

## FRANCHISE DISCLOSURE DOCUMENT

### LLJ FRANCHISE, LLC

A California Limited Liability Company  
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live life juiced®

We offer franchises to own and operate an authentic California juice bar, a frozen yogurt shop or a “combo” store offering both product lines. Franchisees may purchase rights to a single Unit or several Units under our area development offering.

We offer 4 franchise programs:

1. A single juice bar. The total investment necessary to establish and begin operation of a **JUICE IT UP**® juice bar is between approximately \$167,444 and \$325,508. This includes a \$25,000 initial franchise fee that is paid to us for a Traditional Unit that is full-sized, or \$12,500 that is paid to us for Traditional Unit that is a kiosk. These sums do not represent your total investment in the **JUICE IT UP**® juice bar franchise.

2. A single soft-serve frozen yogurt shop. The total investment necessary to establish operation of a **JUICE IT UP**® frozen yogurt shop is between approximately \$189,544 and \$395,510. This includes a \$25,000 franchise fee that is paid to us for a Traditional Unit that is full-sized, or \$12,500 that is paid to us for a Traditional Unit that is a kiosk. These sums do not represent your total investment in the **JUICE IT UP**® frozen yogurt franchise.

3. A single combination juice bar/soft-serve frozen yogurt shop. The total investment necessary to establish operation of a combination **JUICE IT UP**® juice bar and frozen yogurt shop is between approximately \$203,464 and \$357,188. This includes a \$25,000 franchise fee that is paid to us for a Traditional Unit that is full-sized,

or \$12,500 that is paid to us for a Traditional Unit that is a kiosk. These sums do not represent your total investment in the combination **JUICE IT UP**<sup>®</sup> juice bar and frozen yogurt franchise.

4. Multi-Unit development of a minimum of 3 Units. These Units may include any combination of juice bars, yogurt shops, combination Units and/or kiosks, within a defined area pursuant to an Area Development Agreement. The franchise fee is \$25,000 for the first full-sized Traditional Unit, \$20,000 for the 2nd full-sized Traditional Unit and \$15,000 for the 3rd and all subsequent full-sized Traditional Units opened under an Area Development Agreement. The franchise fee for a kiosk is \$12,500, and is not discounted for any reason. There is an initial area development fee equal to 1/2 of the total initial franchise fees for the total number of Units you purchase. We will credit this development fee toward the initial franchise fee due under each Franchise Agreement at a maximum rate of 1/2 of the initial franchise fee owed for each Unit until the entire development fee has been credited. The balance remaining on the initial franchise fee for each Unit is paid when you sign each Franchise Agreement. We have estimated the total investment necessary to establish and begin operation of 3 **JUICE IT UP**<sup>®</sup> juice bars under an Area Development Agreement at approximately \$502,332 to \$961,524. This includes the \$37,500 to \$60,000 that must be paid to us or our affiliate in development fees and franchise fees for 3 Units. The total investment necessary to establish and begin operation of a minimum of 3 **JUICE IT UP**<sup>®</sup> frozen yogurt shops is approximately \$568,632 to \$1,171,530. This includes the \$37,500 – \$60,000 that must be paid to us or our affiliate. The total investment to establish and begin operation of any other combination of 3 or more Units under an Area Development Agreement can be calculated using the figures provided in Item 7 for the appropriate number and type of units designated on your Development Schedule.

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 disclosure in different formats, contact Suzanne Coshow at 17915 Sky Park Circle, Suite J, Irvine, California 92614 or call (949) 475-0146, ext. 203.

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 an attorney 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.

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