

**FRANCHISE DISCLOSURE DOCUMENT****JFE FRANCHISING, INC.,**

a Texas corporation

2021 Bingle Road

Houston, Texas 77055

(713) 463-7777

fdd@jfefood.com

<http://www.jfefoods.com>

JFE Franchising, Inc. (“JFE Franchising”) grants franchises for its franchisees to operate sushi bars under the trade name “Snow Fox” as separate departments in supermarkets, grocery stores, and other facilities that are owned by third parties.

The total investment necessary to begin operation of a new JFE franchise is \$23,356 to \$211,675. This includes \$5,788 to \$67,020 that must be paid to the franchisor or affiliate. If you purchase an existing location, the total investment necessary to begin operation of a JFE franchise is \$28,808 to \$324,695, which includes \$14,258 to \$240,695 that must be paid to the franchisor or affiliate. If you are an existing franchisee and you are granted the right to prepare pre-packaged sushi products from your existing location to be sold on a self-service type station satellite location, the total investment necessary to begin operation of a satellite location is \$5,068 to \$24,255. This includes \$1,368 to \$13,255 that must be paid to the franchisor or affiliate. If you already operate a JFE sushi bar pursuant to a contract with our affiliate JFE, Inc and you elect to sign our franchise agreement, you will not pay an initial franchise fee or an initial training fee. The total investment necessary to begin operation for a contracted operator converting to a franchised business is \$6,000 to \$20,500.

This disclosure document summarizes certain provisions of your franchise agreement and other information in plain English. Read this disclosure document and all 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 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 to you. To discuss the availability of disclosures in different formats, contact JFE Franchising at 2021 Bingle Road, Houston, Texas 77055 and (713) 463-7777.

The terms of your contract will govern your franchise relationship. Do not 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](#) [A Consumer’s Guide](#),” 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.

THE ISSUANCE DATE OF THIS DISCLOSURE DOCUMENT IS MARCH 4, 2016.

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 B** 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 REQUIRES YOU TO RESOLVE DISPUTES WITH US BY MEDIATION AND/OR ARBITRATION ONLY IN TEXAS. OUT-OF-STATE MEDIATION OR ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO MEDIATE OR ARBITRATE WITH US IN TEXAS THAN IN YOUR OWN STATE. LOCAL LAW MAY SUPERSEDE THIS REQUIREMENT IN YOUR STATE.
2. THE FRANCHISE AGREEMENT STATES THAT TEXAS LAW GOVERNS THE AGREEMENT, AND TEXAS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOUR LOCAL LAW MAY STILL APPLY. YOU MAY WANT TO COMPARE THESE LAWS AND SEEK ADVICE OF YOUR LAWYER.
3. OUR FRANCHISING BUSINESS HAS BEEN IN EXISTENCE FOR A SHORT PERIOD OF TIME (SINCE AUGUST 2013). THEREFORE, THERE IS ONLY A BRIEF OPERATING HISTORY TO ASSIST YOU IN DECIDING WHETHER OR NOT TO MAKE THIS DECISION.
4. WE DECIDE WHETHER TO GRANT YOU A FRANCHISE BEFORE YOU SIGN THE FRANCHISE AGREEMENT AND PAY THE FRANCHISE FEE, BUT AFTER YOU PAY TRAINING FEE OF \$500 PER PERSON AND COMPLETE TRAINING. EVEN IF YOU COMPLETE TRAINING, WE ARE NOT REQUIRED TO GRANT YOU A FRANCHISE. IF YOU DO NOT COMPLETE TRAINING TO OUR SATISFACTION, WE MAY DECLINE TO ENTER INTO A FRANCHISE AGREEMENT AT OUR SOLE DISCRETION. THERE IS NO REFUND OF THE TRAINING FEE IF WE DO NOT GRANT YOU A FRANCHISE.

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