

FRANCHISE DISCLOSURE DOCUMENT



The Häagen-Dazs Shoppe Company, Inc.
a New Jersey corporation
7500 Flying Cloud Drive, Suite 740
Eden Prairie, Minnesota 55344
Phone: 952-914-7878
www.haagendazsshoppecompany.com

As a Häagen-Dazs® Shop franchisee you will operate an ice cream parlor serving dessert creations made with proprietary recipes featuring Häagen-Dazs® brand ice cream and frozen dessert products. The total investment necessary to begin operation of a Häagen-Dazs Shop franchised business is between \$214,518 and \$542,768 for new franchisees developing a traditional Häagen-Dazs Shop. This includes \$36,000 to \$40,000 that must be paid to the franchisor or its affiliate(s).

The total investment necessary to continue the operation of your existing Häagen-Dazs Shop franchised business under a successive term franchise or renewal agreement is between \$71,750 and \$371,579. This includes \$10,000 that must be paid to the franchisor.

The total investment necessary to begin operation of a Häagen-Dazs Hospitality Shop franchised business is between \$14,500 and \$273,689. This includes \$1,500 to \$5,000 that must be paid to an affiliate.

The total investment necessary to begin operation of a Häagen-Dazs Satellite franchised business is between \$181,250 and \$512,579. This includes \$7,000 to \$11,000 that must be paid to the franchisor or its affiliate(s).

The total investment necessary to begin operation under a Häagen-Dazs area development agreement would depend in part on terms negotiated including the number of Shops to be established; the franchisor does not anticipate granting an area development agreement for fewer than two Shops; and therefore the initial investment would, at a minimum, be as much as the low end of the initial investment for two Shops.

The 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 The Häagen-Dazs Shoppe Company at 7500 Flying Cloud Drive, Suite 740, Eden Prairie, Minnesota, 55344 and 952-914-7878.

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: April 1, 2022



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 Exhibit H.
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 A 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 Häagen-Dazs® Shop 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 Häagen-Dazs® Shop franchisee?	Item 20 or Exhibit H lists 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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