

FRANCHISE DISCLOSURE DOCUMENT

SJB BRANDS, LLC

A Delaware Limited Liability Company
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We offer franchise opportunities to own and operate one or more authentic juice bars serving fresh-squeezed juices, cold-pressed bottled juices, smoothies, acai and pitaya bowls, and other snacks to an increasingly health-conscious world.

We offer 2 franchise programs:

A single juice bar. The estimated initial investment to begin operation of a **JUICE IT UP®** Unit is between approximately \$227,400 and \$399,185 as described at Item 7. These amounts include an initial franchise fee of between \$10,000 to \$25,000 per Unit which must be paid to SJB Brands, LLC. These sums do not represent your total investment in the **JUICE IT UP®** juice bar franchise.

1. Multi-Unit development of a minimum of 3 Units, within a defined area pursuant to an Area Development Agreement. The initial franchise fee is \$25,000 for the first full-sized Traditional Unit, \$20,000 for the 2nd full-sized Unit and \$15,000 for the 3rd and all subsequent full-sized Units opened under an Area Development Agreement. There is a non-refundable initial area development fee equal to ½ of the total initial franchise fees for the total number of Units you purchase. We will credit this area development fee toward the initial franchise fee due under each Franchise Agreement at a maximum rate of ½ of the initial franchise fee owed for each Unit until the entire area development fee has been credited. The balance remaining on the initial franchise fee for each Unit is paid when you sign each Franchise Agreement. The initial investment range to begin operation under an Area Development Agreement is estimated at approximately \$242,600 to \$429,185, which includes the establishment of the 1st of 3 Units only, not all costs for establishment of all 3 Units as this is an "initial investment" figure not a full build-out figure. Your estimated initial investment to establish and begin operation of more than 3 Units can be calculated using the figures provided in Item 7.

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 Chris Braun at 17915 Sky Park Circle, Suite J, Irvine, California 92614 or call (949) 475-0146, ext. 202.

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SJB Brands, LLC
Franchise Disclosure Document – MULTI-STATE
February, 2018

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 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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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 administrators listed in Exhibit A-1 for information about the franchisor, about other franchisors, 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. UNDER THE FRANCHISE AGREEMENT YOU MUST RESOLVE DISPUTES WITH US BY ARBITRATION OR LITIGATION ONLY IN ORANGE COUNTY, CALIFORNIA. OUT-OF-STATE ARBITRATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE OR LITIGATE WITH US IN CALIFORNIA THAN IN YOUR OWN STATE.
2. YOU WILL NOT RECEIVE AN EXCLUSIVE TERRITORY AND MAY FACE COMPETITION FROM OTHER FRANCHISEES, FROM OUTLETS WE OWN, OR FROM OTHER CHANNELS OF DISTRIBUTION OR COMPETITIVE BRANDS WE CONTROL.
3. THE FRANCHISE AGREEMENT STATES THAT CALIFORNIA LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE LAWS.
4. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

We use the services of one or more franchise brokers or lead-generation or referral sources to assist us in selling our franchise. We pay such sources a fee for referring you to us and they represent us, not you. You should be sure to do your own investigation of the franchise.

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