



**MAUI WOWI**<sup>®</sup>  
**HAWAIIAN**  
**COFFEES & SMOOTHIES**

# FRANCHISE DISCLOSURE DOCUMENT

**FRANCHISE DISCLOSURE DOCUMENT  
UNIT FRANCHISE**



Maui Wowi Franchising, Inc.  
(a Colorado corporation)  
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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 \$75,400 to as much as \$207,250 for a Mobile Operating Unit, as defined in ITEM 1 (increasing to \$81,600 to \$225,750 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 \$80,500 to as much as \$469,000 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](http://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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**NOT FOR USE IN MD OR UT. See following pages for varying effective dates in certain states.**

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