

FRANCHISE DISCLOSURE DOCUMENT

FLOWERAMA OF AMERICA, INC.

An Iowa Corporation

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FLOWERAMA



The franchise offered is for the retail sale of fresh cut flowers, floral arrangements, green plants, blooming plants, artificial flowers and plants, a full line of floral and plant accessories and gifts, and fresh fruit products, including fresh cut fruit bouquets and related products (collectively, the fresh fruit products, fresh cut fruit bouquets and related products are referred to as “**fruit bouquets**”). The franchises offered by this disclosure document include a standard Flowerama Center (as defined below), start-up Flowerama Center that is co-branded with the 1-800-Flowers brand, an existing Flowerama Center that will co-brand with the 1-800-Flowers brand, and a Fruit Bouquets Program.

Standard Flowerama Center Franchise Program. Under the Standard Franchise Program, you will sign a Franchise Agreement to operate one Standard Flowerama Center at a single location. The total investment necessary to begin operation of a Standard Flowerama Center franchise is from \$227,000 to \$741,000 when the real estate is leased and from \$502,000 to \$1,095,000 when the real estate is purchased. This includes \$18,500 to \$36,500 that must be paid to the franchisor and/or its affiliate.

Co-Brand Flowerama Center Franchise Program. Under the Co-Brand Franchise Program, you will purchase either one start-up Flowerama Center that will be co-branded with the 1-800-Flowers brand, or, if you are an existing Flowerama franchisee, you will obtain the right to co-brand your existing Flowerama Center with the 1-800-Flowers brand. The total investment necessary to begin operation of a start-up Co-Brand Flowerama Center is from \$227,000 to \$741,000 when the real estate is leased and from \$502,000 to \$1,095,000 when the real estate is purchased. This includes \$18,500 to \$36,500 that must be paid to the franchisor and/or its affiliate. The total investment necessary for an existing Flowerama franchise to co-brand with 1-800-Flowers is from \$24,500 to \$127,250. This includes \$1,000 to \$1,500 that must be paid to the franchisor and/or its affiliate.

Fruit Bouquets Program. Under the Fruit Bouquets Program, we will grant you the right to offer and sell fruit bouquets and related products from your Standard Flowerama Center or Co-Brand Flowerama Center. If you choose to purchase the “**Fruit Bouquets Program**”, the total investment necessary to begin operation of this program is from \$18,500 to \$53,500. This includes \$0 to \$7,500 that must be paid to the franchisor and/or its 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 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 our Senior Vice President – Franchising Vincent J. McVeigh, Two Jericho Plaza, Suite 200, Jericho, New York 11753 and (516) 237-6000.

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, DC 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: October 1, 2021, as amended November 22, 2021

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
How much can I earn?	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 D and E.
How much will I need to invest?	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.
Does the franchisor have the financial ability to provide support to my business?	Item 21 or Exhibit B includes financial statements. Review these statements carefully.
Is the franchise system stable, growing, or shrinking?	Item 20 summarizes the recent history of the number of company-owned and franchised outlets.
Will my business be the only Flowerama Center business in my area?	Item 12 and the "territory" provisions in the franchise agreement describe whether the franchisor and other franchisees can compete with you.
Does the franchisor have a troubled legal history?	Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.
What's it like to be a Flowerama Center franchisee?	Item 20 or Exhibits D and E 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.

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