

**GENERIC****FRANCHISE DISCLOSURE DOCUMENT**

INFORMATION FOR  
PROSPECTIVE FRANCHISEES  
REQUIRED BY THE FEDERAL TRADE COMMISSION

**BOP'S® CUSTARD SHOP**  
1173 East County Line Road  
Jackson, MS 39211  
601/952-0661  
[www.bopsfrozencustard.com](http://www.bopsfrozencustard.com)

The franchise offered is for the operation of a full service BOP'S® CUSTARD SHOP hereinafter referred to as BOP'S, offering an excellent selection of high quality premium frozen custard delights, including, cones, shakes, sundaes, and other products in a clean, family-oriented environment with exceptional service to its customers. The initial franchise fee is \$30,000. The estimated initial investment required ranges from \$163,500 to \$230,000 (including rental costs for your facility).

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 payments to, the franchisor or an affiliate in connection with the proposed 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 the availability of disclosures in different formats contact James Eckford at 1173 East County Line Road, Jackson, MS 39211, 601/952-0661.

The terms of your contract will govern your franchise relationship. Don't 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](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 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 Attachment E 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 THAT IT BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF MISSISSIPPI AND THAT VENUE SHALL BE IN MISSISSIPPI, FOR ANY DISPUTES WHICH MAY ARISE BETWEEN YOU AND BOP'S. THIS MAY BE FAVORABLE OR UNFAVORABLE TO YOU. EVEN THOUGH THE FRANCHISE AGREEMENT PROVIDES THAT "HOME STATE" LAW APPLIES, LOCAL LAW MAY SUPERSEDE IT IN YOUR STATE.**
2. THE FRANCHISOR DOES NOT OWN THE PRINCIPAL TRADEMARKS. THEY HAVE BEEN LICENSED TO BOP'S SO LONG AS THE LICENSE AGREEMENT IS IN EFFECT, AND BOP'S CONTINUES TO OFFER FRANCHISES, IT IS ENTITLED TO LICENSE THE MARKS TO ALL NEW FRANCHISEES.

The company does not use Franchise Brokers or referral sources to assist us in selling our franchise. You should do your own investigation of the franchise.

Effective Date: August 1, 2013

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