

## FRANCHISE DISCLOSURE DOCUMENT



Pieology Franchise LLC  
A Delaware limited liability company  
30342 Esperanza  
Rancho Santa Margarita, CA 92688  
(949) 800-8314  
(Principal Business Address)  
Franchise@Pieology.com  
[www.Pieology.com](http://www.Pieology.com)

The franchise offered is to operate a Pieology quick service restaurant selling pizza and other food products and services.

The total investment necessary to begin operation of a Pieology Restaurant franchise ranges from \$458,500-\$839,500. This includes \$35,000 that must be paid to the franchisor or affiliate.

If you sign a Development Rights Rider, your initial investment will vary depending on the number of Restaurants you want to open. The Development Fee is \$10,000 multiplied by the minimum number of Restaurants that you agree to develop under the Schedule, plus a \$35,000 initial franchise fee (which includes \$10,000 to cover training costs) under each of those franchise agreements.

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 Pieology Franchise, LLC, 30342 Esperanza, Rancho Santa Margarita, CA 92688, (949) 800-8314.

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.

Issuance date of this Franchise Disclosure Document: April 30, 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 DOCUMENT.**

Call the state franchise administrator listed in Exhibit C 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 REQUIRES YOU TO RESOLVE DISPUTES WITH US BY ARBITRATION ONLY IN CALIFORNIA. OUT OF STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE WITH US IN CALIFORNIA THAN IN YOUR OWN STATE.**
2. **THE FRANCHISE AGREEMENT STATES THAT CALIFORNIA 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.**
3. **WE MAY MODIFY YOUR TERRITORIAL EXCLUSIVITY IF YOU DEFAULT ON ANY OF YOUR OBLIGATIONS UNDER THE FRANCHISE AGREEMENT.**
4. **THERE MAY BE OTHER RISKS REGARDING THIS 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 and disclosure laws, with the following effective dates:

California	_____	, 2013
Hawaii	_____	, 2013
Illinois	_____	, 2013
Indiana	April 30, 2013	
Maryland	_____	, 2013
Michigan	April 30, 2013	
Minnesota	_____	, 2013
New York	_____	, 2013
North Dakota	_____	, 2013
Rhode Island	_____	, 2013
South Dakota	April 30, 2013	
Virginia	_____	, 2013
Wisconsin	April 30, 2013	

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