

THE **HONEYBAKED HAM** CO.



AND **CAFÉ**

**THE HBH FRANCHISE COMPANY, LLC A
GEORGIA LIMITED LIABILITY COMPANY**

**2013 FRANCHISE DISCLOSURE
DOCUMENT**

FRANCHISE DISCLOSURE DOCUMENT



The HBH Franchise Company, LLC
a Georgia limited liability company
3875 Mansell Road
Alpharetta, Georgia 30022-1532
Tel: (678) 966-3100
Fax: (678) 966-3134
E-mail: hbhdevelopment@hbham.com
www.honeybaked.com

The franchisee will operate a retail store and café under the name “The HoneyBaked Ham Co. and Café” that specializes in the sale of hams, turkeys and other products and serves sandwiches, salads, beverages and other menu items (“HoneyBaked Store”). The total investment necessary to begin operation of a HoneyBaked Ham Store ranges from \$278,300 to \$409,900. This includes the initial fees of \$49,600 to \$54,000 that must be paid to us or our affiliate(s). If you sign an Area Development Agreement to develop multiple HoneyBaked Stores, you will pay a Development Fee to us in the amount of \$10,000 for each Store that you agree to develop.

This disclosure document summarizes certain provisions of your Area Development Agreement (the agreement that outlines how many units you are to open in a specified time period and the development area for those units) and Franchise Agreement (the agreement which defines your protected territory and your ongoing operating relationship), and other information in plain English. Read this disclosure document and all agreements carefully. You must receive this disclosure document at least 14 days before you sign a binding agreement or make any payment in connection with the franchise sale. **Note, however, that no governmental agency has verified the information 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 Franchise Administration Department at 3875 Mansell Road, Alpharetta, Georgia 30022-1532, and (678) 966-3100.

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 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 can contact the FTC at 1-877-FTC-HELP or 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: January 28, 2013

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