

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



A Delaware Corporation
Two Jericho Plaza, Suite 200
Jericho, New York 11753
(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, personalized gift and novelty items and related products and services to the general public. We offer the rights for 3 different franchises in this Disclosure Document:

Standard Franchise Program. Under the Standard Franchise Program, you will sign a Franchise Agreement to operate one 1-800-Flowers.Com Standard Franchised Unit at a single location. The total investment necessary to begin operation of one 1-800-Flowers.Com Standard Franchised Unit is \$258,500 to \$774,500. This includes \$43,500 to \$69,000 that must be paid to us and/or an affiliate.

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 \$57,000 to \$156,750. This includes \$21,000 to \$21,500 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 and related products from your Standard Franchised Unit or Co-Branded Franchised Unit. The total initial investment necessary to begin operations is \$18,500 to \$53,500. This includes \$0 to \$7,500 that must be paid to us and/or an affiliate. A Fruit Bouquets Business may only be added into a Standard 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 Senior Vice President - Franchising, Vincent J. McVeigh, Two Jericho Plaza, Suite 200, Jericho, New York 11753, (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 R](#) or visit your public library for other sources of information on franchising.

ISSUANCE DATE: OCTOBER 15, 2022

How to Use This Franchise Disclosure Document

Here are some questions you may be asking about buying a franchise and tips on how to find more information:

QUESTION	WHERE TO FIND INFORMATION
How much can I earn?	Item 19 may give you information about outlet sales, costs, profits or losses. You should also try to obtain this information from others, like current and former franchisees. You can find their names and contact information in Item 20 or Exhibits O and P.
How much will I need to invest?	Items 5 and 6 list fees you will be paying to the franchisor or at the franchisor's direction. Item 7 lists the initial investment to open. Item 8 describes the suppliers you must use.
Does the franchisor have the financial ability to provide support to my business?	Item 21 or Exhibit Q includes financial statements. Review these statements carefully.
Is the franchise system stable, growing, or shrinking?	Item 20 summarizes the recent history of the number of company-owned and franchised outlets.
Will my business be the only 1-800-Flowers business in my area?	Item 12 and the "territory" provisions in the franchise agreement describe whether the franchisor and other franchisees can compete with you.
Does the franchisor have a troubled legal history?	Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.
What's it like to be a 1-800-Flowers franchisee?	Item 20 or Exhibits O and P list current and former franchisees. You can contact them to ask about their experiences.
What else should I know?	These questions are only a few things you should look for. Review all 23 Items and all Exhibits in this disclosure document to better understand this franchise opportunity. See the table of contents.

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>