

FRANCHISE DISCLOSURE DOCUMENT



Roma Franchise Corporation
a Delaware corporation
11315 Corporate Boulevard., Suite 100
Orlando, Florida 32817
321-281-9330

franchiseinquiry@romacorp.com www.tonyromasfranchise.com
www.trfiregrillfranchise.com

The franchisee will operate one or more restaurants under the mark TONY ROMA'S[®], featuring a wide variety of menu items including ribs, steak, grilled chicken, seafood, sandwiches, salads, appetizers and desserts for dine-in and take-out customers and full bar services, or under the mark TR FIRE GRILL[®], a chef-inspired American bistro specializing in artisanal food and beverages using locally sourced, seasonal produce, with full bar services. The franchise is for one or both of these two concepts:

Tony Roma's restaurants ("Tony Roma's Restaurant") feature a full range of menu items with full bar services and a freestanding location with 4,900 to 6,500 square feet and with seating for approximately 175 to 230 people and may also be a restaurant previously operated under a different brand converted to a Tony Roma's Restaurant with a freestanding or inline location with 5,400 to 7,000 square feet and with seating for approximately 175 to 225 people.

The total investment necessary to begin operation of a new Tony Roma's Restaurant ranges from \$1,973,500 to \$3,246,000. This includes \$90,000 to \$130,000 that must be paid to us or our affiliates, part of which consists of a development fee ("Development Fee") and a \$40,000 franchise fee for each Tony Roma's Restaurant ("Initial Franchise Fee"). See Item 5 for a description on how the Development Fee is calculated and how the Development Fee is credited to the Franchise Fee.

The total investment necessary to begin operation of a conversion of an existing restaurant to a Tony Roma's Restaurant ranges from \$1,893,500 to \$3,121,000. This includes \$80,000 to \$130,000 that must be paid to us or our affiliates, part of which consists of a Development Fee and a \$40,000 Franchise Fee for each Tony Roma's Restaurant. See Item 5 for a description on how the Development Fee is calculated and how the Development Fee is credited to the Franchise Fee.

TR Fire Grill restaurant ("Grill Restaurant") features a distinctive chef inspired menu specializing in artisanal food and beverages using locally sourced seasonal produce with full bar services, a contemporary décor and a newly constructed in-line location with 5,000 to 7,000 square feet with seating for approximately 200 to 250 persons.

The total investment necessary to begin operation of a Grill Restaurant ranges from \$2,314,000 to \$3,408,000. This includes the \$100,000 to \$140,000 that must be paid to us or our affiliates, part of which consists of a Development Fee and a \$50,000 Initial Franchise Fee for each Grill Restaurant. See Item 5 for a description on how the Development Fee is calculated and how the Development Fee is credited to the Franchise Fee.

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 the office of the Vice President of Development, Roma Franchise Corporation, 11315 Corporate Boulevard, Suite 100, Orlando, Florida 32817; 321-281-9330.

The terms of your contract will govern your franchise relationship. Do not rely on this Disclosure Document alone to understand your contract. Read all of your contracts 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 (see Exhibit F).

Date of Issuance: July 15, 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 F 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:

UNLESS OTHERWISE REQUIRED BY STATE LAWS, THE FRANCHISE AGREEMENT PERMITS YOU TO SUE US ONLY IN TEXAS. OUT OF STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT. IT ALSO MAY COST YOU MORE TO SUE US IN TEXAS THAN IN YOUR STATE.

THE FRANCHISE AGREEMENT STATES THAT TEXAS LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTION AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.

THE FRANCHISE AGREEMENT STATES THAT YOU WAIVE TRIAL BY JURY.

THE FRANCHISE AGREEMENT STATES THAT YOU WAIVE ANY RIGHT OR CLAIM OF ANY PUNITIVE, EXEMPLARY, INCIDENTAL, INDIRECT, SPECIAL, CONSEQUENTIAL OR OTHER SIMILAR DAMAGES IN ANY LEGAL ACTION.

YOU WILL NOT RECEIVE AN EXCLUSIVE TERRITORY. YOU MAY FACE COMPETITION FROM OTHER FRANCHISEES, FROM OUTLETS THAT WE OWN, OR FROM OTHER CHANNELS OF DISTRIBUTION OR COMPETITIVE BRANDS THAT WE CONTROL.

IF YOU ARE MARRIED, YOUR SPOUSE MUST SIGN A PERSONAL GUARANTEE MAKING HIM/HER JOINTLY AND SEVERALLY LIABLE FOR ALL OBLIGATIONS OF THE FRANCHISE, WHETHER OR NOT SUCH SPOUSE IS INVOLVED IN THE OPERATION OF THE FRANCHISE BUSINESS. THIS REQUIREMENT PLACES THE PERSONAL ASSETS OF THE FRANCHISE OWNER(S) AND SPOUSE(S) AT RISK.

THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

State registration effective dates are listed on the following State Registrations page.

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