

FRANCHISE DISCLOSURE DOCUMENT

THE BEEF JERKY OUTLET FRANCHISE, INC.

a Tennessee corporation
3609 Outdoor Sportsman's Place, Ste. 5
Kodak, TN 37764
(865) 934-8000
www.thebeefjerkyoutlet.com
franchise@thebeefjerkyoutlet.com



The franchise is for the operation of a business under the "Beef Jerky Outlet" name which is a specialty retail food store that features an exceptional variety of jerky products, sausages and smoked meats, sauces, rubs, seasonings, marinades, jams, butters, jellies, peanuts, candies, cheeses, and other similar foods. Beef Jerky Outlet operates using our proprietary methods, techniques, trade dress, trademarks and logos.

The total investment necessary to begin operation of a Beef Jerky Outlet franchise is \$215,750 to \$394,900. This includes between \$60,850 to \$65,850 that must be paid to the franchisor and/or its affiliate, as appropriate

We may offer to qualified individuals and entities the opportunity to become a multi-unit operator to establish and operate a certain number of Stores at specific locations according to individual Franchise Agreements. If you become a Multi-Unit Operator, you will pay a development fee equal to 100% of the initial franchise fee for the first Store to be opened, plus a non-refundable deposit of 50% of the reduced initial franchise fee for each additional Store to be established under a Multi-Unit Operator Agreement. The total investment necessary will vary based on the number of Stores to be opened. Thus, your investment to open a franchise is the same as for single franchise operators, but your minimum initial franchise fee will increase by a \$14,950 franchise fee deposit for each additional Store you develop.

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 Scott Parker at 3609 Outdoor Sportsman's Place, Ste. 5, Kodak, TN 37764 and (865) 934-8000.

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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