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## FRANCHISE DISCLOSURE DOCUMENT

ARTICHOKE FRANCHISING  
a Delaware limited liability company

300 Stone Hill Road  
Freehold, New Jersey 07728  
(848) 863-9250

franchiseops@artichokepizza.com  
www.artichokepizza.com



**Artichoke Pizza**



The franchise offered is for a fast-casual restaurant serving pizza by the pie or slice, appetizers and beverages for dine-in, take-out and offers delivery and catering services. The franchise operates under the names Artichoke Basille's Pizza and Artichoke Pizza. With our prior written consent only, you may offer beer, wine and liquor.

The total investment necessary to begin operation of a one franchise is \$353,000 to \$1,007,500. This includes \$55,000 to \$70,000 that must be paid to the franchisor and/or its affiliates.

If you enter into a Multi-Unit Operator Agreement to develop multiple restaurants, when you sign the Multi-Unit Operator Agreement you will pay a development fee equal to 100% of the initial franchise fee for the first three restaurants to be developed, plus a deposit of 50% of the initial franchise fee for each additional restaurant after the third one to be developed under the Multi-Unit Operator Agreement. You are required to develop a minimum of three restaurants to enter into a Multi-Unit Operator Agreement. The total estimated investment under a Multi-Unit Operator Agreement for three franchises, including the costs to build and equip the first restaurant is \$445,000 to \$1,100,000. This includes \$135,000 that must be paid to the franchisor and/or its affiliates. The total investment under a Multi-Unit Operator Agreement will vary depending on the number of restaurants to be developed.

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 the 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 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 Brandon Linker at 300 Stone Hill Road, Freehold, New Jersey 07728 and (848) 863-9250.

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 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, DC 20580. You can also visit the FTC's home page at

*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 agencies about them

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## 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 A FRANCHISE BY A STATE DOES NOT MEAN THAT THE STATE RECOMMENDS THE FRANCHISE OR HAS VERIFIED THE INFORMATION IN THIS DISCLOSURE DOCUMENT.

Call the state franchise administrator listed in Exhibit I for information about the franchisor or about franchising in your state.

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 MULTI-UNIT OPERATOR AGREEMENT REQUIRE YOU TO RESOLVE DISPUTES WITH US BY ARBITRATION AND LITIGATION ONLY IN NEW JERSEY. OUT OF STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO ARBITRATE AND LITIGATE WITH US IN NEW JERSEY THAN IN YOUR OWN STATE.
- 2 THE FRANCHISE AGREEMENT AND MULTI-UNIT OPERATOR AGREEMENT STATE THAT NEW JERSEY LAW GOVERNS THE AGREEMENTS, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW.
- 3 YOUR SPOUSE MUST ALSO SIGN A PERSONAL GUARANTY MAKING YOUR SPOUSE JOINTLY AND INDEPENDENTLY LIABLE FOR THE FINANCIAL OBLIGATIONS UNDER THE FRANCHISE AGREEMENT. THE GUARANTY WILL PLACE YOUR SPOUSE'S MARITAL AND PERSONAL ASSETS AT RISK IF YOUR FRANCHISE FAILS.
- 4 WE WERE FORMED ON MAY 8, 2017 AND HAVE A BRIEF OPERATING HISTORY. YOU MAY WANT TO CONSIDER THIS WHEN MAKING A DECISION TO PURCHASE THIS FRANCHISE OPPORTUNITY.
- 5 THE FRANCHISOR HAS THE RIGHT TO BUY BACK THE RESTAURANT AND RESTAURANT ASSETS. IF THE FRANCHISOR EXERCISES THIS RIGHT FOR ANY REASON, THEY WILL PROVIDE YOU WITH NINETY DAYS NOTICE.
- 6 WE DO NOT HAVE CERTAIN TRADEMARKS FOR THE LOGOS (ON THE COVER PAGE) ON THE PRINCIPAL REGISTER OF THE U.S. PATENT AND TRADEMARK OFFICE. THEREFORE, THESE TRADEMARKS DO NOT HAVE MANY LEGAL BENEFITS AND RIGHTS AS FEDERALLY REGISTERED TRADEMARKS. IF OUR RIGHT TO USE THESE TRADEMARKS IS CHALLENGED, YOU MAY HAVE TO CHANGE TO AN ALTERNATIVE TRADEMARK, WHICH MAY INCREASE YOUR EXPENSE.
- 7 THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

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