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**FRANCHISE DISCLOSURE DOCUMENT**

PHOENIX FRANCHISE GROUP, LLC

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Phoenix Franchise Group, LLC,  
A Utah Limited Liability Company  
7370 Creek Road, Suite 101  
Sandy, Utah 84093  
(801) 567-0500  
www.rodiziogrill.com

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As a franchisee, you will operate a Rodizio Grill® franchise restaurant operating a Brazilian style steakhouse.

The total investment necessary to begin operation of a Rodizio Grill® franchise is between \$646,250 and \$1,675,500. This includes the \$90,000 to \$145,000 that must be paid to the franchisor or affiliate. You may also reserve a territory for a multi-unit development, the up front development fee is \$40,000 plus \$20,000 for each additional unit 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 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 regarding 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 Ivan Utrera at 7370 Creek Road, Suite 101, Sandy, Utah 84093 and 801-567-0500.

The terms of your contract will govern your franchise relationship. Don't rely on this disclosure document alone to understand your contract. Read your entire contract carefully. Show your contract and this document to an advisor, like an attorney 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

Rodizio Grill® -FDD -2012.3

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.

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