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**FRANCHISE DISCLOSURE DOCUMENT**

MAY 12 2015

Department of  
Business Oversight

Naples Franchising Systems, Inc

a Colorado Corporation 2495 Youngfield St Unit 1

Golden, CO 80401

(303) 458-0997

E-mail heidi@heidisbrooklyndeli.com

www heidisbrooklyndeli.com



As a franchisee, you will operate a Franchised Business which may be either a HEIDI'S BROOKLYN DELI® offering traditional deli sandwiches, gourmet desserts and hot and cold beverages, or a SOUP 'N JUICE offering organic products featuring healthy soups, salads, wraps and fruit smoothies, or a Franchised Business from which both a HEIDI'S BROOKLYN DELI® and SOUP 'N JUICE® are operated

The total investment necessary to begin operation of the Franchised Business under the trademark HEIDI'S BROOKLYN DELI® is \$311,667 to \$564,400 This includes \$30,000 paid to the Franchisor The total investment necessary to begin operation of the Franchised Business under the trademark SOUP 'N JUICE® is \$134,500 to \$276,000 This includes \$15,000 paid to the Franchisor The total investment necessary to begin operation of the Franchised Business under the trademarks HEIDI'S BROOKLYN DELI® and SOUP 'N JUICE® combo is \$316,667 to \$569,400 This includes \$35,000 paid to the Franchisor You will be required to pay our then-current Design Review Fee and then-current Construction Review Fee per Franchised Business you operate Our current Design Review Fee is \$1000 and our current Construction Review Fee is \$2,500--\$4,000 You may also be required to pay our then-current fee for our corporate schematic if we provide the schematic to you Our current fee is \$850

This Franchise 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 Franchise 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 corporate office at 2495 Youngfield St Unit 1, Golden, CO 80401, and telephone 303-458-0997

The terms of your contract will govern your franchise relationship Do not rely on the 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 Franchise 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 Franchise 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](http://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

**The Date of Issuance of this Franchise Disclosure Document is May 11, 2015**

## **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 A-1** 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 THE FRANCHISE AGREEMENT REQUIRES YOU TO RESOLVE DISPUTES WITH US BY LITIGATION ONLY IN COLORADO. OUT OF STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO LITIGATE WITH US IN COLORADO THAN IN YOUR HOME STATE
- 2 THE FRANCHISE AGREEMENT STATES THAT COLORADO LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS
- 3 THE FRANCHISOR HAS APPLIED FOR FEDERAL REGISTRATION OF ITS PRINCIPAL TRADEMARKS BUT HAS NOT YET OBTAINED APPROVAL. IF AN ALTERNATIVE TRADEMARK MUST BE ADOPTED, IT MAY INCREASE YOUR EXPENSES
- 4 THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE

### STATE EFFECTIVE DATES

The following states require that the Franchise Disclosure Document be registered or filed with the state, or be exempt from registration California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington and Wisconsin

This Franchise Disclosure Document is registered, on file or exempt from registration in the following states having franchise registration and disclosure laws, with the following effective dates

California \_\_\_\_\_, 2015

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