

FRANCHISE DISCLOSURE DOCUMENT



Toppers Pizza, Inc.,
an Illinois corporation
333 West Center Street
Whitewater, WI 53190
(262) 473-6666

info@toppers.com

www.toppers.com

As a franchisee, you will operate a Toppers Pizza restaurant that offers on-premises, carry-out and delivery of pizza, submarine sandwiches, breadsticks and other related premium food and beverage products. The total investment necessary to begin operation of a single Toppers Pizza franchised restaurant is \$302,042 to \$528,453. This includes \$40,625 to \$41,000 in fees that must be paid to us (which consists of a \$30,000 initial franchise fee, a project management fee, and POS software license fees).

We also offer area development opportunities in select markets. The total investment necessary under the Area Development Agreement typically ranges from \$30,000 to \$55,000, all of which is payable to us. This range assumes you are developing 3 to 5 restaurants. This figure will vary depending on the number of restaurants you commit to open. You are not required to enter into an Area Development Agreement with us. If you do enter into an Area Development Agreement with us, you will pay us a non-refundable Area Development Fee in an amount equal to 50% of the initial franchise fee for each restaurant you commit to develop in the development area described in your Area Development Agreement. The Area Development Fee is non-refundable but will be credited against your future initial franchise fees.

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 our 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 the Director of Franchise Development at 333 West Center Street, Whitewater, Wisconsin 53190, (262) 473-6666, info@toppers.com.

The terms of your Franchise Agreement will govern your franchise relationship with us. Don't rely on this disclosure document alone to understand your Franchise Agreement. Read all of your Franchise Agreement carefully. Show your Franchise Agreement 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 ("[FTC](#)"). 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.

ISSUANCE DATE: April 15, 2013

Toppers Pizza, Inc.
2013 FDD
1148.002.001/54033.7

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 A** 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 FRANCHISE 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 AREA DEVELOPMENT AGREEMENT AND FRANCHISE AGREEMENT REQUIRE YOU TO RESOLVE DISPUTES WITH US BY ARBITRATION OR LITIGATION ONLY IN WISCONSIN. OUT-OF-STATE ARBITRATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE OR LITIGATE WITH US IN WISCONSIN THAN IN YOUR HOME STATE.
2. THE FRANCHISE AGREEMENT AND AREA DEVELOPMENT AGREEMENT PROVIDE THAT WISCONSIN LAW GOVERNS THE AGREEMENT. THIS LAW MAY NOT PROVIDE THE SAME PROTECTION AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. 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.

Effective Date: See the next page for state effective dates.

STATE EFFECTIVE DATES

The following states require that this Disclosure Document be registered or filed with the state, or be exempt from registration: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington and Wisconsin.

This Disclosure Document is registered, on file or exempt from registration in the following states having franchise registration and disclosure laws, with the following effective dates:

Illinois	_____
Indiana	April 16, 2013
Michigan	April 15, 2013
Minnesota	April 17, 2013
North Dakota	_____
South Dakota	April 16, 2013
Wisconsin	April 15, 2013

In all other states that do not require registration, the effective date of this Disclosure Document is the issuance date of April 15, 2013.

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