



RHOMBERG DAIRY QUEEN

BY RICH BELMONT

According to the USDA the standards for ice cream consist of 20% cream, 10% milk and usually about 10% milk-fat although smoother and creamier ice cream might have a fat content of 15% to 20 percent.

Soft-Serve is made with the same ingredients as regular ice cream but contains less milk-fat. Soft-Serve is produced at a warmer temperature than ice cream and contains air that is introduced at the time of freezing. The amount of air has a definite influence on the taste of the ice cream. Many people prefer Soft-Serve because the air enhances flavor, other toppings can be mixed in easier, and a warmer ice cream does not cause brain-freeze.

John Fremont "Grandpa" McCullough and his son Alex owned Homemade Ice Cream Company in Davenport, IA. In 1938 they developed the Soft-Serve formula that was destined to become Dairy Queen. They convinced their friend and customer Sherb Noble to try selling their new Soft-Serve in his store, Sherb's Ice Cream Parlor in Kankakee, IL. On August 4, 1938 Sherb offered 10 cent cups of this new product to his customers. Within two hours he had sold 1600 servings. Grandpa, Alex and Sherb knew right then and there they had a winner!

It took them two years to come up with a suitable dispensing soft-serve freezer. In 1940 the three partners opened the first Dairy Queen in Joliet, IL. By the end of 1942 there were 8 stores. By the end of 1947 there were 100 stores and in 1950 there were 1400 Dairy Queens. Shakes and malts were introduced in 1949 and banana splits appeared in 1951.

Today the parent company is Dairy Queen International and American Dairy Queen headquartered in Edina, MN is its wholly owned subsidiary. Karmelkorn Shoppes and Orange Julius are also owned by Dairy Queen. There are now over 6,400 Dairy Queens in over 30 countries. (Fun Fact: Warren Buffet's Berkshire Hathaway purchased Dairy Queen International in 1998 for \$585 million in cash and stocks).



The Rhomberg Dairy Queen is very different from all other Dairy Queens. It is a Dairy Queen franchise that stands alone and is fiercely independent. It has been proudly teaching successive generations of kids the joy of Soft-Serve in the Point District of Dubuque since 1950.



Left to Right: Johnny, Mike, Vicki, Jessica, Michael

Vicki Blake is the owner. She spent her summers dishing out Soft-Serve from when she was 14 until she was 18. She then went full time in 1999 and purchased the business in March, 2000 from the previous owners, Sam and Shirley Schute. There is no doubt this Dairy Queen is family owned and operated. Vicki works side by side with her two sons, Michael and Johnny, daughter Jessica, brother Rick and niece McKenna. Vicki's boyfriend, Mike, also helps out sometimes.



An unrelated family also has 5 members working here. Currently there is a combined management experience of 81 years. Actually, if truth be told, Vicki considers all her employees family.

They are all experts at operating the Soft-Serve vending machines. During the summer months they are dishing out ice cream from 10:30 am to 11 pm every day. (The season runs from the second week in March to the first or second week of October).



Vanilla cones or vanilla dipped in chocolate, butterscotch, cherry, peanut brittle Krunch Kote with sprinkles or rainbow sprinkles are all very popular. The sundaes, shakes and malts are available with as many as 16 different flavors. (Fun Fact: the curl on the top of soft-serve is considered a DQ trademark and is called "The Q" by employees).



The Royal Treats are all so delicious. I like them all including Brownie Earth Quake, Banana Split and Strawberry Shortcake. My favorite, the Peanut Buster Parfait, was introduced in 1971. It's basically a hot fudge sundae with crunchy, salted peanuts on top. Every now and then I get one of these then drive over to the Mississippi Lock and Dam No. 11 where I slowly savor it while watching barges lock through.



The Arctic Rush is a cool and refreshing slushy drink available in a variety of fruit flavors. The Moolatte is a frozen coffee latte blended with rich chocolate, vanilla Soft-Serve and ice.

I really like a fairly new drink called the Mocha Frappe. This is a blend of coffee syrup and is available in three flavors: Oreo, Caramel Chip and Midnight Mocha.

Orange Julius is a refreshing ice-cold fruity, frothy drink. You can order a Julius as a smoothie too which makes it a whole lot creamier.



By far the Blizzard is the most popular ice cream treat. It is Soft-Serve blended with your choice of candy, fruit or pieces of cookies or brownies. (Fun Fact: the Blizzard was introduced in 1985. In that year alone 175 million Blizzards were sold!)

Have you ever noticed while all DQ's have Soft-Serve and ice cream treats the food menu is not always the same? This is because American Dairy Queen does not require all stores to carry the same grill items. So this is another reason Rhomberg Dairy Queen is so very different. It is a Non-System Food Store and does not receive its food from the DQ system. In my opinion this is what makes the Rhomberg special. The food is exceptionally good and very reasonably priced. For example a Single Queen Burger Value Meal with French fries and a drink is only \$4.79!



The All Beef Burger is available as a 1/6 lb. Queen or 1/4 lb. King. Both of them can be ordered as doubles. I prefer the Double Queen Burger with a third of a pound of beef. This option provides the perfect bun to meat ratio. You can add American cheese, lettuce,

tomato and onions. You big meat eaters will probably go for the Double King which is a half-pound of beefy goodness.

Frequently I order the Coney Dog with chili, cheese and onions. It's outstanding with a Chocolate Shake.

The Pizza Burger is very tasty. It's a burger patty coated with Italian seasoned breading and topped with a slab of mozzarella cheese. The whole thing, cheese and all, is deep fried.

Another version of the hot dog is the Slaw Dog. It's covered with a homemade poppy seed coleslaw. The Fish Filet is cod. The Jalapeño Poppers are a little unusual. The peppers are chopped and mixed with cheddar cheese so they don't pop out when you bite into the coating.



The Fried Bread is a Rhomberg Dairy Queen Specialty. I have never seen it anywhere but here. A special dough is raised and rolled in-house and then deep fried. I like it with jelly but be careful it can become addictive.



And here is where I should explain Rhomberg Dairy Queen's food from the grill is not fast food. Anything you order is prepared only after you order it. There is nothing sitting under heat lamps or in warming drawers in this kitchen. I also like the fact all sandwiches are sold as single items. Oh sure, I can

order a Value Meal including French fries and beverage, or a Basket including fries and coleslaw. Or I can add French fries, cheese nuggets, onion rings, fried mushrooms or jalapeño poppers as sides. None of these automatically come with a sandwich so I can save room for more desserts!

Oh yes desserts! Of course Dairy Queen is all about desserts but oh so tempting are the DQ Bakes: Fudge Stuffed Cookie, Apple Tart, Triple Chocolate Brownie or Funnel Cake a la Mode. Of course all of these include Soft-Serve.



And when you are having a special occasion remember the Ice Cream Cakes. The Mini serves 2 people, the 8 inch is for 8 to 10, the 10 inch is for 12 to 16 and the Sheet Cake takes care of 20 to 24 people. These can be decorated so be sure to specify a name and occasion when ordering.

RHOMBERG DAIRY QUEEN

2300 RHOMBERG, DUBUQUE, IA 52001

563-582-2727

FACEBOOK.COM/RHOMBERGDAIRYQUEEN

Hours: Every day during summer Season: 10:30 AM-11 PM

Dining Style: Outside Counter Service

Recommendations: Royal Treats: Peanut Buster Parfait, Brownie Earth Quake, Banana Split, DQ Bakes, Blizzards, Dipped Cones, Coney Dog, Double Queen Burger, Pizza Burger, Pork Tender, Fried Bread, Jalapeño Poppers, Chicken Burger

Liquor Service: None

Prices: Treats: \$1.69-\$6.19; Grill: \$.99-\$4.99

Pay Options: Cash, All Credit Cards, NO Checks

Accessibility: NA

Kids Policy: Menu; No High Chairs or Boosters

Catering: No • **Take Out:** Yes

Delivery: No • **Parking:** Private Lot