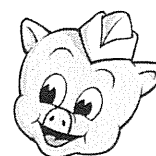


piggly wiggly
M I D W E S T



FRANCHISE DISCLOSURE DOCUMENT

PIGGLY WIGGLY MIDWEST, LLC

2215 UNION AVENUE

SHEBOYGAN, WI 53081

(920) 457-4433

www.shopthepig.com

This franchise offering covers the right to establish and conduct a retail grocery store under the name “Piggly Wiggly” (a “Store”).

The total investment necessary to begin operation of a Store franchise is estimated to range between approximately \$1,350,560 and \$4,429,600, this includes an estimated total amount of between \$1,255,560 and \$4,009,600 for the purchase of much of your opening inventory, equipment and leasehold improvements that typically must be paid to us.

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 IN THIS DOCUMENT.**

The terms of your contract will govern your franchise relationship. Don't rely on the disclosure document alone to understand your contract. Read your entire contract carefully. Show your contract and this disclosure document to an advisor, such as an accountant or lawyer.

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 by calling 1-877-FTC-HELP or by writing to 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.

Date of Issuance: April 30, 2021

See State Cover Page for any particular state effective dates.

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 O** 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:

FACTOR 1. THE FRANCHISE AGREEMENT PERMITS THE FRANCHISEE TO SUE PIGGLY WIGGLY MIDWEST, LLC ONLY IN THE FEDERAL DISTRICT COURT FOR THE EASTERN DISTRICT OF WISCONSIN OR THE SHEBOYGAN COUNTY CIRCUIT COURT IN WISCONSIN. OUT OF STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO SUE PIGGLY WIGGLY MIDWEST, LLC IN WISCONSIN THAN IN YOUR HOME STATE.

FACTOR 2. THE FRANCHISE AGREEMENT STATES THAT WISCONSIN 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.

FACTOR 3. PERIODICALLY YOU MAY HAVE TO CHANGE THE BUSINESS OR HOW YOU OPERATE THE BUSINESS, AND MAKE ADDITIONAL INVESTMENTS IN THE BUSINESS DURING THE TERM OF THE FRANCHISE IF WE MAKE CHANGES IN THE SYSTEM OR OPERATION STANDARDS.

FACTOR 4. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

EFFECTIVE DATES FOR STATE FRANCHISE REGISTRATIONS

The Effective Date, if any, of this Disclosure Document for the State of Wisconsin is April 30, 2021. The offer of this franchise is exempt from registration under the Illinois Franchise Disclosure Act pursuant to Section 8(a)(1) of that Act.

The registered agents for service of process and regulatory authorities in Wisconsin and Illinois are listed in **EXHIBITS N** and **O**, respectively.

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