

FRANCHISE DISCLOSURE DOCUMENT

Pop Bar Franchising LLC
a New York limited liability company
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The franchisee will operate a shop under the name “Popbar” featuring handcrafted gelato, sorbetto and yogurt served on a stick made from superior, all-natural ingredients, as well as coffee, hot chocolate, milkshakes, hot and cold drinks, dessert items and other complementary products. Popbar shops operate using proprietary formula, and techniques, trade dress, and trademarks and logos.

The total investment necessary to begin operation of a Popbar franchise is \$217,000 to \$458,400. This includes between \$67,000 to \$121,500 that must be paid to the franchisor and/or its affiliate, as appropriate.

If you enter into a multi-unit operator agreement to develop at least three shops, when you sign the multi-unit operator agreement you will pay an initial fee equal to 100% of the initial franchise fee for the first shop to be developed, plus a deposit equal to 50% of the initial franchise fee multiplied by the total number of additional shops to be developed under the multi-unit operator agreement. The total investment under a multi-unit operator agreement will vary depending on the number of shops to be developed.

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 the 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 government 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 Reuben Ben Jehuda at 5 Carmine Street, New York, New York, 10014, and (212)444-8141.

You may have elected to receive an electronic version of your disclosure document. If so, you may wish to print or download the disclosure document for future reference. You have the right to receive a paper copy of the disclosure document until the time of sale. To obtain a paper copy, contact Reuben Ben Jehuda at 5 Carmine Street, New York, New York, 10014, and (212)444-8141.

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, DC 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.

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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 D.
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 A 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 Popbar business in my area?	Item 12 and the “territory” provisions in the franchise agreement and multi-unit operator 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 Popbar franchisee?	Item 20 or Exhibit D 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 franchise opportunity. See the table of contents.

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