



Dairy Queen's West Little Rock Store Breaks Company's World Sales Record

Little Rock, AR (June 12, 2021) – You Scream Holding's (YSH) tenth Dairy Queen location set the historic franchise's world sales record today at the grand opening of DQ's West Little Rock location. This is the third time YSH has set the sales record for DQ, a brand whose history extends across eight decades and has over 7,000 locations worldwide.

"We are incredibly thankful to our Fans. Without our Fans and the work of our store opening team, none of this would be possible," said Blake Lively, President of You Scream Holdings, LLC.

YSH first set the record for highest sales volume in a single day with its grand opening in Cabot in July 2018. Less than six months later, the franchisee broke its own record by setting the record again at its grand opening in Saline County in December 2018. The record was most recently held by a franchisee in Oklahoma who exceeded YSH's mark in December 2020. Today, the record came back home to Arkansas.

The first 100 Fans to purchase a cake were given a punch card to receive a free mini Blizzard every week for a year. DQ Fans started camping out at 10 p.m. Friday night. The first Fans to arrive were a group of boys and their parents for a 13th birthday party. The group were surprised with a mobile gaming unit provided by YSH. After camping out overnight, Skeet Boshears was the first customer of the new location as he celebrated his 13th birthday. The company hosted a free family fun event that evening complete with a balloon artist, face painting and DJ.

The new location, which is DQ's newest store concept, opened at 10 a.m. Saturday at 19428 Cantrell Road in Little Rock.

"Our West Little Rock store is absolutely beautiful," said Lively. "I would encourage everyone to come out and visit our open dining room with its large windows overlooking Shinall Mountain. We're excited to introduce this stunning new concept to Little Rock."

DQ West Little Rock is locally owned and operated by You Scream Holdings, LLC, a family-owned company based in Central Arkansas.

DQ is a privately held company owned by billionaire Warren Buffet's Berkshire Hathaway. All operations are owned and operated by franchisees.

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