

FRANCHISE DISCLOSURE DOCUMENT

BACON BROTHERS FOOD GROUP LLC
A South Carolina Limited Liability Company
135 Interstate Blvd, Unit 6
Greenville, South Carolina 29615
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www.baconbrothersfoodgroup.com



The franchise is for the operation of a Bacon Bros. Public House restaurant chain specializing in an up-scale casual dining experience serving a distinctive product and service emphasizing wood-grilled meats and high-quality ingredients while incorporating local sources to ensure freshness. Bacon Bros. Public House will also serve specialty beers, and offers its patrons a higher level of service than is typically available to a fast-casual designed restaurant concept.

The total investment necessary to begin operation of a Bacon Bros. Public House franchise ranges from \$996,500 to \$1,662,000. This includes \$50,000 that must be paid to the Franchisor or affiliate. We also offer to our franchisees, from time to time, Area Development agreements whereby they will receive the exclusive rights to develop a specific area in exchange for paying us a development fee. The total investment necessary to enter into an Area Development Agreement, with the development rights of between 2 and 3 Bacon Bros. franchises is between \$764,000 and \$1,538,500, which includes between \$25,000 and \$50,000 that must be paid to the franchisor and/or its affiliates for the development rights for Bacon Bros. businesses 2 and 3 at the time that you enter into the Area Development Agreement.

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, or sooner if required by applicable state law. **Note, however, that no governmental agency has verified the information contained in this document.**

The terms of your contract will govern your franchise relationship. Do not rely on the disclosure document alone to understand your contract. Read your entire 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, D.C. 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.

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 Franchise Development Department at 135 Interstate Blvd., Unit 6, Greenville, SC 29615, and (864) 371-6453.

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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 A** 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 REQUIRES YOU TO RESOLVE DISPUTES WITH US BY ARBITRATION ONLY IN SOUTH CAROLINA. OUT-OF-STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE WITH US IN SOUTH CAROLINA THAN IN YOUR OWN STATE.
2. THE FRANCHISE AGREEMENT STATES THAT SOUTH CAROLINA LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. WE WERE FORMED ON MAY 13, 2014 AND HAVE A BRIEF OPERATING HISTORY. YOU MAY WANT TO CONSIDER THIS WHEN MAKING A DECISION TO PURCHASE THIS FRANCHISE OPPORTUNITY.
4. ALL OWNERS OF THE FRANCHISE AND THEIR SPOUSES WILL BE REQUIRED TO EXECUTE PERSONAL GUARANTEES. IF YOU AND YOUR SPOUSE JOINTLY OWN YOUR FRANCHISE AS A CORPORATION OR LIMITED LIABILITY COMPANY, THE FRANCHISE AGREEMENT REQUIRES BOTH YOU AND YOUR SPOUSE TO SIGN A PERSONAL GUARANTY MAKING THE SPOUSE JOINTLY AND SEVERALLY LIABLE FOR ALL OBLIGATIONS UNDER THE FRANCHISE AGREEMENT. THIS REQUIREMENT PLACES THE PERSONAL AND MARITAL ASSETS OF THE FRANCHISEE OWNER(S) AND SPOUSES AT RISK.
5. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

Note: The Franchise Agreement provisions referred to in the RISK FACTORS may be void under some state franchise laws and some state franchise laws may require disclosure of additional RISK FACTORS. See **Exhibits B** and **C**.

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