

## FRANCHISE DISCLOSURE DOCUMENT



**Cuppy's Coffee Café, LLC**  
a South Carolina Corporation  
220 North Main Street  
Suite 500  
Greenville, South Carolina, 29601  
(844) 428-7797  
info@cuppyscoffee.com  
www.cuppyscoffee.com

Cuppy's Coffee Café, LLC ("Cuppy's") is a neighborhood café offering espresso based beverages, coffee, tea, smoothies, other beverages, salads, sandwiches and baked goods, whole bean coffee, merchandise and coffee accessories. The systems and services are designed by CUPPY'S under the trade names "CUPPY'S" and "CUPPY'S COFFEE®". We offer the following franchise programs:

(1) a Cart Unit. The initial franchise fee is \$2,500. Your estimated initial investment ranges from approximately \$27,700 to \$56,900, the range could be more or less, depending on your geographical location;

(2) a Mobile Unit. The initial franchise fee is \$5,000. Your estimated initial investment ranges from approximately \$71,300 to \$85,500. The range could be more or less, depending on your geographical location;

(3) a Kiosk Unit. The initial franchise fee is \$5,000. Your estimated initial investment ranges from a 10' x 12' unit and from approximately \$119,000 to \$163,000;

(4) a Drive-Up Unit. The initial franchise fee is \$15,000. Your estimated initial investment ranges from approximately \$225,500 to \$285,000 for a 10' x 26' unit and approximately \$245,500 to \$305,000 for the 10' x 36' unit;

(5) a Full-Service Cafe Unit. The initial franchise fee is \$25,000. Your estimated initial investment ranges from approximately \$233,000 - \$264,000 for a 1,000 sq ft unit, approximately \$253,200 - \$284,000 for a 1,200 sq ft unit, approximately \$303,500 - \$334,000 for a 1,500 sq ft unit;

(6) an Embedded Full-Service Cafe Unit. The initial franchise fee is \$25,000. Your initial investment ranges from approximately \$182,000 - \$334,000 + 12.5% of gross sales for an Embedded Full-Service Cafe Unit;

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 Kenneth Kopp, 220 North Main Street Suite 500, Greenville, South Carolina, 29601, 844-428-7797.

The terms of your contact will govern your franchise relationship. Do not rely on this 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](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.

Date of Issuance: May 23, 2016

## 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 THE DISCLOSURE DOCUMENT.

Call the state franchise administrator listed in Exhibit A 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 THAT MOST DISPUTES WITH US BE SUBMITTED TO ARBITRATION IN SOUTH CAROLINA. OUT OF STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE WITH US IN SOUTH CAROLINA THAN IN YOUR HOME STATE.
2. THE FRANCHISE AGREEMENT PROVIDES THAT SOUTH CAROLINA LAW GOVERNS THE AGREEMENTS, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS YOUR STATE'S LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. THE FRANCHISE AGREEMENT CONTAINS PROVISIONS THAT LIMIT YOUR RIGHTS AND MAY NOT BE ENFORCEABLE IN SOME STATES INCLUDING, BUT NOT LIMITED TO, A TIME LIMIT TO RAISE CLAIMS AGAINST US, A LIMITATION OF DAMAGES, AND A WAIVER OF RIGHTS TO PARTICIPATE IN A CLASS ACTION ARBITRATION OR LAWSUIT.
4. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

The effective date for this Franchise Disclosure Document in the states with franchise registration laws in which we have sought registration appear on the following page.

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 the franchise.

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