



FRANCHISE DISCLOSURE DOCUMENT TRUFOODS, LLC

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As a “Wall Street Deli” Area Representative, you will solicit potential purchasers for our restaurant franchises and provide development and ongoing franchise support services to single unit and multi-unit franchises in your defined territory. Each franchisee of a “Wall Street Deli” franchise will license directly from us the right to operate a restaurant offering an extensive menu of specialty sandwiches, salads, soups, baked items, gourmet coffee and other menu items on a dine-in, take-out and delivery service in high volume malls, retail centers and other high traffic commercial locations throughout the United States.

The total investment necessary to begin operation of an area representative franchise is \$43,650 to \$64,300. This includes an Area Representative Rights Fee of \$30,000 for a minimum of 10 Restaurant to be developed in the Development Area that must be paid to the franchisor and/or its affiliate, as appropriate. The amount of the Area Representative Rights Fee is calculated as \$3,000 multiplied by the total number of Restaurant to be developed in the Development Area (minimum of 10). The minimum The Area Representative Rights Fee is Thirty Thousand (\$30,000). An Area Representative must open and operate at least one Wall Street Deli Restaurant, and an Area Representative will share in some of the fees paid to us.

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 the 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 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 Gary Occhiogrosso, 666 Fifth Avenue, Suite 27B, New York, New York 10103 and (212) 359-3600.

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 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, 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.

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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 AREA REPRESENTATIVE AGREEMENT REQUIRES YOU TO RESOLVE DISPUTES WITH US BY LITIGATION ONLY IN NEW YORK. OUT OF STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST MORE TO LITIGATE WITH US IN NEW YORK THAN IN YOUR OWN STATE.
2. THE AREA REPRESENTATIVE AGREEMENT STATES THAT NEW YORK 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. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.
4. LOCAL LAW MAY SUPERSEDE THESE AREA REPRESENTATIVE AGREEMENT PROVISIONS. CERTAIN STATES REQUIRE THE SUPERSEDING PROVISIONS TO APPEAR IN AN ADDENDUM IN THIS DISCLOSURE DOCUMENT.

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.

Effective Date: See 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 either registered, on file or exempt from registration in the following states having franchise registration and disclosure laws, with the following effective dates:

California	N/A
Connecticut	Trademark Exempt
Florida	
Hawaii	N/A
Illinois	July 29, 2015
Indiana	July 10, 2015
Kentucky	N/A
Maine	Trademark Exempt
Maryland	January 29, 2016
Michigan	n/a
Minnesota	N/A
Nebraska	N/A
New York	March 3, 2016
North Carolina	Trademark Exempt
North Dakota	N/A
Rhode Island	N/A
South Carolina	Trademark Exempt
South Dakota	N/A
Texas	N/A
Utah	N/A
Virginia	12/11/2015
Washington	N/A
Wisconsin	N/A

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