

MAUI WOW!

HAWAIIAN

COFFEES & SMOOTHIES

FRANCHISE DISCLOSURE DOCUMENT



FRANCHISE DISCLOSURE DOCUMENT
UNIT FRANCHISE



Maui Wowi Franchising, Inc.
(a Colorado corporation)
5445 DTC Parkway, Suite 1050
Greenwood Village, Colorado 80111
(303) 781-7800
Fax: (303) 781-2438
www.mauiwowifranchise.com

Maui Wowi Franchising, Inc., a Colorado corporation, is offering franchises for the operation of businesses that sell MAUI WOWI® fresh fruit smoothies, Hawaiian coffee and related espresso beverages, a variety of Hawaiian products, and other products developed by or for Maui Wowi Franchising, Inc. Maui Wowi products are sold from either fixed store fronts, non-traditional locations such as malls, airports or business complexes, or from portable units placed at events that occur on a periodic basis or are held in special or temporary venues. Three separate franchises are being offered under this Disclosure Document. A “**Single Unit Franchise**” enables you to own and operate one MAUI WOWI Operating Unit, as defined in ITEM 1. A “**Standard Franchise**” enables you to own and operate three MAUI WOWI Operating Units, as defined in ITEM 1, of any type in any combination. An “**Empire Builder Franchise**” enables you to own and operate 10 MAUI WOWI Operating Units of any type in any combination within the United States of America.

The total investment necessary to begin operation of a MAUI WOWI franchised business ranges from \$42,200 to as much as \$178,550 for a Mobile Operating Unit, as defined in ITEM 1 (increasing to \$48,400 to \$208,550 if you operate an approved Mobile Operating Unit at a Permanent Site). This includes \$43,300 to \$159,500 that will be paid to us or our affiliate. The total investment necessary to begin operation of a MAUI WOWI franchised business ranges from \$74,000 to as much as \$360,050 for a Fixed Operating Unit, as defined in Item 1. This includes \$50,000 to \$106,500 that will be paid to us or our affiliate.

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 or grant. **Note, however, that no governmental agency has verified the information contained in this document.**

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 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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For use in: AL, AK, AZ, AR, CO, CT, DE, DC, GA, FL, ID, IA, KS, KY, LA, ME, MA, MI, MS, MO, MT, NE, NV, NH, NJ, NM, NC, OH, OK, OR, PA, SC, TN, TX, VT, WV, WY and U.S. TERRITORIES.

NOT FOR USE IN MD OR UT. See following pages for varying effective dates in certain states.

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 A** 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 REQUIRES YOU TO RESOLVE DISPUTES WITH US BY ARBITRATION OR LITIGATION ONLY IN COLORADO. 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 COLORADO THAN IN YOUR OWN STATE.

2. THE FRANCHISE AGREEMENT STATES THAT COLORADO LAW GOVERNS THE AGREEMENT, 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.

We use the services of one or more FRANCHISE BROKERS or referral sources to assist us in selling our franchise. A franchise broker or referral source represents us, not you. We pay this person a fee for selling our franchise or referring you to us. You should be sure to do your own investigation of the franchise.

Note: The agreement provisions referred to in the risk factors may be void under some state franchise laws. See the State Addenda, which is attached to this Disclosure Document as **Exhibit J**.

The Effective Dates of this Disclosure Document for the following states are:

CA: April 11th, 2013

HI:

IN: May 1st, 2013

IL: April 10th, 2013

MN: April 11th, 2013

ND: May 2nd, 2013

NY: May 21st, 2013

RI: April 24th, 2013

SD: April 23rd, 2013

VA: April 29th, 2013

WA: April 18th, 2013

WI: April 10th, 2013

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