

# BREAKING GROUND

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WINTER 2009



*The Dairy Queen Grill and Chill in Chesterton was a major project. A former bank branch and retail store were transformed into a brand new restaurant for owners Scott and Michelle Pendleton.*

## *Transition to a new concept*

## A Blizzard Of Work For Dairy Queen

**T**he Hamstra Group has been doing a blizzard of work for Dairy Queen. The projects come with many perks: building for a popular and growing company, working with devoted and energetic store owners, and—best of all—an ice cream treat when a project's done.

Hamstra's Dairy Queen days started with a store remodel for Ted and Marybeth Vinyard, who chose the company to upgrade their restaurant to the new "Grill and Chill" concept. In 2007, the Vinyards hired Hamstra to construct an addition and to remodel their Demotte, Indiana, Dairy Queen.

Soon after, Hamstra renovated an existing building that formerly housed a bank and retail into a new DQ Grill and Chill. The Chesterton, Indiana, restaurant, owned by Scott and Michelle Pendleton, is now complete and doing bang-up business. The project involved removal of a sloped roof, extension of exterior walls, construction of a new roof and a total interior renovation.

"It's an exciting adventure for us," says Scott Pendleton. "We're just glad we were working with The Hamstra Group because they know how to do this quickly and efficiently."

The Vinyards agree. They recently chose Hamstra to do a second project—this one a total remodeling of an existing Dairy Queen into a Grill and Chill operation. The grand opening is set for December.

"The new Grill and Chill concept is very popular," says Ted Vinyard, who also operates Dairy Queen stores in Crown Point and Wanatah. "We were happy to work with Hamstra since they came highly recommended."

Grill & Chills look more like casual restaurants, with ceramic floors, large wooden tables and comfortable booths. The food stretches beyond hamburgers and sundaes to include items like fried

shrimp, quesadillas, turkey, Philly steak and grilled chicken sandwiches, and a full breakfast menu. The concept also emphasizes fresh baked bread and a fresh condiment bar for hot dogs and hamburgers. The menu still includes Blizzards, Mistys, sundaes, Dilly Bars, banana splits and other ice cream specialties. Grill & Chills also have drive-through windows, like many existing DQ locations. The concept is aimed at families with children, as well as adults who prefer fast casual dining over more traditional fast-food restaurants.

The buildings all receive new exterior finish systems, including stonework on new chimneys and

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## Blizzard Of Work... *continued from page 1*

Alpolic (aluminum composite) red and blue panels with black eyebrows. Floors are ceramic tile and walls are constructed of ceramic and slate.

Linda Angell, who has been a Dairy Queen franchisee for 23 years, believes the more progressive owners are quickly moving to the Grill and Chill store format. That's what she's doing with her Griffith, Indiana, store, which Hamstra is upgrading with both exterior and interior renovations.

"The Hamstra Group is doing a dynamite job," says Angell, who explained that the company is completing construction work while the Dairy Queen remains open for business. "It's amazing how good they are at building while making it possible for us to keep serving up food and ice cream to customers."

That's a sentiment echoed by Steve Giorgi, a construction consultant with Dairy Queen's corporate headquarters, who makes sure franchise operations build to company standards.

"I enjoy working with The Hamstra Group because they do quality work and have a superb command of all the little details that factor in. To do this while maintaining schedule and budget timelines is not

easy, but Hamstra does it well."

For Hamstra staffers, the DQ projects are rewarding, not just because there's a Dilly Bar or a Blizzard at the end of the work, but because Dairy Queen owners are a committed bunch.

"We really enjoy working on these projects," explains foreman Bill Dykstra, who, together with carpenter Robert Pigg, has had his hands full in recent months working on the Demotte, Chesterton and Crown Point restaurants.

"The franchise owners are interested in quality and so are we. It gives us a boost to not only do the project, but help them by keeping

on schedule and move things along expeditiously."



*Dairy Queen stores share standardized architectural features; for these projects The Hamstra Group is in charge of new exterior finishes, including stonework on chimneys and aluminum composite panels. Inside, floors and walls are ceramic tile and slate. This Demotte, Indiana, DQ is owned by Ted and Marybeth Vinyard.*

Hamstra Group staffer Kevin Scheurich and his crew are currently at work on the Griffith Dairy Queen. The project started in October and has a completion date in early December.

Curt Albertson, the manager who oversees current Dairy Queen projects for The Hamstra Group, says the recent spate of DQ work bodes well for both his company and Dairy Queen.

"Even in a slowed economy, people need to eat," Albertson says.

"The Dairy Queen concept is a good one and we're happy to do whatever we can to help these entrepreneurial restaurateurs."