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**COLE'S BACKYARD GRILL  
FRANCHISING, LLC**

**2017**

**FRANCHISE DISCLOSURE DOCUMENT**

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**COLE'S BACKYARD GRILL FRANCHISING, LLC**

A Delaware Limited Liability Company

1311 North Plano Road, Suite 150  
 Richardson, Texas 75081  
 (972) 244-8900  
[www.colesbackyardgrill.com](http://www.colesbackyardgrill.com)  
[info@bonpon.com](mailto:info@bonpon.com)

At COLE'S BACKYARD GRILL® guests are offered a limited menu of burgers, steaks, starters, sandwiches and custom crafted salads served in a fresh atmosphere with a culinary twist. Our menu features delicious, high-quality American fare including a made-to-order, fresh, Farm-to-Market Salad Bar.

The estimated total investment necessary to begin operation of a COLE'S BACKYARD GRILL® single-unit franchised business location ranges from \$236,600 to \$717,300. This includes the Initial Fee that must be paid to the franchisor or its affiliate. If you enter into a Development Agreement ("DA"), the Exclusive Territory Fee may range from \$40,000 to \$500,000 to develop 2 to 25 restaurants. The total investment necessary under a Development Agreement to open a single restaurant and have development rights for between 2 to 25 restaurants within an Exclusive Territory is \$273,600 to \$1,217,300.

Number of Restaurants You Commit to Develop in Accordance with a DA	Amount of Initial Franchise Fee Per Restaurant
1 <sup>st</sup> Unit	\$9,500 <sup>1</sup>
2 <sup>nd</sup> Unit	\$7,500
3 <sup>rd</sup> Unit	\$5,500
4 <sup>th</sup> Unit	\$3,500
5 <sup>th</sup> Unit +	\$2,500

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

<sup>1</sup> If you qualify for one of the special programs disclosed in this Item 5, the \$9,500 Initial Franchise Fee for such franchisee's first unit developed in the Exclusive Territory will be reduced.

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 Franchise Administration at 1311 North Plano Road, Suite 150, Richardson, Texas 75081 and (972) 244-8900.

The terms of your contract will govern your franchise relationship. Do not rely on the Disclosure Document alone to understand your contract. Read your contract carefully. Show your contract and this disclosure document to an advisor, like a lawyer or an accountant.

Information comparing franchisors is available. Call the state administrators listed in the State Agency Exhibit attached to this Disclosure Document or your public library for sources of information.

Registration of this franchise by a state does not mean that the state recommends it or has verified the information in this Disclosure Document. If you learn that anything in this Disclosure Document is untrue, contact the Federal Trade Commission and the state agencies listed in Exhibit H attached to this Disclosure Document.

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.

Issuance Date: February 17, 2017

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