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Dairy Queen plans flagship Texas location with new tagline

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Dairy Queen will open a new flagship restaurant in Euless, Texas, on April 30. The opening will be complemented with the tagline "Better Than You Remember!"

According to a news release, Dairy Queen restaurants in the Lone Star State have their own distinct menu called "Texas Country Foods." There are more DQs — 600-plus — in Texas than in any other state.

However, few exist in the Dallas/Fort Worth Metroplex until now. The Euless location is in the heart of the mid-cities and is 3,340 square feet. It is owned and operated by longtime Tarrant County resident Michael Clarke.

The Euless DQ is being called a "flagship" restaurant within the DQ system because it blends DQ's iconic history with modern features such as an open-air grill and separate chill sections, comfortable booths and large wooden tables, music, HD televisions and free Wi-Fi. Also, the restrooms are completely touch free with all fixtures, sinks and soap operating with the wave of a hand.

The menu features Hungr-buster burgers, Country Baskets and Texas T-Brand Tacos, as well as the brand's classic soft-serve items such as Blizzards and Dilly Bars. Cakes and cupcakes are made by two culinary-schooled and certified pastry chefs and a full Orange Julius drink menu is also featured.