



FOR IMMEDIATE RELEASE

Noble DQ to Recreate 1938 - 10 Cent All-You-Can-Eat Soft-Serve Sale

July 16th, 2013 - Kankakee, Illinois: On August 4th, 1938 Sherwood “Sherb” Noble introduced Soft-Serve Ice Cream to the world with an All-You-Can-Eat for 10 cents sale. On August 4th, 2013, 75 years later, Noble Dairy Queen will be recreating the event.

As in 1938, August’s sale will run from 8-9:30 PM. Customers will be offered a dish of Vanilla Soft-serve and may refill as often as they like during that period. “We will close the drive-through and serve customers from those windows in addition to our walk-ups” said Tiffany Mosier, manager at the Bourbonnais location.

During the 1938 sale, Noble served 1600 portions and revolutionized Ice Cream forever. “Dad was worried they were going to bust out the windows” says Sherb’s daughter, Christie Noble. Two years later on June 22nd, 1940, Noble opened the first Dairy Queen in Joliet, Illinois.

The Noble family continues the Dairy Queen tradition operating seven stores. “Nothing brought my dad more joy than to hand a cone with a perfect curl to a smiling child, and we are proud to continue that legacy” says Sue Stevens, Sherb’s daughter. Noble Dairy Queen Stores are true to their roots, serving only frozen treats, using Sherb’s original DQ soft-serve, and making their Dilly Bars, DQ Sandwiches, and Buster Bars by hand. This promotion is only being offered at Noble Dairy Queen locations.

About Noble Stores Dairy Queen:

Mission: To provide our customers with timely, courteous service, a quality product, and a memorable experience.

Locations:

121 S. Main Street, Bourbonnais, IL	126 N. Lake Street, Aurora, IL
1045 W. Station Street, Kankakee, IL	918 W. Illinois Avenue, Aurora, IL
1700 E. Maple Street, Kankakee, IL	703 E. State Street, Geneva, IL
3 Gladiolus, Momence, IL	

More about Noble Stores, LLC can be found at their web page: www.NobleStores.com

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