



FRANCHISE DISCLOSURE DOCUMENT

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Marble Slab Franchising, LLC
A Delaware limited liability company
5555 Glenridge Connector, Suite 850
Atlanta, Georgia 30342 (770) 514-4500
franchiseinfo@gfgmanagement.com
www.marbleslab.com



Marble Slab Franchising, LLC offers franchises for the operation of retail ice cream stores selling a superior grade of ice cream that customers can order in combination with nuts, fruit and other “mixins” that are blended into the ice cream on a chilled marble or granite slab under the MARBLE SLAB CREAMERY mark (“Stores”). Stores also offer home baked cones, frozen yogurt, ice cream cakes and other ice cream treats, soft drinks, and gourmet coffee drinks.

The total investment necessary to begin operation of a MARBLE SLAB CREAMERY franchise business is \$316,285 to \$409,935 (Traditional Store, Non-Traditional Store or Satellite); and \$389,285 to \$513,935 for a GREAT AMERICAN COOKIES-MARBLE SLAB CREAMERY Co-Brand Store. This includes \$15,000 to \$40,000 that must be paid to us or our affiliates.

The total investment necessary to begin developing multiple franchises will depend on how many franchises we award you the right to develop under our form of area development agreement (“Area Development Agreement”). By way of example, the estimated total investment necessary to develop three (3) MARBLE SLAB CREAMERY franchises is between \$336,285 to \$419,935, which includes (a) the \$15,000 development fee paid to us upon execution of your Area Development Agreement, and (b) the estimated initial investment to open and commence operations of the first Store you are required to develop, including the \$20,000 reduced franchise fee that is paid to us when you execute your Area Development Agreement and corresponding franchise agreement. Your development fee amounts to \$5,000 per franchise you are granted the right to develop under your Area Development Agreement (the “Development Fee”) and, once paid, you will be required to pay a reduced franchise fee amounting to (i) \$20,000 for your initial franchise, and (ii) \$10,000 for each additional franchise awarded under that agreement.

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 Chris Cheek at 5555 Glenridge Connector, Suite 850, Atlanta, Georgia 30342, Tel. 770-514-4500.

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 also can 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 also may be laws on franchising in your state. Ask your state agencies about them.

Issuance Date: January 11, 2021.

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