

Dairy Queen to replace Creamery in Kilcawley

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Students will have a change of taste this coming fall quarter as the result of a new contract bid for ice cream parlor service at YSU.

Phil Hirsch, Kilcawley Center Director, announced that the Dairy Queen franchise has been awarded the five year bid to be the new ice cream shop in Kilcawley Center, replacing the

Creamery.

The YSU Dairy Queen will not be a full Brazier line, Hirsch explained, and will only offer ice cream novelties, hot dogs and soft drinks as the major food items.

Hirsch said there were a number of criteria used in considering a new ice cream shop from the four bids submitted earlier in the year. The contractors who

bid for service were the Creamery, Dairy Queen, Webb's and the Jib Jab chain.

Some of the criteria he mentioned include student reaction, service concept, the product the vendor is offering, imagination used in presenting the product, management of the business and financial return to the University.

Dairy Queen was chosen, Hirsch said, because of the positive student response for Dairy Queen after a student evaluation of each bidder. He also said that a plus for Dairy Queen was that the product is far less expensive and students are usually on a limited budget.

It wasn't an easy decision," Hirsch noted, "and it wasn't one

factor but a combination of factors that helped the committee decide on Dairy Queen."

Hirsch stated that a major factor in choosing Dairy Queen was that they are currently test marketing hard ice cream in another part of the country, and hopefully within a year the YSU Dairy Queen may also have hard ice cream as well as the familiar soft ice cream.

Other factors in choosing Dairy Queen, Hirsch further stated, were that the hours of operation were good, the commission returned to the University was very good, and also the overall student response to Dairy Queen was positive.

The selection committee also felt that Dairy Queen was the best

choice because it puts a lot of money into advertising nationally and this allows more student response to their product. The committee was made up of members of the Kilcawley staff and the YSU Purchasing Department.

Hirsch says that YSU has developed a program to have food services send out bids every five years because YSU must do so because it is a state agency and also it is a good way to test the market to see what other businesses can offer YSU.