, 4 Fat |
| Large Chocolate Shake | 794 | 1140 | 300 | 33 | 21 | 105 | 550 | 186 | 2 | 165 | 26 | 40 | 8 | 90 | 15 | 12 1/2 Carb, 6 1/2 Fat |
| Small Misty® Slush | 454 | 220 | 0 | 0 | 0 | 0 | 20 | 56 | 0 | 56 | 0 | 0 | 0 | 0 | 0 | 4 Carb |
| Medium Misty® Slush | 595 | 290 | 0 | 0 | 0 | 0 | 30 | 74 | 0 | 74 | 0 | 0 | 0 | 0 | 0 | 5 Carb |
| Sundaes | | | | | | | | | | | | | | | | |
| Small Strawberry Sundae | 163 | 240 | 60 | 7 | 4.5 | 20 | 110 | 40 | 0 | 35 | 5 | 15 | 10 | 20 | 4 | 2 1/2 Carb, 1 Fat |
| Medium Strawberry Sundae | 234 | 340 | 80 | 9 | 6 | 30 | 160 | 58 | <1 | 51 | 7 | 25 | 15 | 30 | 8 | 4 Carb, 2 Fat |
| Large Strawberry Sundae | 333 | 500 | 130 | 15 | 9 | 45 | 230 | 83 | <1 | 72 | 10 | 25 | 30 | 40 | 10 | 5 1/2 Carb, 3 Fat |
| Small Chocolate Sundae | 163 | 280 | 60 | 7 | 4.5 | 20 | 140 | 49 | 0 | 42 | 5 | 10 | 0 | 20 | 6 | 3 Carb, 1 Fat |
| Medium Chocolate Sundae | 234 | 400 | 90 | 10 | 6 | 30 | 210 | 71 | 0 | 61 | 8 | 15 | 0 | 25 | 8 | 5 Carb, 2 Fat |
| Large Chocolate Sundae | 333 | 580 | 140 | 15 | 10 | 45 | 260 | 100 | 1 | 87 | 11 | 20 | 2 | 35 | 10 | 6 1/2 Carb, 3 Fat |
| Royal treats® | | | | | | | | | | | | | | | | |
| Banana Split | 369 | 510 | 100 | 12 | 8 | 30 | 180 | 96 | 3 | 82 | 8 | 20 | 25 | 25 | 10 | 1 Fruit, 5 1/2 Carb, 2 Fat |
| Peanut Buster® Parfait | 305 | 730 | 280 | 31 | 17 | 35 | 400 | 99 | 2 | 85 | 16 | 15 | 2 | 30 | 10 | 6 1/2 Carb, 6 Fat |
| Pecan Praline™ Parfait | 305 | 720 | 260 | 29 | 11 | 30 | 610 | 105 | 1 | 81 | 9 | 15 | 2 | 30 | 6 | 7 Carb, 6 Fat |
| Triple Chocolate Utopia™ | 284 | 770 | 350 | 39 | 17 | 55 | 390 | 96 | 5 | 76 | 12 | 20 | 2 | 30 | 10 | 6 1/2 Carb, 8 Fat |
| Strawberry Shortcake | 241 | 430 | 120 | 14 | 9 | 60 | 360 | 70 | 1 | 57 | 7 | 10 | 10 | 25 | 10 | 4 1/2 Carb, 3 Fat |
| Brownie Earthquake™ | 304 | 740 | 240 | 27 | 16 | 50 | 350 | 112 | 0 | 86 | 10 | 15 | 0 | 25 | 10 | 4 Carb, 9 Fat |
| Novelties | | | | | | | | | | | | | | | | |
| DQ® Sandwich | 85 | 200 | 60 | 6 | 3 | 10 | 140 | 31 | 1 | 18 | 4 | 4 | 0 | 8 | 6 | 2 Carb, 1 Fat |
| Chocolate Dilly® Bar | 85 | 210 | 120 | 13 | 7 | 10 | 75 | 21 | 0 | 17 | 3 | 6 | 0 | 10 | 2 | 1 1/2 Carb, 2 1/2 Fat |
| Buster Bar® | 149 | 450 | 260 | 28 | 12 | 15 | 280 | 41 | 2 | 33 | 10 | 8 | 0 | 15 | 6 | 3 Carb, 5 1/2 Fat |
| Starkiss® | 85 | 80 | 0 | 0 | 0 | 0 | 10 | 21 | 0 | 21 | 0 | 0 | 0 | 0 | 0 | 1 1/2 Carb |
| DQ® Fudge Bar - No Sugar Added | 66 | 50 | 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 | 40 | 17 | 0 | 2 | 2 | 2 | 0 | 6 | 0 | 1 Carb |
| Lemon DQ Freez'r®, 1/2 Cup | 92 | 80 | 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 | 40 | 430 | 83 | <1 | 64 | 11 | 20 | 2 | 35 | 15 | 5 1/2 Carb, 4 Fat |
| Medium Oreo® Cookies Blizzard® | 334 | 700 | 240 | 26 | 12 | 45 | 560 | 103 | 1 | 77 | 13 | 20 | 2 | 40 | 15 | 7 Carb, 5 Fat |
| Large Oreo® Cookies Blizzard® | 500 | 1010 | 340 | 37 | 18 | 70 | 770 | 148 | 2 | 113 | 19 | 30 | 4 | 60 | 25 | 10 Carb, 7 Fat |
| Small Chocolate Chip Cookie Dough Blizzard® | 319 | 720 | 250 | 28 | 14 | 50 | 370 | 105 | 0 | 78 | 12 | 30 | 2 | 35 | 15 | 7 Carb, 5 1/2 Fat |
| Medium Chocolate Chip Cookie Dough Blizzard® | 446 | 1030 | 360 | 40 | 20 | 70 | 520 | 150 | 0 | 112 | 17 | 40 | 2 | 45 | 20 | 10 Carb, 8 Fat |
| Large Chocolate Chip Cookie Dough Blizzard® | 560 | 1320 | 470 | 52 | 26 | 90 | 670 | 193 | 0 | 143 | 21 | 50 | 4 | 60 | 25 | 13 Carb, 10 Fat |
| Small Banana Split Blizzard® | 297 | 460 | 130 | 14 | 9 | 40 | 210 | 73 | <1 | 63 | 10 | 20 | 8 | 35 | 8 | 5 Carb, 3 Fat |
| Medium Banana Split Blizzard® | 382 | 580 | 150 | 17 | 11 | 50 | 260 | 97 | 1 | 83 | 12 | 25 | 15 | 40 | 10 | 6 1/2 Carb, 3 Fat |
| Large Banana Split Blizzard® | 527 | 810 | 210 | 23 | 15 | 70 | 360 | 134 | 2 | 115 | 17 | 30 | 20 | 60 | 15 | 9 Carb, 4 1/2 Fat |
| DQ® Frozen Cake | | | | | | | | | | | | | | | | |
| DQ® Frozen 8" Round Cake** 1/8 of Cake | 184 | 370 | 110 | 13 | 8 | 25 | 280 | 56 | <1 | 42 | 7 | 10 | 0 | 20 | 8 | 4 Carb, 2 1/2 Fat |
| Hot Dogs | | | | | | | | | | | | | | | | |
| Hot Dog | 99 | 240 | 120 | 14 | 5 | 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 | 45 | 1090 | 22 | 2 | 4 | 14 | 15 | 6 | 15 | 10 | 1 1/2 Starch, 1 1/2 High Fat Meat, 1 1/2 Fat |
| Super Dog™ | 198 | 580 | 340 | 37 | 13 | 75 | 1710 | 39 | 2 | 6 | 20 | 0 | 0 | 15 | 25 | 2 1/2 Starch, 2 High Fat Meat, 4 Fat |
| Super Dog™, Chili 'N' Cheese | 262 | 710 | 430 | 47 | 18 | 105 | 2270 | 42 | 3 | 6 | 27 | 15 | 4 | 25 | 25 | 2 1/2 Starch, 3 High Fat Meat, 4 Fat |
| Sandwiches | | | | | | | | | | | | | | | | |
| BBQ Beef Sandwich* | 142 | 300 | 80 | 9 | 3.5 | 35 | 610 | 37 | 2 | 15 | 16 | 4 | 0 | 6 | 15 | 2 1/2 Starch, 2 Lean Meat |
| BBQ Pork Sandwich* | 142 | 280 | 70 | 8 | 2 | 55 | 790 | 36 | 2 | 8 | 17 | 6 | 2 | 6 | 15 | 2 1/2 Starch, 2 Lean Meat |

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

Important Statement

For more information visit our website at: www.dairyqueen.com

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 or Alabama sell Brazier® food products. 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 above 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 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 USDA were also used.

Frozen 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.