



DEPARTMENT OF  
**ECONOMIC DEVELOPMENT**

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## **MEDIA RELEASE**

*January 24, 2017*

## **PRESS RELEASE**

### **DAIRY QUEEN GROUND BREAKING CEREMONY IN PHENIX CITY**

LABE Restaurant Group, LLC is to break ground in Phenix City, Alabama, Thursday, January 26, 2017 to construct a Dairy Queen Restaurant. The LABE Restaurant Group, LLC, a LaGrange, GA based company, is proud to announce the plans to bring a Dairy Queen Franchise to Phenix City, Alabama.

Dairy Queen is one of the most popular chains of soft serve ice cream in the quick service industry. They are particularly known for their Blizzard Treats and DQ Cakes. Other signature items include their specialty GrillBurgers, Artisan-style sandwiches, salads, DQ Bakes, specialty drinks and much more.

This Dairy Queen opening will be the LABE Restaurant Group's first opening in Phenix City, Alabama, that presently operates a Dairy Queen on Whittlesey Blvd. in Columbus, Ga. The Phenix City plans are for a 2017 opening, construction and hiring are already underway. The restaurant will create in excess of 30 full time and part time jobs. The Dairy Queen will be located along Highway 280 N in Phenix City, directly in front of Home Depot.

The official Ground Breaking Ceremony will be held on Thursday, January 26<sup>th</sup> at 10:30 AM EST. We would like to invite the media and the public to this Ground Breaking Ceremony. LABE Restaurant Group will be providing chances to win Dairy Queen Gift Certificates.

The City of Phenix City is excited about the new addition and looks forward to a great future with Dairy Queen as a partner.

Contact: Scott Lester of LABE Restaurant Group at (706) 884-6191 or Shaun Culligan (334) 448-2856 for more information.

Sincerely,

Shaun Culligan  
*Economic Development Manager*

