

SHULA'S STEAK HOUSE® SHULA'S 2 STEAK & SPORTS® SHULA'S 347 GRILL® SHULA'S ON THE BEACH®
FRANCHISE DISCLOSURE DOCUMENT

SHULA'S STEAK HOUSES, LLLP
(A Delaware Limited Liability Limited Partnership)
3020 NE 32nd Avenue, Suite #347
Ft. Lauderdale, FL 33308
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**DEPARTMENT OF CORPORATIONS
RECEIVED LOS ANGELES OFFICE**

JUL 17 2012

Shula's Steak Houses, LLLP, offers franchises for distinctive restaurants featuring a variety of steak dishes and complementary food and beverage items. Each Shula's restaurant is named and operated under one of the following Principal Trademarks *Shula's Steak House®*, *Shula's 2 Steak & Sports®*, *Shula's 347 Grill®*, or *Shula's On The Beach®*. In addition to these trademarks, our franchise system for operating these restaurants features a consistent selection of innovative and distinctive menu items, elegant, efficient, and enthusiastic service, and dining conveniences featured in an environment combining traditional and contemporary elements.

The total investment necessary to begin operation of a Shula's franchise is \$1,157,350 - \$3,048,625. This includes the \$185,750 to \$196,125 that must be paid to the franchisor or affiliate.

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 Dave Shula, at Shula's Steak Houses, LLLP, 3020 NE 32nd Avenue, Suite #347, Ft. Lauderdale, FL 33308 and (954)393-1920, Dave.Shula@Shula.com.

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 June 19, 2012

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 THIS DISCLOSURE DOCUMENT

Call the state franchise administrator listed in Exhibit D 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 YOU MUST RESOLVE DISPUTES WITH US BY MEDIATION OR LITIGATION OR BOTH IN FLORIDA. OUT-OF-STATE MEDIATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO SUE OR MEDIATE WITH US IN FLORIDA THAN IN YOUR HOME STATE
- 2 THE FRANCHISE AGREEMENT STATES THAT FLORIDA LAW GOVERNS THE AGREEMENT, EXCEPT TO THE EXTENT THAT THE LANHAM ACT OR FEDERAL ARBITRATION ACT GOVERNS. FLORIDA LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS
- 3 THE PARTIES WAIVE THEIR RIGHT TO A JURY TRIAL WITH RESPECT TO DISPUTES RELATING TO THE FRANCHISE AGREEMENT
- 4 THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE

Effective Date See next page for effective dates in various jurisdictions

STATE EFFECTIVE DATES

The following states require that the Franchise Disclosure Document be registered or filed with the state, or be exempt from registration California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Utah, Virginia, Washington, and Wisconsin

Non-registration State Effective Date June 19, 2012

STATE	EFFECTIVE DATE(S)	AMENDMENT EFFECTIVE DATE(S)
California		
Hawaii		
Illinois		
Indiana		
Maryland		
Michigan		
Minnesota		
New York		
North Dakota		
Rhode Island		
South Dakota		
Virginia		
Washington		
Wisconsin		

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