



**That's What I Like About Texas™**

How does one of the largest quick serve restaurants in Texas enhance the integrity of their refreshing fountain drinks, delicious shakes, malts, and ever-so-famous Blizzard® flavor treat? By using Dart foam cups and containers, of course!

Texas DQ® has been using Dart foam products since 1998 and currently offers five different sizes of foam cups to serve their cold applications.

Larry Newell, President of TDQ Operators Council, and Perry Anderson, franchisee, have both agreed that **the change from paper to foam four years ago has resulted in increased business because of more satisfied customers.**

The extraordinary insulating properties of Dart foam cups have been a major benefit for Texas DQ®'s consistent delivery of high quality products.



**Larry Newell stated, "Foam cups lessen ice melt, therefore, the beverage maintains its freshness, original taste, and overall quality!"**

Texas DQ® switched to the 32 ounce and 44 ounce Dart foam pedestal cups in the beginning of 2002 and have had success since.

**Larry and Perry have referred to Dart's pedestal cups as the icing on the cake and stated, "The switch to these pedestal cups has noticeably increased sales!"** Perry added, "The pedestal gives the foam cup rigidity and customers love them because they fit perfectly into their car cupholders!"



**Texas DQ® operators believe that foam cups give them a competitive advantage over restaurants not using foam.**

Texas DQ®'s stated goal is to increase drink sales, one of the most profitable categories for any foodservice operation. So far, they believe they are accomplishing their goal.



**DART CONTAINER CORPORATION**

*The Industry Standard of Excellence*

Mason, Michigan 48854 U.S.A.