

5/31/16

FRANCHISE DISCLOSURE DOCUMENT

(Single-Unit Franchise and Area Development Rights)



Fourth Avenue Restaurant Group, LLC
111 2ND Ave NE
Suite 900
St. Petersburg, FL 33701
Phone: (800) 656-0779
franchise@smokinoakpizza.com
www.smokinoakpizza.com

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Fourth Avenue Restaurant Group, LLC
a Florida limited liability company
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The Franchise Business you will own and operate is a restaurant that offers wood-fired pizza and other menu items primarily baked in a wood-fired oven. You may also offer beer and wine.

The total investment necessary to begin operation of a Smokin' Oak Wood-Fired Pizza Franchise ranges from \$447,400 to \$713,000. This includes \$15,000 to \$30,000 that must be paid to us or our affiliate.

We also offer to certain qualified persons rights to develop a specified number of Smokin' Oak Wood-Fired Pizza Franchises (the "Franchise Businesses") within a Development Area under a Smokin' Oak Wood-Fired Pizza Area Development Agreement. You must pay us a Development Fee of \$10,000 for every Franchise Business you agree to develop (other than for the first Franchise Business that you must purchase at the same time you purchase Area Development Rights). We will credit \$10,000 of the Development Fee against the Initial Franchise Fee for each additional Franchise Business you develop.

This Franchise Disclosure Document summarizes certain provisions of your Franchise Agreement and other information in plain English. Read this Franchise Disclosure Document and all accompanying agreements carefully. You must receive this Franchise Disclosure Document at least 14 calendar-days before you sign a binding agreement with, or make any payment to, us or an affiliate in connection with the proposed franchise sale or grant. **Note, however, that no governmental agency has verified the information contained in this Franchise Disclosure Document.**

You may wish to receive this Franchise Disclosure Document in another format that is more convenient for you. To discuss the availability of this Franchise Disclosure Document in different formats, contact Matt Mongoven, CEO, at 111 2nd Ave NE, Suite 900, St. Petersburg, FL 33701, via phone at (800) 656-0779 or email at franchise@smokinoakpizza.com

The terms of your contract will govern your franchise relationship. Don't rely on this Franchise Disclosure Document alone to understand your contract. Read all of your contract carefully. Show your contract and this Franchise Disclosure Document to an advisor, like a lawyer or an accountant.

Buying a franchise is a complex investment. The information in this Franchise 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 Franchise 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, N.W., 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.

The date of issuance of this Franchise Disclosure Document is May 1, 2016.

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