

## FRANCHISE DISCLOSURE DOCUMENT



The HBH Franchise Company, LLC  
a Georgia limited liability company  
3875 Mansell Road  
Alpharetta, Georgia 30022-1532  
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The franchisee will operate a retail store and restaurant under the name “The Honey Baked Ham Co.” that specializes in the sale of hams, turkeys and other products and serves sandwiches, salads, beverages and other menu items (“HoneyBaked Store” or “Store”). The total investment necessary to begin operation of a HoneyBaked Store ranges from ~~\$292,900~~[\\$396,050](#) to ~~\$567,600~~[\\$673,200](#). This includes initial fees of ~~\$45,900~~[\\$50,200](#) to ~~\$50,500~~[\\$56,000](#) that must be paid to us or our ~~affiliate(s)~~[affiliates](#). 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 [HoneyBaked](#) 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 our 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](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.

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## 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   |
|--|---|
| <b>How much can I earn?</b>  | 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 J. |
| <b>How much will I need to invest?</b>   | 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.  |
| <b>Does the franchisor have the financial ability to provide support to my business?</b> | Item 21 or Exhibit K includes financial statements. Review these statements carefully.  |
| <b>Is the franchise system stable, growing, or shrinking?</b>                            | Item 20 summarizes the recent history of the number of company-owned and franchised outlets.  |
| <b>Will my business be the only HoneyBaked Store in my area?</b>                         | Item 12 and the “territory” provisions in the franchise agreement describe whether the franchisor and other franchisees can compete with you.   |
| <b>Does the franchisor have a troubled legal history?</b>                                | Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.  |
| <b>What’s it like to be a HoneyBaked Store franchisee?</b>                               | Item 20 or Exhibit J lists current and former franchisees. You can contact them to ask about their experiences.   |
| <b>What else should I know?</b>  | 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.   |

This is a document preview downloaded from FranchisePanda.com. The full document is available for free by visiting: <https://franchisepanda.com/franchises/honeybaked-ham>