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FRANCHISE DISCLOSURE DOCUMENT

MOE'S ORIGINAL FRANCHISE SYSTEM, LLC

a Colorado limited liability company

616 W. Lionshead Circle
Vail, Colorado, 81657
(877) 405-RIBS (7427)
info@moesoriginalbbq.com
www.moesoriginalbbq.com

DEPARTMENT OF
BUSINESS OVERSIGHT
SAN FRANCISCO

Moe's Original



MOE'S ORIGINAL BAR B QUE

The franchise offered is for the operation of a full service southern-style bar-b-que restaurant that sells daily-made smoked and prepared meats, including pork, chicken, turkey, and pork ribs, as a well as home-made side dishes such as baked beans, slaw, pudding and potato salad.

The total investment necessary to begin operation of a Moe's Original Franchise System, LLC franchise is between \$146,300 to \$425,800. This includes \$30,000 that must be paid to franchisor or 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 at least 14 calendar-days before you sign a binding agreement with, or make any payment to, the franchisor or an affiliate in connection 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: Jeff Kennedy, Vice President at 616 W. Lionshead Circle, Vail, Colorado, 81657, (877) 405-RIBS (7427), or at Jeff@moesoriginalbbq.com.

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. (Exhibit A).

Date of Issuance: March 4, 2013

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.**

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 UNCONDITIONAL 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 LITIGATION, ARBITRATION AND MEDIATION ONLY IN A LOCATION THAT IS WITHIN 5 MILES OF OUR THEN-CURRENT HEADQUARTERS (CURRENTLY, VAIL, COLORADO). OUT-OF-STATE LITIGATION, ARBITRATION, AND MEDIATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO SUE, ARBITRATE, AND MEDIATE WITH US IN OUR THEN-CURRENT HEAD QUARTER'S STATE THAN IN YOUR OWN STATE.

2. THE FRANCHISE AGREEMENT STATES THAT THE LAW OF THE STATE IN WHICH THE FRANCHISOR'S CORPORATE HEADQUARTERS IS THEN LOCATED (CURRENTLY, COLORADO) 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. WE DO NOT HAVE CERTAIN TRADEMARKS FOR THE MOE'S ORIGINAL BAR B QUE SYMBOL THAT IS CONTAINED WITHIN A RED OVAL ON THE PRINCIPAL REGISTER OF THE U.S. PATENT AND TRADEMARK OFFICE. THEREFORE THIS TRADEMARK DOES NOT HAVE MANY LEGAL BENEFITS AND RIGHTS AS A FEDERALLY REGISTERED TRADEMARK. IF OUR RIGHT TO USE THIS TRADEMARK IS CHALLENGED, YOU MYA HAVE TO CHANGE TO AN ALTERNATIVE TRADEMARK, WHICH MAY INCREASE YOUR COST.

4. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

We use now, or may use in the future the services of one or more FRANCHISE BROKERS or referral sources to assist us in selling our franchise. A franchise broker or

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