

FRANCHISE DISCLOSURE DOCUMENT

**Straw Hat Restaurants, Inc. (a California Corporation)
11501 Dublin Blvd., Suite 200
Dublin, California 94568 (925) 837-3400**

**Franchise@strawhatpizza.com
WEBSITE: WWW.STRAWHATPIZZA.COM**



The name of the franchisor is Straw Hat Restaurants, Inc. ("**Straw Hat**"). The franchise is for casual dining restaurant serving, among other items, pizza, operating under the name Straw Hat Pizza®, and under Straw Hat's system of opening and operating restaurants. Straw Hat grants to qualified persons the right to own, develop and operate a pizza restaurant, referred to in this document as Straw Hat Pizza restaurant, according to the terms of its standard franchise agreement as described in this Disclosure Document.

The initial investment necessary to develop and begin operation of a standard Straw Hat Pizza restaurant ranges from \$145,000 to \$913,000. This includes the initial franchise fees of \$20,000. The initial investment necessary to develop and begin operation of a Straw Hat Pizza restaurant in a non-traditional location ranges from \$108,300 to \$711,000. This includes the initial franchise fees of \$20,000. The initial investment necessary to develop and begin operation of a Straw Hat Pizza Grille restaurant ranges from \$255,500 to \$1,053,000. This includes the initial franchise fees of \$20,000 for a Straw Hat Pizza Grille restaurant.

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 Scott Mason, Straw Hat Restaurants, Inc., 11501 Dublin Blvd., Suite 200, Dublin, California 94568, telephone number (925) 837-3400 x4.

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: April 19, 2021

How to Use This Franchise Disclosure Document

Here are some questions that you may be asking about buying a franchise and tips on how to find more information:

QUESTION	WHERE TO FIND INFORMATION
How much can I earn?	Item 19 may give you information about outlet sales, costs, profits or losses. You should also try to obtain this information from others, like current and former franchisees. You can find their names and contact information in Item 20 or Exhibits H and I.
How much will I need to invest?	Items 5 and 6 list fees you will be paying to the franchisor or at the franchisor's direction. Item 7 lists the initial investment to open. Item 8 describes the suppliers you must use.
Does the franchisor have the financial ability to provide support to my business?	Item 21 or Exhibits G includes financial statements. Review these statements carefully.
Is the franchise system stable, growing, or shrinking?	Item 20 summarizes the recent history of the number of company-owned and franchised outlets.
Will my business be the only Straw Hat restaurant in my area?	Item 12 and the "territory" provisions in the franchise agreement describe whether the franchisor and other franchisees can compete with you.
Does the franchisor have a troubled legal history?	Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.
What's it like to be a Straw Hat restaurant franchisee?	Item 20 or Exhibits H and I list current and former franchisees. You can contact them to ask about their experiences.
What else should I know?	These questions are only a few things you should look for. Review all 23 Items and all Exhibits in this disclosure document to better understand this franchise opportunity. See the table of contents.

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