



## FRANCHISE DISCLOSURE DOCUMENT

Edible Arrangements International, LLC  
A Delaware limited liability company  
95 Barnes Road  
Wallingford, Connecticut 06492  
(888) 727-4258  
eai@edible.com  
www.edible.com

The franchise is to operate a business under “EDIBLE ARRANGEMENTS®” (and, if applicable, “Edible To Go®”) and other trademarks that sell sculpted fruit floral arrangements, gift baskets made with fresh fruit, dipped fruit, fruit smoothies, fresh juices, fruit salads, and other fruit-related products.

The total investment necessary to begin operation of an EDIBLE ARRANGEMENTS® Business at a traditional “full production” location ranges from \$155,999 to \$276,984 (including initial lease costs). This includes between \$51,755 and \$75,625 that must be paid to the franchisor or affiliate. The total investment necessary to begin operation of an EDIBLE ARRANGEMENTS® “Edible To Go®” location ranges from \$168,095 to \$261,395 (including initial lease costs). This includes between \$42,195 and \$51,995 that must be paid to the franchisor or affiliate. If you want development rights, you must pay the franchisor a development fee equal to the initial franchise fee for the first Business (\$30,000) plus a \$10,000 deposit for each additional Business you commit to develop (applied toward the \$20,000 initial franchise fee due for each 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 the Legal Department at Edible Arrangements International, LLC, 95 Barnes Road, Wallingford, Connecticut, (203) 774-8000.

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](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.

Issuance date of this Franchise Disclosure Document: May 2, 2014

## 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 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 YOU TO RESOLVE DISPUTES WITH US BY ARBITRATION OR LITIGATION ONLY IN CITY AND STATE WHERE WE HAVE OUR PRINCIPAL BUSINESS ADDRESS WHEN THE ACTION IS COMMENCED (IT CURRENTLY IS IN WALLINGFORD, CONNECTICUT). OUT-OF-STATE ARBITRATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE OR LITIGATE WITH US IN OUR HOME CITY AND STATE THAN IN YOUR OWN STATE.**
2. **THE FRANCHISE AGREEMENT REQUIRES THAT CONNECTICUT LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.**
3. **THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.**

Effective Date: See the next page for state effective dates.

## **EDIBLE ARRANGEMENTS INTERNATIONAL, LLC**

### **STATE EFFECTIVE DATES**

The following states require that the Franchise Disclosure Document be registered or filed with the state or be exempt from registration: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin.

This Franchise Disclosure Document is registered, on file, or exempt from registration in the following states having franchise registration and disclosure laws, with the following effective dates:

California	May 2, 2014 (exemption)
Hawaii	May 12, 2014
Illinois	May 5, 2014
Indiana	May 2, 2014 (exemption)
Maryland	May __, 2014 (exemption)
Michigan	May 2, 2014
Minnesota	Pending
New York	May 2, 2014 (exemption)
North Dakota	May __, 2014 (exemption)
Rhode Island	Pending
South Dakota	May 5, 2014
Virginia	May 5, 2014
Washington	May 5, 2014 (exemption)
Wisconsin	May 5, 2014

In all other states, the effective date of this Franchise Disclosure Document is the issuance date of May 2, 2014.

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