



FOR IMMEDIATE RELEASE

Batavia Dairy Queen to Open March 20th, 2014

March 19th, 2014 – Batavia, Illinois – Noble Stores, LLC is pleased to announce the opening of the Batavia Dairy Queen at 1134 W. Wilson St. on March 20th, 2014 at 11:00 AM.

Originally built as a Dairy Queen, the site most recently operated as Moo La La. Since acquiring the property in January, Noble Stores, LLC has worked diligently to convert the store back. “We have spent the last two months making substantial improvements to the store. Customers can expect first-class cleanliness, responsiveness and quality. Based on comments from former patrons, these changes will be immediately noticeable” states Jeff Webster, Noble Stores' Vice President of Operations.

The store will be managed by Evelyn Martinez, who has served as manager at the Lake Street Dairy Queen in Aurora for the past three years. “We have put together a great team, our systems are in place, and we are extremely eager to start serving our delicious Dairy Queen and Orange Julius products” says Martinez.

A Grand Opening celebration will likely be scheduled later this spring.

Noble Dairy Queen is the Original DQ franchisee. Founder, Sherb Noble, first introduced the revolutionary “Soft-Serve” ice cream product at his Kankakee Ice Cream shop in 1938. Two years later he opened the first Dairy Queen in Joliet. Today there are over 6,000 Dairy Queens in 20 countries.

The Batavia Dairy Queen is a treat only store. In addition to beloved DQ treats, Orange Julius Originals and Smoothies as well as DQ Cakes will be available. Noble DQ hand-makes their Dilly Bars, Buster Bars, DQ Sandwiches fresh on location using Sherb's Original Recipe DQ Soft-Serve.

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	1134 W. Wilson Street in Batavia, IL

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

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