

**RMS FRANCHISE GROUP, INC.**  
2390 East Orangewood, Suite 550  
Anaheim, CA 92806  
www.thepizzapress.com  
(844) 84-PRESS



## WISCONSIN FRANCHISE DISCLOSURE DOCUMENT

May 25, 2018

## FRANCHISE DISCLOSURE DOCUMENT

### THE PIZZA PRESS

RMS FRANCHISE GROUP, INC.  
(A California Corporation)  
2390 East Orangetown, Suite 550  
Anaheim, CA 92806  
(844) 84-PRESS  
franchise@thepizzapress.com  
www.thepizzapress.com

The franchise described is known as “The Pizza Press”™ (“The Pizza Press”). RMS Franchise Group is involved in the business of franchising the right to operate restaurants under the name “The Pizza Press,” whose products and services are generally described below. The Pizza Press franchisees provide standard and create-your-own pizzas and salads, kid-sized pizzas, root beer floats, craft beers, and other pre-packaged salads and desserts or bottled beverages in a setting based on the timeless tradition of the old newspaper printing press during the industrial revolution.

The total investment necessary to begin operation of a The Pizza Press Single Unit franchised business is \$528,350.00 to \$798,500.00. This includes an Initial Fee of \$35,000.00 to secure your chosen Territory. This also includes \$108,000 to \$160,000 that will be paid to our affiliates for opening supplies, furniture, fixtures, equipment, and other miscellaneous items specific to the franchise system necessary at opening. The total investment necessary to begin operation of a The Pizza Press Area Development franchise business is \$539,350.00 to \$1,036,500.00, with a minimum of three (3) franchise units and up to seven (7) franchise units. This includes the Initial Development Fee of \$35,000.00 and the payment of all additional Initial Fees at \$28,000.00 (under a Non-Exclusive Area Development Agreement) or \$35,000.00 (under an Exclusive Area Development Agreement) each for all units that must be paid to Us at the time You sign the Development Agreement. This also includes \$108,000 to \$160,000 that will be paid to our affiliates for opening supplies, furniture, fixtures, equipment, and other miscellaneous items specific to the franchise system necessary at opening. Single Unit Operators and Area Developers have the option to request a Special Edition buildout, which if approved will increase your cost from \$75,000 to \$100,000 per location. The Special Edition buildout is not required and will only be approved at our sole discretion.

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 Us 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 Dara Maleki at 2390 East Orangetown, Suite 550, Anaheim, CA 92806, or email at franchise@thepizzapress.com or telephone him at (844) 84-PRESS.

The terms of your contract will govern your franchise relationship. Do not rely on the Disclosure Document alone to understand your contract. Read your entire 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](http://www.ftc.gov) for additional information.

There may also be laws on franchising in your state. Ask your state agencies about them.

**Issuance Date: May 25, 2018**

## 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 H 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 OR LITIGATION IN SACRAMENTO COUNTY, CALIFORNIA. OUT-OF-STATE MEDIATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT ALSO COSTS YOU MORE TO MEDIATE OR LITIGATE WITH US IN SACRAMENTO COUNTY, CALIFORNIA THAN IN YOUR HOME STATE.
2. THE FRANCHISE AGREEMENT REQUIRES THAT CALIFORNIA LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. YOUR SPOUSE, IF FRANCHISEE IS AN APPROVED BUSINESS ENTITY, MUST SIGN A SPOUSAL CONSENT DOCUMENT, MAKING THE SPOUSE JOINTLY AND SEVERALLY LIABLE FOR THE OBLIGATIONS UNDER THE FRANCHISE AGREEMENT, EVEN IF YOUR SPOUSE DOES NOT HAVE AN OWNERSHIP INTEREST IN THE FRANCHISE. THIS WILL PLACE BOTH YOUR AND YOUR SPOUSE'S OWN PERSONAL ASSETS, POSSIBLY INCLUDING YOUR HOME, AT RISK.
4. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.  
We use the services of one or more FRANCHISE BROKERS or referral sources to assist Us in selling Our franchise. A franchise broker or referral source represents Us, not You. We pay this person a fee for selling Our franchise or referring You to Us. You should make sure to do your own investigation of the franchise.

A chart of State Effective Dates is located on the following page:

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