

SCHOOL FOOD FRANCHISE, INC.
California Corporation

INFORMATION FOR PROSPECTIVE FRANCHISEES

REQUIRED BY FEDERAL TRADE COMMISSION

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TO PROTECT YOU, WE HAVE REQUIRED YOUR FRANCHISOR TO GIVE YOU THIS INFORMATION. WE HAVE NOT CHECKED IT AND DO NOT KNOW IF IT IS CORRECT. IT SHOULD HELP YOU MAKE UP YOUR MIND. STUDY IT CAREFULLY. WHILE IT INCLUDES SOME INFORMATION ABOUT YOUR CONTRACT, DO NOT RELY ON IT ALONE TO UNDERSTAND YOUR CONTRACT. READ ALL OF YOUR CONTRACT CAREFULLY. BUYING A FRANCHISE IS A COMPLICATED INVESTMENT. TAKE YOUR TIME TO DECIDE. IF POSSIBLE, SHOW YOUR CONTRACT AND THIS INFORMATION TO AN ADVISOR, LIKE A LAWYER OR AN ACCOUNTANT. IF YOU FIND ANYTHING YOU THINK MAY BE WRONG OR LEFT OUT, YOU SHOULD LET US KNOW ABOUT IT. IT MAY BE AGAINST THE LAW.

THERE MAY ALSO BE LAWS ON FRANCHISING IN YOUR STATE. ASK YOUR STATE AGENCIES ABOUT THEM.

FEDERAL TRADE COMMISSION
WASHINGTON, D C

The effective date of this Disclosure Document is _____, 2013

**FRANCHISE DISCLOSURE DOCUMENT FOR
PROSPECTIVE FRANCHISEE REQUIRED BY
THE FEDERAL TRADE COMMISSION
&
STATE OF CALIFORNIA**

SCHOOL FOOD FRANCHISE, INC
California Corporation
621 S Western
Avenue #401
Los Angeles, CA 90005
Telephone (213) 380-3663
www.schoolfoodusa.com

A prospective franchisee may choose either to purchase (1) a full size "SCHOOL FOOD" franchise or (2) a scaled down "MINI SCHOOL FOOD" franchise. A SCHOOL FOOD franchise is a restaurant offering full scale menu while a MINI SCHOOL FOOD franchise will offer limited menu. The franchise is for a restaurant featuring culturally specialized Korean "street style" food and a variety of related items. An initial franchise fee is \$50,000 for SCHOOL FOOD franchise and \$40,000 for MINI SCHOOL FOOD franchise and a total initial investment estimated in the range of \$219,000 to \$700,000 for a SCHOOL FOOD franchise and \$164,000 to \$672,000 for a MINI SCHOOL FOOD franchise. This amount exceeds the Franchisor's stockholders equity as of December 31, 2012, which is \$12,379 00.

RISK FACTORS

- 1 YOUR BUSINESS MAY DECLINE WHEN THERE IS BAD PUBLICITY ABOUT THE TYPES OF SERVICE AND PRODUCTS WE PROVIDE and/or ANOTHER RESTAURANT IN OUR SYSTEM, OR EVEN A COMPETING RESTAURANT OR SYSTEM, SUCH AS PUBLICITY REGARDING A CRIME, INJURY OR OTHER MISFORTUNE AT ANY SUCH RESTAURANTS. YOUR BUSINESS WILL BE AFFECTED BY CHANGES IN CONSUMER PREFERENCES, DEMOGRAPHIC PATTERNS, CHARACTER OF THE AREA WHERE YOUR RESTAURANT IS LOCATED, WEATHER, COMPETITION, INFLATION, RECESSION, FOOD COSTS, COST OF MOTOR FUELS, GOVERNMENT REGULATIONS LIKE HEALTH CODES, ZONING, WAGE AND PRICE CONTROLS, EMPLOYMENT AND WAGE LEVELS, AND INCREASES IN OTHER OPERATING COSTS. THERE MAY BE OTHER RISKS CONCERNING THE FRANCHISE.

Information about comparisons of Franchisors is available. Call the California Department of Corporations, 320 West 4th Street, Suite 750, Los Angeles, California 90013-1105 or your public library for sources of information.

Registration of this franchise by this state does not mean that the state recommends it or has verified the information in this Disclosure Document. If you learn that anything in the Disclosure Document is untrue, contact the Federal Trade Commission and the state administrator, which is the

Commissioner of Corporations, California Department of Corporations, 320 West 4th Street, Suite 750,
Los Angeles, California 90013-1105

The name and address of the agent in California authorized to receive service of process for
SCHOOL FOOD FRANCHISE, INC is Sarah Jeong, Esq 9107 Wilshire Blvd Suite 720, Beverly
Hills, California 90210

Effective Date _____, 2013

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