

## 2020 FRANCHISE DISCLOSURE DOCUMENT



**New Orleans Brew, L.L.C.**  
**d/b/a PJ's Coffee of New Orleans**  
**180 New Camellia Boulevard, Suite 100**  
**Covington, Louisiana 70433**  
**Telephone: (985) 792-5776**  
**Facsimile: (985) 792-1201**  
**E-mail: [franchise@pjscoffee.com](mailto:franchise@pjscoffee.com)**  
**Website: [www.pjsfranchise.com](http://www.pjsfranchise.com)**

As a franchisee you will operate a retail business under the name PJ's Coffee of New Orleans featuring gourmet coffees and teas, blended coffee and tea beverages, whole bean and ground coffee, gourmet desserts, sandwiches and salads, and other food products and beverages authorized by Franchisor. In certain areas, Franchisor will authorize the café to offer selected specialty wines and other alcoholic beverages approved by Franchisor.

The total investment necessary to begin operation of a PJ's Unit ranges from \$173,275 - \$582,000. This total investment estimate includes the initial franchise fee of \$10,000 - \$35,000, as well as pre-opening costs for PJ's Products and proprietary items of \$2,500 - \$5,000, that must be paid to the Franchisor or its affiliate.

The total investment necessary to begin operation of a Traditional Model PJ's Unit ranges from \$200,775 - \$582,000. This total investment estimate includes the initial franchise fee of \$35,000, as well as pre-opening costs for PJ's Products and proprietary items of \$2,500 - \$5,000, that must be paid to the Franchisor or its affiliate. A Traditional Model PJ's Unit generally occupies approximately 1,000 to 1,850 square feet of space and is typically located in a strip mall or free-standing building.

The total investment necessary to begin operation of a Non-traditional Model PJ's Unit ranges from \$190,775 - \$391,000. This total investment estimate includes the initial franchise fee of \$25,000, as well as pre-opening costs for PJ's Products and proprietary items of \$2,500 - \$5,000, that must be paid to the Franchisor or its affiliate. A Non-traditional Model PJ's Unit generally occupies 250 to 1,000 square feet of space possibly with a common eating area and/or common kitchen (i.e. airports, shopping malls, sports arenas, hotels, university campuses, health care facilities, government & military facilities). The space may be either owned by Franchisee or leased from a third party.

The total investment necessary to begin operation of a Special Contracts Traditional Model PJ's Unit ranges from \$175,775 - \$562,000. This total investment estimate includes the initial franchise fee of \$10,000 - \$15,000, as well as pre-opening costs for PJ's Products and proprietary items of \$2,500 - \$5,000, that must be paid to the Franchisor or its affiliate. A Special Contracts Traditional Model PJ's Unit generally occupies approximately 1,000 to 1,850 square feet of space and is typically located in a strip mall or free-standing building.

The total investment necessary to begin operation of a Special Contracts Non-traditional Model PJ's Unit ranges from \$173,275 - \$376,000. This total investment estimate includes the initial franchise fee of \$10,000 - \$15,000, as well as pre-opening costs for PJ's Products and proprietary items of \$2,500 - \$5,000, that must be paid to the Franchisor or its affiliate. A Special Contracts Non-traditional Model PJ's Unit generally occupies 250 to 1,000 square feet of space possibly with a common eating area and/or common kitchen (i.e. airports, shopping malls, sports arenas, hotels, university campuses, health care facilities, government & military facilities). The space may be either owned by Franchisee or leased from a third party.

New Orleans Brew, LLC

1

We also offer multi-unit franchises under a Multiple-Unit Option Agreement (the “MUOA”), where you agree to open a certain number of PJ’s Units according to an agreed upon development schedule. The total investment necessary to begin operation of a PJ’s Unit under a MUOA ranges from \$200,775 - \$582,000 for the first PJ’s Unit. The total investment necessary to begin operation of each PJ’s Unit numbered two or greater is \$175,775 - \$557,000. These total investment estimates include the initial franchise fee of \$35,000, as well as the reduced franchise fee of \$10,000 for each PJ’s Unit numbered two or greater. The total investment estimates also include the pre-opening costs for PJ’s Products and proprietary items of \$2,500 - \$5,000, that must be paid to the Franchisor or its affiliate.

This Disclosure Document summarizes certain provisions of Franchisee’s franchise agreement and other information in plain English. Read this Disclosure Document and all accompanying agreements carefully. Franchisee must receive this Disclosure Document at least fourteen (14) calendar days before Franchisee signs 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 the Franchise Disclosure Document in another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact the Franchise Development Director at 180 New Camellia Boulevard, Suite 100, Covington, Louisiana 70433 and (985) 792-5776.

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: April 10, 2020. (The issuance date is not the effective date for registration states.)

## 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 H to this Disclosure Document 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 FRANCHISOR BY LITIGATION/ARBITRATION ONLY IN LOUISIANA. OUT OF STATE LITIGATION/ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO SUE/ARBITRATE WITH FRANCHISOR IN LOUISIANA THAN YOUR OWN STATE.
2. THE FRANCHISE AGREEMENT STATES THAT LOUISIANA 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. 71.3% OF FRANCHISOR'S TOTAL ASSETS ARE INTANGIBLE. THIS MEANS THAT FRANCHISOR LACKS READILY AVAILABLE FINANCIAL RESOURCES TO PROVIDE SERVICES & SUPPORT TO YOU.
4. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

Franchisor uses the services of one or more FRANCHISE BROKERS or referrals sources to assist Franchisor in selling its franchise. A franchise broker or referral source represents the Franchisor, not you. Franchisor pays this person a fee for selling our franchise or referring you to Franchisor. You should be sure to do your own investigation of the franchise.

The effective dates of this Franchise Disclosure Document in the states with franchise registration laws in which Franchisor has sought registration to appear on the following page.

This is a document preview downloaded from FranchisePanda.com. The full document is available for free by visiting: <https://franchisepanda.com/franchises/pjs-coffee-of-new-orleans>