



**FOR IMMEDIATE RELEASE**

## **Noble Dairy Queen Celebrating 75 Years of Soft-Serve**

*May 29, 2013 - Kankakee, Illinois:* This year marks the 75<sup>th</sup> anniversary of Sherwood “Sherb” Noble’s August 4<sup>th</sup>, 1938 All-You-Can-Eat for 10 cents Soft-Serve Ice Cream sale which introduced Soft-Serve to the world. During the hour and a half sale, he 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, Sherb opened the first Dairy Queen on June 22<sup>nd</sup>, 1940 in Joliet, Illinois.

Noble Dairy Queens are celebrating with anniversary promotions on the first Sunday of each month between April and August.

- April 7<sup>th</sup> – 75¢ DQ Sandwich
- May 5<sup>th</sup> – 75¢ Dilly Bar
- June 2<sup>nd</sup> – 75¢ Small Cone
- July 7<sup>th</sup> – 75¢ Small Chocolate or Strawberry Sundae
- August 4<sup>th</sup> – 10¢ All-You-Can Eat Sale

As in 1938 the August 4<sup>th</sup>, 10 cent All-You-Can-Eat 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 down the drive-through windows and serve walk-up customers from those windows in addition to our two walk-ups” said Tiffany Mosier, manager at the Bourbonnais location. These promotions are only being offered at Noble Dairy Queen locations.

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. The Noble Dairy Queen stores are a throwback, serving only frozen treats, using Sherb’s original recipe soft-serve, and making their Dilly Bars, DQ Sandwiches, and Buster Bars by hand.

### **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  
1045 W. Station Street, Kankakee, IL  
1700 E. Maple Street, Kankakee, IL  
3 Gladiolus, Momence, IL

126 N. Lake Street, Aurora, IL  
918 W. Illinois Avenue, Aurora, IL  
703 E. State Street, Geneva, IL

More about Noble Stores, LLC can be found at their web page: [www.NobleStores.com](http://www.NobleStores.com)

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