

## FRANCHISE DISCLOSURE DOCUMENT



**Tropical Smoothie Café, LLC**  
(a Georgia limited liability company)  
7000 Peachtree Dunwoody Road  
Building #2, Floor #3  
Atlanta, Georgia 30328  
(770) 821-1900 phone  
(770) 821-1895 fax  
E-mail: [info@tropicalesmoothie.com](mailto:info@tropicalesmoothie.com)  
[www.tropicalesmoothiecafe.com](http://www.tropicalesmoothiecafe.com)  
[www.facebook.com/tropicalesmoothiecafe](http://www.facebook.com/tropicalesmoothiecafe)

The franchise is for the establishment and operation of a café offering customers a variety of premium quality real fruit smoothies blended fresh in the store using proprietary recipes, as well as specialty sandwiches, gourmet wraps, salads, soups and coffee drinks (a “**Tropical Smoothie Café® franchise**” or “**Franchised Business**”).

The total investment necessary to begin operation of a single-unit Tropical Smoothie Café® franchise ranges from \$164,500 to \$398,000. This includes a \$25,000 initial franchise fee that must be paid to us. If a franchisee chooses to develop multiple units, a \$15,000 initial franchise fee must be paid for the second and each additional unit.

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 Charles Watson at 7000 Peachtree Dunwoody Road, Building #2, Floor #3, Atlanta, Georgia 30328 and (770) 821-1900.

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 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](http://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.

Date of Issuance: September 28, 2012

## 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 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 ONLY IN GEORGIA. OUT OF STATE MEDIATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO MEDIATE OR LITIGATE WITH US IN GEORGIA THAN IN YOUR OWN STATE.
2. THE FRANCHISE AGREEMENT STATES THAT GEORGIA 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. OUR AFFILIATE AND PREDECESSOR, TROPICAL SMOOTHIE FRANCHISE DEVELOPMENT CORPORATION. ("TSFDC") HAS AGREED TO GUARANTEE OUR OBLIGATIONS. TSFDC'S DECEMBER 31, 2011 AUDITED FINANCIAL STATEMENTS SHOW THAT THEY HAD A RETAINED EARNINGS DEFICIT OF \$4,702,096, AND A DEFICIT IN SHAREHOLDERS' EQUITY OF \$4,518,661.
4. YOU WILL NOT RECEIVE EXCLUSIVE TERRITORY. WE AND OUR AFFILIATES MAY ESTABLISH OTHER FRANCHISED OR COMPANY OWNED LOCATIONS AND OTHER CHANNELS OF DISTRIBUTION, AND MAY SELL OR DISTRIBUTE ANY PRODUCT OR SERVICE UNDER THE SAME AND/OR DIFFERENT TRADEMARKS TO THE GENERAL PUBLIC IN COMPETITION WITH YOUR FRANCHISE.
5. UPON EARLY TERMINATION OF THE FRANCHISE, YOU MUST PAY US LIQUIDATED DAMAGES IN AN AMOUNT EQUAL TO THE AVERAGE MONTHLY ROYALTY FEES DURING THE TWELVE MONTHS PRIOR TO TERMINATION MULTIPLIED BY 18 OR THE NUMBER OF MONTHS REMAINING IN THE FRANCHISE AGREEMENT, WHICHEVER IS LESS.
6. 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 be sure to do your own investigation of the franchise.

The effective dates of this Disclosure Document in the states with franchise registration laws in which we have sought registration appear on the following page.

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9/28/12

**TROPICAL SMOOTHIE CAFE, LLC  
STATE REGISTRATIONS**

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

California	Effective date: April 10, 2012; amended _____, 2012
Hawaii	Effective date: April 15, 2012; amended _____, 2012
Illinois	Effective date: April 10, 2012; amended _____, 2012
Indiana	Effective date: August 16, 2012; amended _____, 2012
Maryland	Effective Date: June 15, 2012; amended _____, 2012
Michigan	Effective date: September 15, 2012
Minnesota	Effective date: April 12, 2012, amended May 31, 2012; amended _____, 2012
New York	Effective date: April 25, 2012; amended _____, 2012
North Dakota	Effective Date: April 17, 2012; amended _____, 2012
Rhode Island	Effective date: May 10, 2012; amended _____, 2012
South Dakota	
Virginia	Effective date: May 3, 2012; amended _____, 2012
Washington	Effective Date: _____, 2012
Wisconsin	Effective date: April 9, 2012; amended _____, 2012

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