

2021 FRANCHISE DISCLOSURE DOCUMENT



New Orleans Brew, L.L.C.
d/b/a PJ's Coffee of New Orleans
4480 LA-22, Suite 2
Mandeville, Louisiana 70471
Telephone: (985) 792-5776
Facsimile: (985) 792-1201
E-mail: franchise@pjscoffee.com
Website: 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.

The total investment necessary to begin operation of a Traditional Model PJ's Unit ranges from \$200,775 - \$584,000. This includes \$35,000 that must be paid to the Franchisor or its affiliate.

The total investment necessary to begin operation of a Non-traditional Model PJ's Unit ranges from \$190,775 - \$393,000. This includes \$25,000 that must be paid to the Franchisor or its affiliate.

The total investment necessary to begin operation of a Special Contracts Traditional Model PJ's Unit ranges from \$175,775 - \$564,000. This includes \$10,000 - \$15,000 that must be paid to the Franchisor or its affiliate.

The total investment necessary to begin operation of a Special Contracts Non-traditional Model PJ's Unit ranges from \$173,275 - \$378,000. This includes \$10,000 - \$15,000 that must be paid to the Franchisor or its affiliate.

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 - \$584,000 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 - \$559,000. 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.

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 Vice President of Franchise Development at 4480 LA-22, Suite 2, Mandeville, Louisiana 70471 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 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 9, 2021 as amended April 21, 2021. (The issuance date is not the effective date for registration states.)

How to Use This Franchise Disclosure Document



Here are some questions you may be asking about buying a franchise and tips on how to find more information:

QUESTION	WHERE TO FIND INFORMATION
How much can I earn?	Item 19 may give you information about outlet sales, costs, profits or losses. You should also try to obtain this information from others, like current and former franchisees. You can find their names and contact information in Item 20 or Exhibit J.
How much will I need to invest?	Items 5 and 6 list fees you will be paying to the franchisor or at the franchisor’s direction. Item 7 lists the initial investment to open. Item 8 describes the suppliers you must use.
Does the franchisor have the financial ability to provide support to my business?	Item 21 or Exhibit F includes financial statements. Review these statements carefully.
Is the franchise system stable, growing, or shrinking?	Item 20 summarizes the recent history of the number of company-owned and franchised outlets.
Will my business be the only PJ’s Coffee of New Orleans business in my area?	Item 12 and the “territory” provisions in the franchise agreement describe whether the franchisor and other franchisees can compete with you.
Does the franchisor have a troubled legal history?	Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.
What’s it like to be a PJ’s Coffee of New Orleans franchisee?	Item 20 or Exhibit J lists current and former franchisees. You can contact them to ask about their experiences.
What else should I know?	These questions are only a few things you should look for. Review all 23 Items and all Exhibits in this disclosure document to better understand this

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