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Deli Delicious

Franchise Disclosure Document [FDD]

Deli Delicious Franchising, Inc
317 W Bedford #104
Fresno, California 93711
www.Deli-Delicious.com
Franchise@Deli-Delicious.com
Direct Line (877) 306-7079

The Franchise offered is for the operation of a restaurant that offers a large variety of deli sandwiches made with fresh, high quality meats and produce daily. The franchise will offer salads and deli sandwiches of various types complimented with side dishes and beverages at competitive prices. This is a unique upscale deli restaurant dedicated to serving customers who seek quality sandwiches in a casual, relaxed environment enhanced by superior customer service, under the name "Deli Delicious™". The total estimated initial investment required for a Deli Delicious™ express model ranges from \$100,600 to \$187,800 or from \$190,350 - \$359,150 for a Deli Delicious™ standard model depending on a number of factors that are more fully discussed in Item 7. This includes the Initial Franchise Fee of \$15,000 for an express model or \$20,000 for a standard model (as discussed in Item 5) that must be paid to the Franchisor or the Franchisor's affiliate.

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

President
Deli Delicious Franchising, Inc
317 W Bedford #104
Fresno, California 93711
1-877-306-7079

- 1) 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.
- 2) THERE MAY ALSO BE LAWS ON FRANCHISING IN YOUR STATE. ASK YOUR STATE AGENCIES ABOUT THEM.

Disclosure Document Effective Date - April 1, 2011 _____

Deli Delicious

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 2 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 PERMITS THE FRANCHISEE TO ARBITRATE ONLY IN CALIFORNIA. OUT OF STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO ARBITRATE WITH DELI DELICIOUS FRANCHISING, INC. IN CALIFORNIA THAN IN YOUR HOME STATE.
- 2) THE FRANCHISE AGREEMENT STATES THAT CALIFORNIA LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LAWS IN YOUR STATE. YOU MAY WANT TO COMPARE THESE LAWS.
- 3) THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

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RISK FACTORS

- 1) THIS DISCLOSURE DOCUMENT IS PROVIDED FOR YOUR OWN PROTECTION AND CONTAINS A SUMMARY ONLY OF CERTAIN MATERIAL PROVISIONS OF THE FRANCHISE AGREEMENT THE TERMS OF YOUR CONTRACT WILL GOVERN YOUR FRANCHISE RELATIONSHIP DON'T RELY ON THE DISCLOSURE DOCUMENT ALONE TO UNDERSTAND YOUR CONTRACT READ YOU'RE ENTIRE CONTRACT CAREFULLY SHOW YOUR CONTRACT AND THIS DISCLOSURE DOCUMENT TO AN ADVISOR, LIKE A LAWYER OR AN ACCOUNTANT
- 2) 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**
- 3) IF THIS DISCLOSURE DOCUMENT IS NOT DELIVERED ON TIME, OR IF IT CONTAINS A FALSE, INCOMPLETE, INACCURATE OR MISLEADING STATEMENT, A VIOLATION OF FEDERAL AND STATE LAW MAY HAVE OCCURRED AND SHOULD BE REPORTED TO THE FEDERAL TRADE COMMISSION, WASHINGTON, DC 20580 AND THE CALIFORNIA DEPARTMENT OF CORPORATIONS AT ANY OF ITS OFFICES
- 4) THESE FRANCHISES HAVE BEEN REGISTERED UNDER THE FRANCHISE INVESTMENT LAW OF THE STATE OF CALIFORNIA SUCH REGISTRATION DOES NOT CONSTITUTE APPROVAL, RECOMMENDATION OR ENDORSEMENT BY THE COMMISSIONER OF CORPORATIONS NOR A FINDING BY THE COMMISSIONER THAT THE INFORMATION PROVIDED HEREIN IS TRUE, COMPLETE AND NOT MISLEADING
- 5) THE DISCLOSURE DOCUMENT IS PROVIDED FOR YOUR OWN PROTECTION AND CONTAINS A SUMMARY ONLY OF CERTAIN MATERIAL PROVISION OF THE FRANCHISE AGREEMENT THIS DISCLOSURE DOCUMENT AND ALL CONTRACTS AND AGREEMENTS SHOULD BE READ CAREFULLY IN THEIR ENTIRETY FOR AN UNDERSTANDING FO ALL RIGHTS AND OBLIGATIONS OF BOTH THE FRANCHISOR AND THE FRANCHISEE
- 6) A FEDERAL TRADE COMMISSION RULE MAKES IT UNLAWFUL TO OFFER OR SELL ANY FRANCHISE WITHOUT FIRST PROVIDING THIS DISCLOSURE DOCUMENT TO THE PROSPECTIVE FRANCHISEE OR RELATED AGREEMENT, FOR FOURTEEN CALENDAR DAYS BEFORE ANY PAYMENT THE CALIFORNIA FRANCHISE INVESTMENT LAW REQUIRES THAT A COPY OF ALL PROPOSED AGREEMENTS RELATING TO THE SALE OF THE FRANCHISE BE DELIVERED TOGETHER WITH THE DISCLOSURE DOCUMENT
- 7) THE FRANCHISOR RECENTLY BEGAN OFFERING FRANCHISES AND HAS NO HISTORY OF FRANCHISE OPERATIONS YOU MAY WANT TO CONSIDER THIS IN DECIDING WHETHER TO PURCHASE A FRANCHISE

IMPORTANT NOTE Upon receipt of this Uniform Franchise Disclosure Document [UFDD] and Franchise Agreement, you are required to sign and return the "Receipt Form" which is Exhibit 10 of the UFDD and return it to Deli Delicious Franchising, Inc by mail if this document has (i) been sent to you rather than personally delivered by a corporate representative or (ii) sent to you by email

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