

## FRANCHISE DISCLOSURE DOCUMENT

**INTEGRITY BRANDS, LLC**  
A Georgia Limited Liability Company  
3191 Paces Ferry Place, Suite 200  
Atlanta, Georgia 30305  
(404) 392-0707  
[info@unclemaddios.com](mailto:info@unclemaddios.com)  
[www.unclemaddios.com](http://www.unclemaddios.com)

You will operate an Uncle Maddio's Pizza Joint restaurant. Uncle Maddio's Pizza Joint restaurants are fast casual restaurants featuring fresh pizza, salads, subs and various other related foods.

The total investment necessary to begin operation of an Uncle Maddio's Pizza Joint franchise is ~~\$311,000~~\$340,000 to ~~\$652,000~~738,800. This includes ~~\$25,000~~\$30,000 that must be paid to the franchisor or affiliate. The total investment necessary to begin operation of a Market Development Program is between \$340,000 to \$1,008,800. This includes a development fee paid to us of \$30,000 to \$300,000 (based on 1 to 10 restaurants being developed).

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.**

The terms of your contract will govern your franchise relationship. Don't 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. 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.

The issuance date of this Franchise Disclosure Document is ~~August 13, 2014~~June 26, 2015.

## 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 to this Disclosure Document for information about the franchisor or about the 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.

~~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.~~

Please consider the following RISK FACTORS before you buy this franchise:

1. ~~1.~~ — THE FRANCHISE AGREEMENT AND THE MARKET DEVELOPMENT AGREEMENT REQUIRE YOU TO ARBITRATE WITH US ONLY IN THE OFFICE OF THE AMERICAN ARBITRATION ASSOCIATION CLOSEST TO OUR PRINCIPAL EXECUTIVE OFFICE. OUT-OF-STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT ALSO MAY COST YOU MORE TO ARBITRATE WITH US WHERE OUR PRINCIPAL EXECUTIVE OFFICE IS LOCATED THAN IN YOUR HOME STATE.

2. ~~2.~~ — THE FRANCHISE AGREEMENT AND THE MARKET DEVELOPMENT AGREEMENT STATE THAT GEORGIA LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTION AND BENEFIT AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS, EVEN THOUGH THE FRANCHISE AGREEMENT PROVIDES THAT GEORGIA LAW APPLIES, LOCAL LAW MAY SUPERSEDE THIS REQUIREMENT IN YOUR STATE. SEE THE STATE ADDENDA TO THE FRANCHISE AGREEMENT AND THE STATE ADDENDA TO THE DISCLOSURE DOCUMENT.

3. ~~3.~~ — WE HAVE THE RIGHT TO BRING CERTAIN ACTIONS, CLAIMS AND SUITS IN THE FEDERAL OR STATE COURT FOR THE DISTRICT WHERE OUR PRINCIPAL EXECUTIVE OFFICE IS LOCATED. IT MAY COST YOU MORE TO LITIGATE WITH US IN OUR STATE THAN IN YOUR HOME STATE.

4. ~~4.~~ — THE FRANCHISEE WILL BE REQUIRED TO MAKE AN ESTIMATE INITIAL INVESTMENT RANGING FROM \$340,000 TO \$738,800. THIS AMOUNT EXCEEDS THE FRANCHISOR'S STOCKHOLDERS EQUITY AS OF DECEMBER 31, 2014, WHICH IS A DEFICIT OF \$1,620,455.

5. ~~4.~~ — THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

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

This is a document preview downloaded from FranchisePanda.com. The full document is available for free by visiting: <https://franchisepanda.com/franchises/uncle-maddios-pizza>