Alumnus Nick Reader, CEO of MVP Holdings, along with Outback Steakhouse co-founder, Bob Basham, launched PDQ in Tampa. PDQ, short for “pretty darned quick,” is a new fast-food chain specializing in food made from scratch. The only freezers on the premises are icemakers for drinks. The PDQ menu includes milk shakes, five dipping sauces, fresh lemonade, hand-cut fries, toffee-dipped apple slices, grilled or crispy breaded chicken or turkey sandwiches touted as “handheld Thanksgiving.” The idea to grill or fry 4-ounce turkey breast sandwiches came from Nick Reader, a former Buccaneers CFO and confessed turk-a-holic.