

FRANCHISE DISCLOSURE DOCUMENT

**CRAFT** *Beer* **CELLAR**

Craft Beer Stellar, LLC
A Massachusetts Limited Liability Company
Cellar Floor, 51 Leonard Street
Belmont, MA 02478
Phone: (617) 993.3214
Email: franchise@craftbeercellar.com
Website: www.craftbeercellar.com

Craft Beer Cellar franchises operate a retail beer store focused on the sale of craft, micro, and artisanal brewed beers under the Marks and the Craft Beer Cellar programs and systems (the "Method of Operation").

The total investment necessary to begin operation of a Craft Beer Cellar franchise is \$70,725 to \$290,000. This includes between \$25,000 that must be paid to Franchisor or its affiliate(s).

The total additional investment necessary to become Craft Beer Cellar Area Developer is \$18,750 to \$56,250. This includes \$18,750 to \$56,250 that must be paid to the franchisor or its affiliate(s). If you elect and qualify for an Area Developer franchise, you must open a minimum of one franchise additional to the Craft Beer Cellar franchise business.

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 Suzanne Schalow, 51 Leonard Street, Cellar Floor, Belmont, MA 02478, phone (617) 993-3214.

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 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: July 30, 2018

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 C 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, AND LITIGATION ONLY IN MASSACHUSETTS. OUT-OF-STATE LITIGATION AND MEDIATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO SUE OR MEDIATE WITH US IN MASSACHUSETTS THAN IN YOUR OWN STATE.
2. THE FRANCHISE AGREEMENT STATES THAT MASSACHUSETTS LAW GOVERNS THIS AGREEMENT, AND MASSACHUSETTS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. THE FRANCHISEE WILL BE REQUIRED TO MAKE AN ESTIMATED INITIAL INVESTMENT RANGING FROM \$70,725 TO \$290,000. THIS AMOUNT EXCEEDS THE FRANCHISOR'S STOCKHOLDER'S NEGATIVE EQUITY OF AS OF DECEMBER 31, 2017, WHICH IS \$252,180.
4. YOU MUST MAINTAIN MINIMUM SALES PERFORMANCE LEVELS. YOUR INABILITY TO MAINTAIN THESE LEVELS MAY RESULT IN LOSS OF ANY RIGHTS YOU ARE GRANTED, TERMINATION OF YOUR FRANCHISE, AND LOSS OF YOUR INVESTMENT.
5. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

We use the services of one or more FRANCHISE BROKERS or referral sources to assist us in selling our franchise. A franchise broker or referral source represents us, not you. We pay this person a fee for selling our franchise or referring you to us. You should make sure to do your own investigation of the franchise.

Effective Date: [See the following page]

This Uniform Franchise Disclosure Document is effective as of:

General FTC (for states not requiring registration) – July 30, 2018

States Requiring Registration or other filing (registration not approved if blank):

California:
Florida:
Hawaii:
Illinois:
Indiana:
Kentucky:
Maryland:
Michigan:
Minnesota:
Nebraska:
New York:
North Dakota:
Rhode Island:
South Dakota:
Texas:
Virginia:
Washington:
Wisconsin:

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