



FOR IMMEDIATE RELEASE

Batavia Moo La La To Be Converted Back To Dairy Queen

January 21st, 2014 – Batavia, Illinois – Noble Stores, LLC recently announced the purchase of the former Moo La La building located at 1134 W. Wilson Street in Batavia. The company intends to convert the location back to a Dairy Queen. Noble Stores, LLC is the original Dairy Queen franchise; founded in June of 1940 by Sherb Noble who opened the very first Dairy Queen in Joliet, IL. The Noble family continues to operate the business with seven additional locations, including two in Aurora, one in Geneva, and four in the greater Kankakee area. “We couldn’t be more pleased to establish our eighth location in Batavia. Batavia is a robust community and will be a great fit for our company. We look forward to being a strong community partner” says Sue Stevens, owner and Sherb Noble’s daughter.

The building was initially constructed and operated as a Dairy Queen. When the original owner decided to sell the Dairy Queen business, franchise rights were not transferred. The business then operated as an independent ice cream store called Moo La La for several years. When the opportunity to purchase the business arose, Noble Stores, LLC eagerly pursued the opportunity.

Noble Stores is currently working on transitioning the building to suit their needs. Substantial cleaning, signage installation, and IT system upgrades are occurring. An official open date has not yet been set, but the goal is to open sometime in early spring.

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. The Batavia location will also serve Orange Julius Originals and Smoothies, and Dairy Queen Cakes.

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

For additional inquires please contact:

Joe Rintelman
(262) 227-4092
jrintelman@noblestores.com

Noble Stores, LLC
5221 Cedar Creek Rd.
Grafton, WI 53024
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