

FRANCHISE DISCLOSURE DOCUMENT

K2 Restaurants, Inc.
a Florida corporation
7512 Doctor Phillips Boulevard, Suite 100
Orlando, Florida 32819
(407) 355-3515
www.kekes.com
franchise@kekes.com



The franchisee will operate a restaurant under the name “Keke’s” offering made-to-order breakfast dishes and lunch items. Keke’s Restaurants have signature menu items including Home Fries, Omelets, Stuffed French Toast and a variety of Pancake, French Toast and Belgian Waffles meals. Keke’s Restaurants operate using the franchisor’s formula, and techniques, trade dress, and trademarks and logos.

The total investment necessary to begin operation of a Keke’s franchise is \$357,250 to \$946,750. This includes \$50,000 to \$58,000 that must be paid to the franchisor and/or its affiliate, as appropriate.

We may offer multi-unit operator agreements to you to establish and operate at least three Keke’s Restaurants at specific locations pursuant to individual franchise agreements. You will pay a Multi-Unit Operator fee equal to 100% of the initial franchise fee plus a 50% deposit of the initial franchise fee and training fee for each additional Keke’s Restaurant to be developed under the Multi-Unit Operator Agreement with the remainder to be paid immediately after you sign a lease or purchase agreement and the Franchise Agreement for the Restaurant or 90 days before the scheduled opening of the Restaurant, whichever comes first. The Multi-Unit Operator fee is applied pro rata to the initial franchise fees due for each Keke’s Restaurant to be developed after the first. Your estimated initial investment will vary based on the number of Franchised Restaurants to be developed.

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 the 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 government 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 Kevin Mahen at 7512 Doctor Phillips Boulevard, Suite 100, Orlando, Florida 32819 and (407) 355-3515

You may have elected to receive an electronic version of your disclosure document. If so, you may wish to print or download the disclosure document for future reference. You have the right to

receive a paper copy of the disclosure document until the time of sale. To obtain a paper copy, contact Kevin Mahen at 7512 Doctor Phillips Boulevard, Suite 100, Orlando, Florida 32819 and (407) 355-3515.

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, DC 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 franchise administrator listed in Exhibit I 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 AND MULTI-UNIT OPERATOR AGREEMENT REQUIRE YOU TO RESOLVE DISPUTES WITH US BY ARBITRATION ONLY IN FLORIDA. OUT OF STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO LITIGATE WITH US IN FLORIDA THAN IN YOUR OWN STATE.
2. THE FRANCHISE AGREEMENT AND MULTI-UNIT OPERATOR AGREEMENT STATE THAT FLORIDA LAW GOVERNS THE AGREEMENTS, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

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