



FRANCHISE DISCLOSURE DOCUMENT

Famous Brands Franchising, LLC **Received**
 A Delaware Limited Liability Company **LA Mailroom**
 8001 Arista Place, Suite 600

Broomfield, CO 80021
 (720) 599-3350

APR 01 2016

www.mrsfieldsfranchise.com
 franchise.tcby.com
 generalquestions@famousbrandsintl.com
Department of Business Oversight

Famous Brands Franchising, LLC is offering franchises for the operation of either: (i) a "Mrs. Fields Cookie Store" that offers a variety of specially prepared food items, such as cookies, brownies, muffins and beverages; (ii) a "TCBY Store" that offers TCBY brand premium soft-serve frozen yogurt, hand-dipped frozen yogurt, fresh yogurt, yogurt-based smoothies, sorbet and other approved food and drinks from a retail location; or (iii) a "Co-Branded Store" that offers the products of both a Mrs. Fields Cookie Store and a TCBY Store.

The total investment necessary to begin operation of a Mrs. Fields Cookie Store franchise ranges from \$251,995 to \$360,500 for a Traditional Store or \$166,806 to \$233,640 if constructing a Kiosk Store. This includes \$35,000 to \$45,000 that must be paid to us or an affiliate.

The total investment necessary to begin operation of a TCBY Store franchise ranges from \$319,840 to \$585,812 for a Traditional Store or \$173,950 to \$259,687 if constructing a Kiosk Store. This includes \$35,000 to \$45,000 that must be paid to us or an affiliate.

The total investment necessary to begin operation of a Co-Branded Store franchise ranges from \$374,000 to \$730,750 for a Traditional Store or \$199,091 to \$326,452 for a Kiosk Store. This includes \$35,000 to \$45,000 that must be paid to us or an affiliate.

We also offer to qualified individuals the right to operate multiple Mrs. Fields Cookie Stores, TCBY Stores and/or Co-Branded Stores under an Area Development Agreement. The total investment necessary to begin operating an "Area Development Business" will vary depending upon the number and types of Stores we agree you will open in your Development Area. For example, the total investment necessary to begin operation of your first Co-Branded Store under an Area Development Agreement where you agree to open three Co-Branded Stores ranges from \$414,000 to \$770,750. This includes \$75,000 to \$85,000 that must be paid to the franchisor or affiliate.

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 our Development Department, at 8001 Arista Place, Suite 600, Broomfield, CO 80021, (720) 599-3350 or generalquestions@famousbrandsintl.com.

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 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: March 24, 2015, as amended ~~October 29~~ March 30, 2015 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 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 AND AREA DEVELOPMENT AGREEMENT REQUIRE YOU TO RESOLVE DISPUTES WITH US BY LITIGATION ONLY IN BROOMFIELD, COLORADO. OUT-OF-STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO LITIGATE WITH US IN BROOMFIELD, COLORADO, THAN IN YOUR OWN STATE.
2. THE FRANCHISE AGREEMENT AND AREA DEVELOPMENT AGREEMENT EACH STATE THAT COLORADO 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. YOUR SPOUSE MAY BE REQUIRED TO SIGN A GUARANTY, MAKING YOUR SPOUSE JOINTLY AND INDEPENDENTLY LIABLE FOR THE FINANCIAL OBLIGATIONS UNDER THE FRANCHISE AGREEMENT OR AREA DIRECTOR AGREEMENT. THIS GUARANTY PLACES YOUR SPOUSE'S MARITAL AND PERSONAL ASSETS AT RISK IF YOUR FRANCHISE FAILS.
4. THE FRANCHISOR HAS BEEN IN EXISTENCE FOR A SHORT PERIOD OF TIME, SINCE DECEMBER 18, 2014. THEREFORE THERE IS ONLY A BRIEF OPERATING HISTORY TO ASSIST YOU IN JUDGING WHETHER OR NOT TO MAKE THIS INVESTMENT.
5. THE FRANCHISEE WILL BE REQUIRED TO MAKE AN INITIAL INVESTMENT RANGING FROM \$166,806 TO \$770,750. THIS AMOUNT EXCEEDS THE FRANCHISOR'S STOCKHOLDERS EQUITY AS OF JANUARY ~~4,30, 2015~~ 2016, WHICH IS ~~\$250,000~~ 164,000.
6. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

We may 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 this franchise.

Effective Date: See the next page for state effective dates

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