

FRANCHISE DISCLOSURE DOCUMENT

SLAPFISH FRANCHISE, LLC
a Delaware limited liability company
10661 Ellis Avenue, Suite F
Fountain Valley, California 92708
(949) 222-5600
www.slapfishrestaurant.com
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The franchise offered is for a full service, casual restaurant offering a menu specializing in fresh, healthy seafood dishes using sustainable resources, side dishes, beverages, beer and wine. The franchise operates under the names “Slapfish” and “Roll in the Wall by Slapfish” and offers dine-in, take-out and catering. “Roll in the Wall by Slapfish” restaurants are smaller in size and offer a more limited menu.

The total investment necessary to begin operation of a Slapfish franchise is \$452,600 to \$762,650. This includes between \$45,000 to \$72,000 that must be paid to the franchisor and/or its affiliate. The total investment necessary to begin operation of a “Roll in the Wall by Slapfish” franchise is \$171,100 to \$264,500. This includes between \$45,000 to \$72,000 that must be paid to the franchisor and/or its affiliate.

If you enter into a Multi-Unit Operator Agreement to develop at least three Restaurants, when you sign the Multi-Unit Operator Agreement you will pay a development fee equal to 100% of the initial franchise fee for the first Restaurant to be developed, plus a deposit of 50% of the initial franchise fee for each additional Restaurant to be developed under the Multi-Unit Operator Agreement. The total estimated investment under a Multi-Unit Operator Agreement to develop three Slapfish Franchises is \$489,600 to \$800,150. This includes \$80,000 to \$107,000 that must be paid to the franchisor and/or its affiliate. The total investment under a Multi-Unit Operator Agreement will vary depending on the number of Restaurants 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 Andrew Gruel at 10661 Ellis Avenue, Suite F, Fountain Valley, California 92708 and (949) 749-2087.

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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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 I 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 AND MULTI-UNIT OPERATOR AGREEMENT REQUIRE YOU TO RESOLVE DISPUTES WITH US BY ARBITRATION AND LITIGATION ONLY IN CALIFORNIA. OUT OF STATE ARBITRATION AND LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO ARBITRATE AND LITIGATE WITH US IN CALIFORNIA THAN IN YOUR OWN STATE.**
2. **THE FRANCHISE AGREEMENT AND MULTI-UNIT OPERATOR AGREEMENT STATE THAT CALIFORNIA LAW GOVERNS THE AGREEMENTS, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.**
3. **YOUR SPOUSE MUST ALSO SIGN A PERSONAL GUARANTY MAKING YOUR SPOUSE JOINTLY AND INDEPENDENTLY LIABLE FOR THE FINANCIAL OBLIGATIONS UNDER THE FRANCHISE AGREEMENT. THE GUARANTEE WILL PLACE YOUR SPOUSE'S MARITAL AND PERSONAL ASSETS AT RISK IF YOUR FRANCHISE FAILS.**
4. **IF YOU SIGN A MULTI-UNIT OPERATOR AGREEMENT AND YOU FAIL TO MEET THE MINIMUM PERFORMANCE SCHEDULE, YOU WILL LOSE YOUR EXCLUSIVE TERRITORY.**
5. **WE DO NOT HAVE CERTAIN TRADEMARKS FOR "ROLL ON THE WALL BY SLAPFISH" ON THE PRINCIPAL REGISTER OF THE USPTO. THEREFORE, THIS TRADEMARK DOES NOT HAVE MANY LEGAL BENEFITS AND RIGHTS AS A FEDERALLY REGISTERED TRADEMARK. IF OUR RIGHT TO USE THE TRADEMARK IS CHALLENGED, YOU MAY HAVE TO CHANGE TO AN ALTERNATIVE TRADEMARK, WHICH MAY INCREASE YOUR EXPENSE.**^{ca}
6. **THE FRANCHISOR HAS THE RIGHT TO BUY BACK THE RESTAURANT AND RESTAURANT ASSET'S. IF THE FRANCHISOR EXERCISES THIS RIGHT FOR ANY REASON, THEY WILL PROVIDE YOU WITH NINETY DAYS NOTICE.**
7. **THE FRANCHISOR'S FINANCIAL STATEMENTS SHOW THAT IT IS OWED A SUBSTANTIAL AMOUNT OF MONEY FROM AN AFFILIATED OR PARENT COMPANY, IF THE PARENT OR AFFILIATE CANNOT PAY THESE DEBTS, THE FRANCHISOR MAY NOT HAVE THE FINANCIAL RESOURCES TO PROVIDE SERVICES OR SUPPORT TO YOU**^{va}

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