

## FRANCHISE DISCLOSURE DOCUMENT



**WE ARE CRACKIN' LLC**  
an Oregon limited liability company  
8338 NE Alderwood Road, Suite 175  
Portland, OR 97220  
(503) 252-1485

[www.eatatelmers.com](http://www.eatatelmers.com)  
[www.eggnjoe.com](http://www.eggnjoe.com)  
[www.elmerskitchen.com](http://www.elmerskitchen.com)  
[jerry@erigroup.net](mailto:jerry@erigroup.net)



The franchise is the right to establish and operate a restaurant featuring breakfast and lunch food items, beverages and other products and services.

The total investment necessary to begin operation of an Elmer's Breakfast · Lunch · Dinner<sup>®</sup> Restaurant or an Elmer's Kitchen Breakfast · Brunch · Mimosa is estimated to be \$1,071,950 to \$3,350,425. This includes \$41,200 to \$43,800 that must be paid to franchisor or its affiliates. The total investment necessary to begin operation of an Egg N' Joe<sup>®</sup> Restaurant is estimated to be \$741,450 to \$1,689,800. This includes \$41,200 to \$43,800 that must be paid to franchisor or its affiliates. If we grant you area development rights, the total investment necessary to acquire these rights is estimated to be \$60,000 to \$180,000 (based on a standard 4 to 10 restaurant development deal, determined by multiplying \$20,000 by the total number of restaurants you agree to develop, less one), all of which must be paid to franchisor or its affiliates.

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 We Are Crackin' LLC at 8338 NE Alderwood Road, Suite 175, Portland, OR 97220, (503) 252-1485.

The terms of your contract will govern your franchise relationship. Don't rely on this 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: April 1, 2022

## How to Use This Franchise Disclosure Document

Here are some questions you may be asking about buying a franchise and tips on how to find more information:

QUESTION	WHERE TO FIND INFORMATION
<b>How much can I earn?</b>	Item 19 may give you information about outlet sales, costs, profits or losses. You should also try to obtain this information from others, like current and former franchisees. You can find their names and contact information in Item 20 or Exhibits E and F.
<b>How much will I need to invest?</b>	Items 5 and 6 list fees you will be paying to the franchisor or at the franchisor's direction. Item 7 lists the initial investment to open. Item 8 describes the suppliers you must use.
<b>Does the franchisor have the financial ability to provide support to my business?</b>	Item 21 or Exhibit G includes financial statements. Review these statements carefully.
<b>Is the franchise system stable, growing, or shrinking?</b>	Item 20 summarizes the recent history of the number of company-owned and franchised outlets.
<b>Will my business be the only Elmer's Breakfast · Lunch · Dinner® Restaurant, Egg N' Joe® Restaurant, or Elmer's Kitchen in my area?</b>	Item 12 and the "territory" provisions in the franchise agreement and area development agreement describe whether the franchisor and other franchisees can compete with you.
<b>Does the franchisor have a troubled legal history?</b>	Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.
<b>What's it like to be Elmer's Breakfast · Lunch · Dinner®, Egg N' Joe® Restaurant, or Elmer's Kitchen franchisee?</b>	Item 20 or Exhibits E and F list current and former franchisees. You can contact them to ask about their experiences.

**What else should I know?**

These questions are only a few things you should look for. Review all 23 Items and all Exhibits in this disclosure document to better understand this franchise opportunity. See the table of contents.

This is a document preview downloaded from FranchisePanda.com. The full document is available for free by visiting: <https://franchisepanda.com/franchises/elmers-breakfast-lunch-dinner>