

Dairy Queen Introduces New Iron Grilled Sandwiches

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Capitalizing on the popularity of the sandwich segment, Dairy Queen(R) is introducing three new Iron Grilled Sandwiches at participating locations nationwide. In 2007, sandwiches were a \$21 billion industry, and in 2008 that number is expected to top \$28 billion.

Served fresh and hot off the grill, the sandwiches include a deli-style turkey with Swiss cheese, the Classic Club with deli-style turkey, ham and cheddar cheese, and the Supreme BLT with seven crisp strips of savory bacon. All are served on grilled Panini-style bread with fresh leaf lettuce, crisp bacon, thick-cut tomato slices and mild garlic mayonnaise. A grilled cheese will be added to the kids menu.

'The introduction of Iron Grilled Sandwiches is big food news for Dairy Queen,' said Michael Keller, chief brand officer for International Dairy Queen, Inc. 'With QSR sandwich sales up this year, it's apparent that customers want alternatives to typical quick serve fare. We are focused on consumer trends while offering fresh, unique, alternative menu options.'

Dairy Queen, the treat category leader, continues to add new and different food items such as Iron Grilled Sandwiches to increase the variety of its food menu, already filled with signature chicken and burger sandwiches and baskets. The average retail price of the new Iron Grilled Sandwich is \$4.05 for the Turkey and the Classic Club, \$3.80 for the Supreme BLT and \$2.65 for the new kids menu grilled cheese.

The launch will be supported by new live action national television advertising with some local markets adding radio, print and billboard to the marketing mix.

In October, Dairy Queen will begin testing a Chicken Bruschetta Iron Grilled Sandwich, a uniquely flavored combination of grilled chicken, topped with mozzarella cheese, fresh leaf lettuce, diced tomatoes and pesto sauce.

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