

## Store Profile – Ted Drewes Frozen Custard

# TED DREWES

Ted Drewes is an anomaly in the Frozen Custard industry. When other St Louis Custard Stores may have a line of 10 or 15 people waiting for fresh frozen custard, Ted has 200.

In fact, the custard crawl that the FDI class went on this month visited Ted's at the same time as Presidential hopeful John McCain was visiting and ordering a concrete. Myself and my daughter as well as a few other class members got to shake his hand and say hello. (Gday)

The Ted Drewes history is located on his website

*It all started when Ted Sr. opened his first ice cream store in Florida in 1929, followed the next year by another store on Natural Bridge in St. Louis and the South Grand store in 1931. In 1941 the family opened a second south side stand which is the current Chippewa location, old route 66. By 1958, the south side stands were all that remained.*



*According to Ted Jr., the success of the operation has brought it nationwide attention in the form of offers to franchise the stands. He said such offers pour in quite frequently. However he has never agreed to franchise and he says that he never will.*

*Ted credits much of his success to his father. Ted Sr. was a St. Louis attraction, winning the tennis Munny championships each year from 1926 to 1935. He also won the National Public Parks title four straight years in the middle 1920's.*

In fact – if you were to lob into St Louis and ask your hotel concierge what are the 3 things you must do in St Louis, he would probably say:

1. See the Cardinals Play
2. Visit the Arch and
3. Go to Ted Drewes

It is practically ingrained in most St Louisians that Ted has the best custard on the planet. Maybe he does, and maybe he doesn't but it's certainly worth a visit while you are here.

