

**FRANCHISE DISCLOSURE DOCUMENT**DEPARTMENT OF CORPORATIONS  
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**FROSTED ROBIN FRANCHISING, LLC**  
a California limited liability company  
~~11725 Kismet~~11835 Carmel Mountain Road  
Suite 1304-199  
San Diego, CA 92128  
858-231-5183  
<http://www.frostedrobincupcakes.com/>

Frosted Robin Franchising, LLC, sells franchises for upscale cafes that offer gourmet fresh-baked cupcakes, teas, coffees, and other specialty products together with clothing, accessories, novelty items and promotional merchandise and related products and services under the trademark "Frosted Robin" We offer 2 franchise programs.

**Single Cafe Program.** Under this program you will sign a Franchise Agreement to operate one Frosted Robin Cafe with an on-site baking facility. The total amount necessary to begin operation of a Frosted Robin Cafe ranges from approximately ~~\$194,500~~196,100 to \$428,000. This amount includes a \$30,000 Franchise Fee that must be paid to us.

**Multi-Unit Program.** Under this program you will sign a Multi-Unit Agreement under which we will assign you a defined area within which you must develop and operate a specified number of Frosted Robin Cafes within a specified period of time. For each Cafe you agree to open under a Multi-Unit Agreement you must pay a Multi-Unit Fee of \$10,000. \$10,000 of this Multi-Unit Fee will be applied against the Franchise Fee for each Cafe you open under the Multi-Unit Agreement. At our discretion and subject to our approval, you may opt to have "Hub" Cafes with on-site kitchens which prepare and supply Frosted Robin baked goods for sale at your "Satellite" Cafes which do not have on-site baking facilities. The total amount necessary to begin operation of the first Cafe under the Multi-Unit Program is identical to the amount under the Single Cafe Program (ranging from approximately ~~\$194,500~~196,100 to \$428,000), however you may have reduced costs for subsequent Cafes arising from increased purchasing power and overlapping expenses. Additionally, Satellite Cafes may have reduced costs because they will not require baking equipment and supplies, baking employees, and utilities costs relating to baking, and they may require less space leading to reduced rent. However, you will be required to acquire a vehicle to transport baked goods to your Satellite Cafes

Please refer to Items 5 through 7 of this Disclosure Document for further information regarding your investment.

This Disclosure Document summarizes certain provisions of your Franchise Agreement and other information in plain English. Read the 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 payments to the Franchisor or an affiliate



## ITEM 1

### THE FRANCHISOR, AND ANY PARENTS, PREDECESSORS AND AFFILIATES

**The Franchisor.** Frosted Robin Franchising, LLC (“**Frosted Robin**”) was formed in California on October 3, 2011, and is the franchisor for Frosted Robin Cafes. To simplify the language in this Disclosure Document, “**Frosted Robin**,” “**Franchisor**,” “**we**,” and “**us**” means Frosted Robin Franchising, LLC. We have or intend to conduct business under the names “Frosted Robin Franchising, LLC”, “Frosted Robin Cupcakes”, “Frosted Robin Cafe”, and “Frosted Robin.” “**You**” or “**Franchisee**” means the entity, person, or persons who sign the Franchise Agreement. Our principal business address is ~~11725 Kismet~~ 11835 Carmel Mountain Road, Suite 1304-199, San Diego, CA 92128, and the principal business address of the Operating Company is 859 W. Harbor Drive, Suite B, San Diego, California 92101. Our agent for service of process is Sheree Harrison, 859 W. Harbor Drive, Suite B, San Diego, California 92101.

**Our Parents, Predecessors and Affiliates.** There are no predecessor franchisors or any parent that exercises control over the franchise system. Our affiliate, Frosted Robin Cupcakes, LLC (the “**Operating Company**”) may from time to time operate one or more Frosted Robin Cafes. The Operating Company was organized in the State of California on March 18, 2010. The Operating Company owns and operates one Frosted Robin Cafe at 859 W. Harbor Drive, Suite B, San Diego, California 92101, which opened for business on February 7, 2010. The Operating Company may own or operate additional Frosted Robin Cafes in the future. The Operating Company may sell you prepackaged dry mixes and other products as discussed in Item 8 of this Disclosure Document. Neither we nor the Operating Company have offered franchises in this or any other line of business. We did not offer franchises for sale before the effective date of this Disclosure Document and do not conduct any other business activities. We do not do business under any names other than those set forth above.

**The Frosted Robin Franchise.** The Frosted Robin franchise (the “**Franchise**”) is an owner-developed and operated business (the “**Franchised Business**”) that sells more than 40 different gourmet cupcake flavors and is constantly adding to its menu. To ensure business longevity and mass appeal beyond the niche cupcake business category, the Frosted Robin business model is equally pinned to both the booming cupcake trend and the established artisan tea and coffee industry. Frosted Robin cafe’s serve certified organic, sustainable, fair trade coffee and tea products which are hand blended and produced to high standards, then brewed and steeped in individual servings for each customer. The concept of individual served coffees has boomed with the espresso market and is now extending into individually steeped coffees and teas. The Frosted Robin Franchise may also sell clothing, accessories, novelty items and promotional merchandise and related products and services, which are identified by certain trade names, service marks and trademarks, such as “**Frosted Robin**” (the “**Proprietary Marks**”), and uses proprietary cupcake and baked good recipes and prepackaged dry mixes (the “**Proprietary Recipes**”) and a system of operating techniques which are licensed to you and identify the Franchised Business with the Frosted Robin reputation for quality and service (the “**System**”). You will sell predominantly our products which are part of the Frosted Robin standard menu, though we may authorize you to sell additional third party products from time to time in our sole discretion. Each Frosted Robin franchisee is individually trained by us and will have ongoing assistance available from us throughout the term of the Franchise as we deem necessary and

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