



FRANCHISE DISCLOSURE DOCUMENT

CRUMBL FRANCHISING, LLC
A Utah limited liability company

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a Utah limited liability company

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(801) 369-7112
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www.crumbl.com

As a Crumbl® franchisee, you will operate a cookie baking and delivery business.

The initial investment necessary to begin operation of a Crumbl® franchised business ranges from \$322,666 - \$666,783 if the franchise agreement is signed on or prior to June 30, 2022. If the franchise agreement is signed after June 30, 2022, the initial investment necessary to begin operation of a Crumbl® franchised business ranges from \$347,666 - \$691,783. This includes the \$104,500 to \$148,450 that must be paid to the franchisor or affiliate if the franchise agreement is signed on or prior to June 30, 2022; if the franchise agreement is signed after June 30, 2022, this amount paid to the franchisor or affiliate is between \$129,500, to \$173,450. To reserve a territory for multi-unit development, the up-front fee is an amount equal to \$5,000 plus (\$20,000 multiplied by the number of franchise units to be developed) if the franchise agreement is signed on or prior to June 30, 2022. If the area development agreement is signed after June 30, 2022, the up-front fee is an amount equal to \$50,000 multiplied by the number of franchise units to be developed. The number of franchise units required to be developed under the area development agreement will be determined on a case-by-case basis.

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 to you. To discuss the availability of disclosures in different formats, contact Jason McGowan at franchising@crumbl.com and (801) 369-7112.

The terms of your contract will govern your franchise relationship. Don't rely on this disclosure document alone to understand your contract. Read your entire contract carefully. Show your contract and this document to an advisor, like an attorney 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 be laws on franchising in your state. Ask your state agencies about them.

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