

Firenza

FRANCHISE DISCLOSURE DOCUMENT

FIRENZA PIZZA FRANCHISE, LLC

A Florida Limited Liability Company

1680 Fruitville Road, Suite 300

Sarasota FL 34236

Telephone Number: (941) 257-3663

info@firenzapizza.com

FIRENZA franchisees will operate one or more fast casual pizza restaurants.

FIRENZA® offers two franchising programs. First, a single store franchising program is available. Second, a Multi-Unit Area Development Agreement (“DA” or “Development Agreement”) is available that will require the franchisee, over a period of time, to open more than one retail store in its designated territory.

1. **Single Store Program and Agreement.** The total investment necessary to begin operation of a FIRENZA Pizza Franchise, LLC franchise business is \$245,000 to \$505,000. This includes \$40,000 that must be paid to FIRENZA or our affiliates prior to the opening of your first Store.

Multiple Store Program/Area Development Agreement. The total estimated investment for a multi-unit franchisee to open its first store is the same as the initial investment for single store franchise to open from \$245,000 to \$505,000. In addition, FIRENZA will charge an additional initial franchise fee of \$25,000 per additional store (in addition to the first store) upon execution of a multi-store franchise or area development agreement. This Franchise Disclosure Document (“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 government 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 Dave Wood at 1680 Fruitville Road, Suite 300, Sarasota FL 34236, Phone Number (941) 257-3663, Dave@firenzapizza.com.

The terms of your contract will govern your franchise relationship. Don’t rely on this disclosure document alone to understand your contract. Read your entire contract carefully. Show your contract and this Disclosure Document to an advisor, like a lawyer or 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: September 1, 2015

Effective Date:

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 B 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. WE HAVE BEEN OPERATING FOR A SHORT PERIOD OF TIME (SINCE JUNE 2015). ANOTHER LICENSEE OF FIRENZA PIZZA COMPANY HAS BEEN OPERATING A FIRENZA STORE SINCE MARCH 2015. THEREFORE, THERE IS LITTLE OPERATING HISTORY TO ASSIST YOU IN DECIDING WHETHER OR NOT TO MAKE THIS DECISION.
2. THE FRANCHISE AGREEMENT REQUIRES YOU TO RESOLVE DISPUTES WITH US BY MEDIATION, ARBITRATION AND (SOMETIMES) LITIGATION IN FLORIDA. OUT OF STATE MEDIATION, ARBITRATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT OF DISPUTES. IT MAY ALSO COST YOU MORE TO MEDIATE, ARBITRATE OR LITIGATE WITH US IN FLORIDA THAN IN YOUR OWN STATE.
3. THE FRANCHISE AGREEMENT AND ALL DISPUTES THEREUNDER ARE GOVERNED BY FLORIDA LAW.
4. THE FAST CASUAL DINING AND PIZZA RESTAURANT MARKETS ARE VERY COMPETITIVE WITH FEW BARRIERS TO ENTRY AND MANY PARTICIPANTS.
5. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

We do not currently employ any multi-system franchise brokers, but reserve the right to do so in the future.

The states listed in Exhibit B may require registration or filing of this franchise offering. If this offering is registered in any of these states, the effective date of the registration may differ from the Date of Issuance of this Disclosure Document as stated below. Some of these states may require different or additional disclosures (See the State Addenda to Disclosure Document, if applicable) or revisions to the agreements (See the state Riders to the agreements for certain states at the end of some agreements, if applicable).

The effective date of this Disclosure Document in your state, if applicable, is listed on the

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