

## FRANCHISE DISCLOSURE DOCUMENT



**JL Beers Franchising, Inc.**  
**A North Dakota Corporation**  
**16 Broadway, Suite 208**  
**Fargo, ND 58102**  
**(701) 237-5151**  
**www.jlbeers.com**  
**administration@jlbeers.com**

JL Beers Franchising, Inc. offers individual unit franchises for the development and operation of a JL Beers® restaurant (“Restaurant”), featuring a variety of high quality hamburgers, chicken sandwiches, fresh cut fries and chips, pretzels, fresh-ground peanut butter, dips, craft cocktails, and a large selection of draught, canned and bottled beers for the individual consumer in a fast, casual atmosphere.

The total investment necessary to begin operation of a Restaurant in which you will lease the premises is from \$875,200 to \$1,312,500. The total investment necessary to begin operation of a Restaurant in which you will acquire the land and building for the premises is from \$1,393,200 to \$2,244,500. In each situation, the total investment necessary to begin operation of a Restaurant includes \$43,500 - \$44,200 that must be paid to us or our affiliate.

This 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 Vonnie Birmingham at 16 Broadway, Suite 208, Fargo, North Dakota 58102, (701) 237-5151 (Ext. 13), [vonnie@jlbeers.com](mailto:vonnie@jlbeers.com).

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, 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.

Issuance Date: April 25, 2019

## 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 D** 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 NON-BINDING MEDIATION ONLY IN THE CITY AND STATE WHERE OUR HEADQUARTERS IS LOCATED (CURRENTLY FARGO, NORTH DAKOTA), THEN TO BINDING ARBITRATION ONLY IN THE STATE OF MINNESOTA. OUT-OF-STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO MEDIATE OR ARBITRATE WITH US IN NORTH DAKOTA OR MINNESOTA THAN IN YOUR OWN STATE.
2. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

**We use the services of one or more FRANCHISE BROKERS or referral sources to assist us in selling our franchise. A franchise broker or referral source represents us, not you. We pay this person a fee for selling our franchise or referring you to us. You should be sure to do your own investigation of this franchise.**

Effective Date: See the next page for state effective dates

## STATE EFFECTIVE DATES

The following states require that the 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 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:

State	Effective Date
Minnesota	Pending
North Dakota	Pending
South Dakota	April 26, 2019
Wisconsin	April 25, 2016

In the states listed below, the effective date (and issuance date) of this disclosure document is April 25, 2019.

Alabama	Kansas	New Mexico
Alaska	Louisiana	North Carolina
Arizona	Maine	Ohio
Arkansas	Massachusetts	Oklahoma
Colorado	Mississippi	Oregon
Connecticut	Missouri	Pennsylvania
Delaware	Montana	South Carolina
District of Columbia	Nebraska	Tennessee
Georgia	Nevada	Vermont
Idaho	New Hampshire	West Virginia
Iowa	New Jersey	Wyoming

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