

FRANCHISE DISCLOSURE DOCUMENT

ROCK 'N' JOE, LLC
a Pennsylvania limited liability company
1005 South Bee Street
Pittsburgh, PA 15220
Telephone: (412) 919-2100
www.rocknjoe.net



The franchise offered is for the establishment and operation of a specialty coffee shop with a rock-and-roll motif that offers a variety of specialty coffee drinks, sandwiches, soups and salads, side items, desserts, and other food and beverage items. You must operate the franchised business according to our standards and specifications.

The total investment necessary to begin operation of a Rock 'N' Joe franchise is \$218,000 to \$414,000. This includes the \$30,000 Franchise Fee you must pay us. This does not include a \$7,500 per location option fee for each additional location should you choose to reserve the right to open more than one location by executing a Multi-Unit Option Agreement.

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 Bob Montanari, Vice President of Franchising & Development at 1005 South Bee Street, Pittsburgh, PA 15220 and (412) 919-2100.

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.

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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 THE DISCLOSURE DOCUMENT.

Call the state franchise administrator listed in Exhibit A 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 THAT YOU AND WE RESOLVE DISPUTES BY ARBITRATION IN ALLEGHENY COUNTY, PENNSYLVANIA. OUT OF STATE ARBITRATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE OR LITIGATE WITH US IN PENNSYLVANIA THAN IN YOUR HOME STATE.
2. THE FRANCHISE AGREEMENT STATES THAT PENNSYLVANIA 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.
4. THE FRANCHISEE WILL BE REQUIRED TO MAKE AN ESTIMATED INTITAL INVESTMENT RANGING FROM \$218,000 to \$414,000. THIS AMOUNT EXCEEDS THE FRANCHISOR'S STOCKHOLDER EQUITY AS OF DECEMBER 28, 2014, WHICH IS \$111,895.
3. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

Effective Date: June 30, 2015

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