

Blizzards

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How often do you crave a cold, crunchy, and delicious dessert? Many go for cake or cookies while others may run to ice cream. DQ and Culvers are the perfect match for this craving, although there is some controversy on which one you decide to get. Both are the same concept but some debate on which is overall better. Pricing, flavor, texture, appearance, and also how much you get for your money will all be taken into consideration.

To begin with pricing and how much you get for your money. At DQ a small blizzard is \$3.69 for 12 ounces of ice cream and your choice of add-ins. On the other hand, at Culvers a short concrete mixer is \$3.09 for 12.91 ounces. Clearly based on this information you get more for your money at Culvers, almost an ounce more than DQ. So why is DQ still being debated and chosen over Culvers?

Next, we will be comparing their appearances as well as their texture, flavor, and consistency. To start off, DQ's oreo blizzard was well mixed while still managing to leave some crunchy chunks of oreo in it. It was very smooth

and appearance was a little messy but plenty of napkins were given to solve that problem. Although, DQ was very good Culvers may be debatable. Culvers was well mixed as well but left behind some more chunks in the blizzard in contrast to DQ. Personally I prefer more oreo chunks but your opinion may differ. The texture was a good combination of smooth and crunchy. The appearance was a little more cleaned up when set side by side to DQ's blizzard. My Culvers blizzard came with a lid and was much more cleaned up when being analyzed next to DQ's mixer. While both had their own pros and cons both were very good and exceeded my expectations.

Lastly, while controversy over which one is better continues to be talked about, it also can be based on how close in proximity these popular fast food restaurants are. As of February of this year Culvers has 899 locations in 26 states. Culvers is mainly operated in the midwest region of the US limiting the amount of business they're able to receive as a company. On the other hand, DQ has about 4,341 locations as of February 2023 and their

restaurants are widely spread throughout the US. This benefits their popularity and their company income way more than Culvers so this may be a possible reason for choosing DQ over Culvers.



Culver's short concrete mixer.



DQ small blizzard.