

FRANCHISE DISCLOSURE DOCUMENT
1-800-FLOWERS.COM FRANCHISE CO., INC.



A Delaware Corporation
One Old Country Road, Fifth Floor
Carle Place, New York 11514
(516) 237-6000
Email: franchise@1800flowers.com
www.1800flowers.com

1-800-Flowers.Com Franchise Co., Inc. offers franchises for retail flower shops that offer flowers, plants, fresh fruit products, including fresh cut fruit bouquets and related products, cookies, candy, gift baskets, gift items, novelty items and related products and services to the general public. We offer the rights for 4 different franchises in this Disclosure Document:

Conventional Franchise Program. Under the Conventional Franchise Program, you will sign a Franchise Agreement to operate one 1-800-Flowers.Com Conventional Franchised Unit at a single location. The total investment necessary to begin operation of one 1-800-Flowers.Com Conventional Franchised Unit is \$236,000 to \$604,250. This includes \$58,250 to \$145,000 that must be paid to us and/or an affiliate.

Area Development Franchise Program. Under the Area Development Franchise Program, we will assign you a defined area within which you must open and operate 2 to 5 1-800-Flowers.Com Franchised Units within a specified period of time. The total investment necessary to begin operation of a minimum of 2 and a maximum of 5 Franchised Units under an Area Development Agreement is \$266,000 to \$724,250. This includes \$88,250 to \$265,000 that must be paid to us and/or an affiliate. The \$15,000 development fee you pay us for each Franchised Unit will be credited against the \$30,000 Initial Franchise Fee due for each Franchised Unit when you sign each Franchise Agreement.

Co-Brand Franchise Program. Under the Co-Brand Franchise Program, you will sign a Franchise Agreement and a Co-Brand Franchise Addendum to co-brand your existing independent retail flower shop to a 1-800-Flowers.Com Co-Branded Franchised Unit. The total investment necessary to begin operation of a 1-800-Flowers.Com Co-Branded Franchised Unit is \$56,500 to \$126,765. This includes \$21,500 to \$24,500 that must be paid to us and/or an affiliate.

Fruit Bouquets Program. Under the Fruit Bouquets Program, we will grant you the right to offer and sell fruit bouquets from your Conventional Franchised Unit or Co-Branded Franchised Unit. The total initial investment necessary to begin operations is \$18,500 to \$54,500. This includes \$2,000 to \$10,500 that must be paid to us and/or an affiliate. A Fruit Bouquets Business may only be added into a Conventional Franchised Unit or a Co-Branded Franchised Unit.

This Disclosure Document summarizes certain provisions of your Franchise Agreement and other information in plain English. Read the Disclosure Document and all accompanying agreements carefully. You must receive this Disclosure Document at least 14 calendar days before you sign a binding agreement with, or make any payments to the Franchisor or an affiliate in connection with the proposed franchise sale. Note, however, that no government agency has verified the information contained in this document.

You may wish to receive your Disclosure Document in another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact our Vice President - Retail & Franchising, Benjamin T. Marlowe, One Old Country Road, Fifth Floor, Carle Place, New York 11514, (516) 237-6000.

The terms of your contract will govern your franchise relationship. Don't rely on the Disclosure Document alone to understand your contract. Read all of your contract carefully. Show your contract and this Disclosure Document to an advisor, like a lawyer or accountant.

Buying a franchise is a complex investment. The information in this Disclosure Document can help you make up your mind. Information about comparisons of franchisors is available. More information on franchising, such as "A Consumer's Guide to Buying a Franchise", which can help you understand how to use this Disclosure Document, is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, DC 20580. You can also visit the FTC's home page at www.ftc.gov for additional information. There may also be laws on franchising in your state.

Call your state agency listed on Exhibit S or visit your public library for other sources of information on franchising.

THE ISSUANCE DATE OF THIS DISCLOSURE DOCUMENT IS OCTOBER 13, 2017

STATE COVER PAGE

Your state may have a franchise law that requires a franchisor to register or file with a state franchise administrator before offering or selling in your state. REGISTRATION OF THIS FRANCHISE WITH A STATE DOES NOT MEAN THAT THE STATE RECOMMENDS IT OR HAS VERIFIED THE INFORMATION IN THIS DISCLOSURE DOCUMENT.

Call the state franchise administrator listed on Exhibit S for information about the franchisor, or about franchising in your state. If you learn that anything in this Disclosure Document is untrue, contact the Federal Trade Commission and the state administrators listed on Exhibit S.

MANY FRANCHISE AGREEMENTS DO NOT ALLOW YOU TO RENEW UNCONDITIONALLY AFTER THE INITIAL TERM EXPIRES. YOU MAY HAVE TO SIGN A NEW AGREEMENT WITH DIFFERENT TERMS AND CONDITIONS IN ORDER TO CONTINUE TO OPERATE YOUR BUSINESS. BEFORE YOU BUY, CONSIDER WHAT RIGHTS YOU HAVE TO RENEW YOUR FRANCHISE, IF ANY, AND WHAT TERMS YOU MIGHT HAVE TO ACCEPT IN ORDER TO RENEW.

Please consider the following RISK FACTORS before you buy this franchise:

1. THE FRANCHISE AGREEMENT AND AREA DEVELOPMENT AGREEMENT REQUIRE YOU TO RESOLVE DISPUTES WITH US BY LITIGATION ONLY IN THE STATE OF NEW YORK. OUT-OF-STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO LITIGATE WITH US IN NEW YORK THAN IN YOUR OWN STATE.

2. THE FRANCHISE AGREEMENT AND AREA DEVELOPMENT AGREEMENT STATE THAT NEW YORK LAW GOVERNS THE AGREEMENT AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTION AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.

3. THE FRANCHISEE'S SPOUSE MAY IN SOME CIRCUMSTANCES BE REQUIRED TO SIGN A PERSONAL GUARANTEE MAKING THE SPOUSE JOINTLY AND SEVERALLY LIABLE FOR THE OBLIGATIONS OF THE FRANCHISEE UNDER THE FRANCHISE AGREEMENT WHICH ALSO PLACES THE SPOUSE'S PERSONAL AND MARITAL ASSETS AT RISK. YOU MAY WANT TO CONSIDER THIS WHEN MAKING A DECISION TO PURCHASE THIS FRANCHISE OPPORTUNITY.

4. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

We use the services of one or more FRANCHISE BROKERS or referral sources to assist us in selling our franchise. A FRANCHISE BROKER or referral source represents us, not you. We pay this person a fee for selling our franchise or referring you to us. You should be sure to do your own investigation of the franchise.

SEE THE NEXT PAGE FOR STATE EFFECTIVE DATES

This is a document preview downloaded from FranchisePanda.com. The full document is available for free by visiting: <https://franchisepanda.com/franchises/1-800-flowers-com>