

FRANCHISE DISCLOSURE DOCUMENT



La Madeleine Franchising Company, Inc.
 A Delaware Corporation
 12201 Merit Drive, Suite 900
 Dallas, TX 75251
 (214) 696-6962
franchising@lamadeleine.com
www.lamadeleine.com

We offer franchises for bakery and express LA MADELEINE® restaurants (collectively, "Cafés") specializing in the sale of fresh bakery goods, French-themed entrées, sandwiches, soups, salads, pastries, gourmet coffees, wine, and privately-labeled retail items such as soups, salad dressings and gourmet coffees.

The total investment necessary to begin operation of a LA MADELEINE® franchise, broken down by prototype, is as follows:

Bakery Café	\$948,074 to \$2,895,539 (excluding real estate and landlord allowances). This includes \$42,860 that must be paid to us or our affiliates.
Express Café	\$369,677 to \$749,283 (excluding real estate and landlord allowances). This includes between \$20,000 and \$42,860 that must be paid to us or our affiliates.

The total investment necessary to begin operation of an existing Café under our refranchising program will be the purchase price you negotiate with us for the existing Café you acquire, plus estimated remodeling costs of \$200,000 and the cost of real estate and landlord allowances. All of this amount except the remodeling cost must be paid to us and our affiliates.

New franchisees of Cafés, and purchasers of company-owned Cafés under the refranchising program, may sign a Development Agreement, under which you must develop and operate at least 2 Cafés. The total investment for the Development Agreement ranges from \$60,000 for 2 outlets to \$315,000 for 20 outlets. All of this amount is payable to us.

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 us or an affiliate in connection with the proposed franchise sale. **Note, however, that no governmental agency has verified the information contained in this disclosure 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 Christine Johnson, our Chief Operating Officer, at the address and telephone number listed above.

The terms of your written contract (*i.e.*, your Development Agreement and Franchise Agreements) will govern your franchise relationship. Do not rely on the Disclosure Document alone to understand your contract. Read your entire 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 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
How much can I earn?	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 G.
How much will I need to invest?	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.
Does the franchisor have the financial ability to provide support to my business?	Item 21 or Exhibit J includes financial statements. Review these statements carefully.
Is the franchise system stable, growing, or shrinking?	Item 20 summarizes the recent history of the number of company-owned and franchised outlets.
Will my business be the only La Madeleine business in my area?	Item 12 and the "territory" provisions in the franchise agreement describe whether the franchisor and other franchisees can compete with you.
Does the franchisor have a troubled legal history?	Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.
What's it like to be a La Madeleine franchisee?	Item 20 or Exhibit G lists current and former franchisees. You can contact them to ask about their experiences.
What else should I know?	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.

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