

**FRANCHISE DISCLOSURE DOCUMENT
OLD NEW YORK DELI & BAKERY CO, INC.**

**A California corporation
4972 Verdugo Way
Camarillo, California 93012
Telephone (805) 383-1490
Email: michael@oldnewyork.com
URL: www.oldnewyork.com**



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[JUL 31 2013]

Old New York Deli & Bakery Co, Inc, a California corporation, offers franchises for the operation of Old New York Deli & Bakery Co restaurants ("Old New York Deli Restaurants"), which are fast casual New York style deli, bakery and café restaurants, offering a full breakfast, lunch and dinner menu, made from scratch breads, rolls, pastries, authentic boiled and hearth baked bagels, 100% certified organic coffee, beer & wine and a full service take out deli in a fast casual environment

We offer the rights for 3 different franchises in this Disclosure Document

Single Restaurant Program Under the Single Restaurant Program, you will sign a Franchise Agreement to operate a single Old New York Deli Restaurant. The total investment necessary to begin operations of a single Old New York Deli Restaurant ranges from approximately \$683,400 to \$1,107,000. This includes \$35,000 that must be paid to us or our affiliate.

Area Development Program Under the Area Development Program, we assign a defined area within which you must develop and operate a minimum of 2 Old New York Deli Restaurants within a specified period of time. The total investment necessary to begin operations of 2 Old New York Deli Restaurants under an Area Development Agreement ranges from approximately 688,400 to \$1,112,000 per Old New York Deli Restaurant. This includes \$40,000 that must be paid to us or our affiliate.

Purchase Program Under the Purchase Program, you will purchase an existing and operating company-owned Old New York Deli Restaurant (an "Operating Restaurant") from our affiliate. The total investment necessary to begin operations of an Old New York Deli Operating Restaurant ranges from approximately \$499,000 to \$1,215,000. This includes \$422,000 to \$1,060,000 that must be paid to us or our affiliate.

This Disclosure Document summarizes certain provisions of your Franchise Agreement and other information in plain English. Read the 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 payments 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 our Chief Executive Officer, Michael J Raimondo, 4972 Verdugo Way, Camarillo, California 93012

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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 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.

THE ISSUANCE DATE OF THIS DISCLOSURE DOCUMENT IS JULY 26, 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 THIS FRANCHISE WITH A STATE DOES NOT MEAN THAT THE STATE RECOMMENDS IT OR HAS VERIFIED THE INFORMATION IN THIS DISCLOSURE DOCUMENT.

Call the state franchise administrator listed on Exhibit K 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 THIS FRANCHISE, 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, AREA DEVELOPMENT AGREEMENT AND ASSET PURCHASE AGREEMENT REQUIRE YOU TO RESOLVE DISPUTES WITH OLD NEW YORK DELI & BAKERY CO, INC BY MEDIATION ONLY IN VENTURA COUNTY, CALIFORNIA. OUT OF STATE MEDIATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO PARTICIPATE IN MEDIATION WITH OLD NEW YORK DELI & BAKERY CO, INC IN CALIFORNIA THAN IN YOUR HOME STATE.

2 THE FRANCHISE AGREEMENT AND AREA DEVELOPMENT AGREEMENT STATE THAT CALIFORNIA LAW GOVERNS THE AGREEMENTS, 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.

See the Next Page for State Effective Dates

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