

CRESCENDO USA, LLC
FRANCHISE DISCLOSURE DOCUMENT



CRESCENDO®

**FRANCHISE DISCLOSURE DOCUMENT****Crescendo USA, LLC,
A Wisconsin limited liability company****3248 University Avenue****Madison, WI 53705****(715) 213-3888****franchiseinfo@crescendo-usa.com****www.crescendoinfo-world.com**

We offer single unit franchises for operation of Crescendo® businesses selling vinegars and oils from bulk amphora that allow customers to sample the products prior to purchase as well as spices sold in bulk and cosmetic products

The total investment necessary to begin operation of a Crescendo® retail store franchise is between \$90,000 and \$260,000 (not including real estate), if you lease your Front of House Fixtures and Equipment, and between \$126,000 and \$320,000 if you do not lease your Front of House Fixtures and Equipment This includes between \$84,500 and \$148,500 that must be paid to the franchisor or affiliate, directly from you or through your lender, in the case you receive financing

The total investment necessary to begin operation of a Crescendo® shop-in-shop franchise is between \$60,000 and \$186,000 (not including real estate), if you lease your Fixtures and Equipment, and between \$92,000 and \$258,000 if you do not lease your Fixtures and Equipment This includes between \$67,500 and \$141,500 that must be paid to the franchisor or affiliate, directly from you or through your lender, in the case you receive financing

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 grant **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 Crescendo USA, LLC at 3248 University Avenue, Madison, WI 53705 and (608) 204-9488

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 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 June 7, 2012

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 F 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 MILWAUKEE, WISCONSIN OUT-OF-STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES IT MAY ALSO COST MORE TO ARBITRATE WITH US IN MILWAUKEE, WISCONSIN, THAN IN YOUR OWN STATE**
- 2 **DUE TO OUR CURRENT FINANCIAL CONDITION, CERTAIN STATES MAY REQUIRE AN IMPOUND OR POSTPONEMENT OF THE INITIAL FRANCHISE FEE**
- 3 **FAMILY MEMBERS OF FRANCHISEES MUST SIGN NON-COMPETE AND CONFIDENTIALITY AGREEMENTS WHICH MAY PLACE THEIR PERSONAL ASSETS AT RISK**
- 4 **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 be sure to do your own investigation of this franchise.

Effective Date See the next page for state effective dates

This is a document preview downloaded from FranchisePanda.com. The full document is available for free by visiting: <https://franchisepanda.com/franchises/crescendo-rebranded-as-vomfass>