



## DISCLOSURE DOCUMENT

Aroma Joe's Franchising, LLC  
A Delaware Limited Liability Company  
352 Warren Avenue, Portland, ME 04103  
Phone: 1-207-553-2975  
Toll Free: 1-855-899-3835  
[www.AROMAJOES.com](http://www.AROMAJOES.com)  
[franchise@AROMAJOES.com](mailto:franchise@AROMAJOES.com)

### FRANCHISE DISCLOSURE DOCUMENT

You will offer specialty coffee, espresso, tea, baked goods, and other beverages, and food items, from a full service coffee shop and/or drive-thru kiosk.

The initial franchise fee is \$15,000. The initial franchise fee for additional franchises may be lower if you qualify. The total investment necessary to begin operation of an AROMA JOE'S® coffee shop franchise is estimated to be from \$178,150 to \$547,500. This sum includes an estimated \$10,126 to \$25,720 that must be paid to us or our affiliate.

This Disclosure Document summarizes certain provisions of your franchise agreement and other information in plain English. Read this 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 payment to, the franchisor or an affiliate in connection with the proposed franchise sale. **Note, however, that no governmental 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 availability of disclosures in different formats, contact Loren Goodridge at 352 Warren Ave., Portland, ME 04101 and (207) 553-2975.

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 Disclosure Document to an advisor, like a lawyer or an accountant.

Buying a franchise is a complex investment. The information in this Disclosure Document can help you make up your mind. 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, D.C. 20580. You can also visit the FTC's home page at [www.ftc.gov](http://www.ftc.gov) for additional information. Call your state agency or visit your public library for other sources of information on franchising.

There may also be laws on franchising in your state. Ask your state agency listed in Exhibit D for more information.

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#### EXHIBITS

A	Franchise Agreement
A-1	Franchise Disclosure Questionnaire
A-2	Specific Location Rider
A-3	Direct Lease Rider
B	Unaudited Opening Balance Sheet as of June 30, 2013
C	Pre-Authorized Bank Form
D	State Agencies
E	Agents For Service of Process
F	Operations Manual – Table of Contents
F-1	Confidentiality Agreement for Disclosure of Operations Manual
G	AJF Franchisee Privacy Policy
H	Social Media Guidelines
I	Intent to Sublease
I-1	Sublease
J	Intent to Sublicense
J-1	Sublicense



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