

Department of
Business Oversight

APR 10 2019

FRANCHISE DISCLOSURE DOCUMENT

RECEIVED

Mora Development, Inc. San Francisco
a Washington limited liability company
22195 Viking Ave. NW
Poulsbo, Washington 98370
(206) 855-1112
www.MoraIceCream.com
www.MoraFranchising.com
Franchising@MoraIceCream.com



The franchise described in this Disclosure Document is to operate a retail store that sells ice cream, sorbet, frothy milkshakes, smoothies, non-dairy fat-free sorbet shakes, frozen desserts, beverages and associated products under the “Mora Iced Creamery” name. Currently, we are only offering area developer franchises in most regions (for a minimum of three Shops to be developed).

The estimated initial investment required for the establishment of a Mora Iced Creamery Shop ranges from \$208,360 to \$547,300. This estimate applies separately to each Shop to be developed under an Area Development Agreement (minimum of three Shops). This includes \$54,450 to \$83,900 that must be paid to us or our Affiliate. (The Initial Franchise Fee is \$30,000 per Shop, and the fees for items that must be purchased from us or our Affiliate range from \$24,450 to \$53,900). The estimated initial investment required for the operation of a Mora Iced Creamery Truck ranges from \$109,400 to \$260,550. This includes \$23,750 to \$32,050 that must be paid to us or our Affiliate. (The Initial Franchise Fee is \$8,000 per truck, and the fees for items that must be purchased from us or our Affiliate range from \$15,750 to \$24,050). Please see Items 5 and 7 for additional details.

This disclosure document summarizes certain provisions of your franchise agreement and Area Development Agreement and other information in plain English. Read this disclosure document and all accompanying agreements carefully. You must receive the 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 government 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 Jim Rowell, our Director of Franchise Development, at 22195 Viking Ave. NW, Poulsbo, WA 98370, (206) 855-1112, ext. 410.

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, DC 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.

Issuance Date: April 1, 2019

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 AND AREA DEVELOPMENT AGREEMENT REQUIRE YOU TO RESOLVE DISPUTES WITH US BY LITIGATION ONLY IN WASHINGTON STATE. OUT OF STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO LITIGATE WITH US IN WASHINGTON STATE THAN IN YOUR OWN STATE.

2. THE FRANCHISE AGREEMENT AND AREA DEVELOPMENT AGREEMENT STATE THAT THE LAW OF THE STATE OF WASHINGTON 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 may 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.

STATE EFFECTIVE DATES

The following states require that this Disclosure Document be registered or filed with the state, or be exempt from registration: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington and Wisconsin.

This Disclosure Document is either registered, on file or exempt from registration in the following states having franchise registration and disclosure laws, with the following effective dates (not approved if blank):

California	
Florida	December 8, 2018
Hawaii	
Illinois	
Indiana	
Kentucky	
Maryland	
Michigan	
Minnesota	
Nebraska	
New York	
North Dakota	
Rhode Island	
South Dakota	
Texas	December 8, 2015 (no annual renewal requirement)
Utah	December 8, 2018
Virginia	
Washington	
Wisconsin	

In all the other states, the effective date of this Franchise Disclosure Document is the issuance date of April 1, 2019.

This is a document preview downloaded from FranchisePanda.com. The full document is available for free by visiting: <https://franchisepanda.com/franchises/mora-iced-creamery>