

Form B - Supplemental Information

SUPPLEMENTAL INFORMATION

1 Disclose

- A The states in which this proposed registration application is effective  
California
- B The states in which this proposed registration application is or will be shortly on file.  
Washington
- C The states that have refused to register this franchise offering  
none
- D The states that have revoked or suspended the right to offer franchises.  
none
- E The states in which this proposed registration of these franchises has been withdrawn within the last five years, and the reasons for revocation or suspension.  
none

2 Source of Funds for Establishing New Franchises

Disclose franchisor's total costs for performing its pre-opening obligations to provide goods or services in connection with establishing each franchise, including real estate, improvements, equipment, inventory, training and other items stated in the offering State separately the sources of all required funds

A.	Category	Costs
	Real Estate	\$0
	Improvements	\$0
	Equipment	\$0
	Inventory	\$0
	Training	\$0 (will be paid by Franchisee to vendor)
	Travel costs	\$2,000
	Printing Expenses	\$50
	Site Evaluation	\$0

B State separately the sources of all required funds

- 1 Existing capital
- 2 Cashflows from operations
- 2. Initial franchise fee
- 3 Reimbursement of certain expenses by Franchisee

## FRANCHISE DISCLOSURE DOCUMENT

### FROSTED ROBIN FRANCHISING, LLC

a California limited liability company  
11835 Carmel Mountain Road  
Suite 1304-199  
San Diego, CA 92128  
858-231-5183

<http://www.frostedrobincupcakes.com/>

DEPARTMENT OF CORPORATIONS  
RECEIVED LOS ANGELES OFFICE

MAR 27 2013

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 \$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 \$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 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 Sheree Harrison, Frosted Robin Franchising, LLC, 11835 Carmel Mountain Road, Suite 1304-199, San Diego, CA 92128; 858-231-5183

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 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 may contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, D.C. 20580. You may also visit the FTC's home page at <http://www.ftc.gov> for additional information. Call your state agency or visit your public library for other sources of information on franchising. Call your state agency listed on Exhibit E 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.

**THE ISSUANCE DATE OF THIS DISCLOSURE DOCUMENT IS DECEMBER 3, 2012.**

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