



2012 FRANCHISE DISCLOSURE DOCUMENT

FRANCHISE DISCLOSURE DOCUMENT



BUFFALO WILD WINGS INTERNATIONAL, INC.
5500 Wayzata Boulevard
Suite 1600
Minneapolis, MN 55416
(952) 593-9943
www.buffalowildwings.com

We grant you the right to operate a BUFFALO WILD WINGS® Restaurant. Your Restaurant will have a video entertainment-oriented, casual/fast casual restaurant theme, and will offer on-premises dining and carry-out and offer for sale a wide variety of chicken wings, sandwiches and other products and beverages, including alcoholic beverages.

The total investment necessary to begin operation of a BUFFALO WILD WINGS® Restaurant is from \$1,701,500 to \$3,150,700 for a free standing location (not including land) or from \$1,371,700 to \$2,518,700 for a non-free standing location. This includes \$25,000 to \$50,000 that must be paid to the franchisor or an affiliate.

If you sign an Area Development Agreement, the Initial Franchise Fee is \$40,000 for each Restaurant you commit to develop under the ADA, except that you will pay an Initial Franchise Fee equal to \$25,000 for subsequent Restaurants if we determine that you are capable of conducting, and in fact do conduct, your own pre-opening staff training for such subsequent Restaurants. Upon signing an Area Development Agreement, you pay a lump sum, nonrefundable Development Fee equal to ½ of the Initial Franchise Fee for each Restaurant to be opened under the Area Development Agreement. If you sign a Franchise Agreement for a Restaurant whose trade area is wholly within the Designated Area of another Restaurant you own, there is no Initial Franchise Fee. You will only pay the costs incurred by Buffalo Wild Wings International, Inc. in assisting with your restaurant opening.

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 the availability of disclosures in different formats, contact Carolyne Canady in the Buffalo Wild Wings Franchise Department at 5500 Wayzata Blvd., Suite 1600, Minneapolis, Minnesota 55416 and (952) 593-9943.

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 contracts 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.

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