

## FRANCHISE DISCLOSURE DOCUMENT



**PERKINS & MARIE CALLENDER'S, LLC**  
a Delaware limited liability company  
6075 Poplar Avenue, Suite 800  
Memphis, Tennessee 38119  
(901) 766-6400  
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[www.perkinsrestaurants.com/franchise/](http://www.perkinsrestaurants.com/franchise/)

This Disclosure Document provides information regarding the operation of a family-style restaurant offering moderately priced meals at a single location identified by trademarks, trade names and service marks designated by Perkins & Marie Callender's, LLC, the franchisor, and operated pursuant to methods, standards, specifications and other requirements designed to maintain high quality food and service in an attractive restaurant environment and doing business under the name and style of Perkins Restaurant and Bakery.

The total investment necessary to begin operation of a Perkins Restaurant and Bakery franchise is \$1,557,975 - \$2,742,975. This includes the \$50,000 initial fee paid to the franchisor (unless you are participating in the Refranchising Program). Under the Company Restaurant Refranchising Program, in which an existing company-owned restaurant is transferred to a franchisee ("Refranchising Program"), the initial franchise fee is negotiable and will vary in amount depending on, among other things, the length of the franchise term and the profitability of the restaurant (additional information about the Refranchising Program is provided in this Disclosure Document). In addition, if you sign a Development Agreement for three or more restaurants, the initial franchise fee is \$40,000 for the first restaurant, \$35,000 for the second restaurant and \$30,000 for the third and any subsequent restaurant(s).

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. **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 the Franchise Development Department at 6075 Poplar Avenue, Suite 800, Memphis, Tennessee 38119 or (800) 877-7375.

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-FTCHELP 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.

**ISSUANCE DATE: May 2, 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 Attachment B for information about the franchisor, about other franchisors, 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 COMMITMENT AGREEMENT, FRANCHISE AGREEMENT AND DEVELOPMENT AGREEMENT REQUIRE YOU TO RESOLVE DISPUTES WITH US BY LITIGATION ONLY IN TENNESSEE. OUT OF STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO SUE US IN TENNESSEE THAN IN YOUR HOME STATE.
2. THE FRANCHISE AGREEMENT STATES THAT TENNESSEE 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. FOR INDIANA FRANCHISEES, HOWEVER, INDIANA LAW IS CONTROLLING.
3. THERE MAY BE OTHER RISKS ASSOCIATED WITH THIS FRANCHISE.

Effective Date: See next page for state effective dates.

**Perkins and Marie Callender's, LLC d/b/a Perkins Restaurant & Bakery uses the services of a Franchise Broker to assist us in selling our franchise. The franchise broker represents us, not you. We pay this broker 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 the Franchise 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 Franchise Disclosure Document is registered, on file, or exempt from registration in the following states having franchise registration disclosure laws:

STATE	EFFECTIVE DATE
CALIFORNIA	
FLORIDA	
HAWAII	N/A
ILLINOIS	
INDIANA	
MARYLAND	
MICHIGAN	
MINNESOTA	
NEW YORK	
NORTH DAKOTA	
RHODE ISLAND	
SOUTH DAKOTA	
UTAH	
VIRGINIA	
WASHINGTON	
WISCONSIN	

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