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FRANCHISE DISCLOSURE DOCUMENT JAN 24 PM 2:12

We, The Pizza Franchising LLC
Delaware limited liability company
211 North Union Street
Alexandria, VA 22314
Attn Harvey Mendelsohn Suite 100
Tel 202 543 8222
Fax 202 543 8161
info@wethepizza.com
wethepizza.com

DEPARTMENT OF
 BUSINESS OVERSIGHT
 SAN FRANCISCO



The franchisee will operate a quick serve restaurant under the name “We, The Pizza ®” offering quick serve restaurants offering New York style pizzas by the slice and whole pizza, kettle sizzled wings, salads, homemade Italian soda and beer We, The Pizza Restaurants operate using the franchisor’s formula, and techniques, trade dress, and trademarks and logos

The total investment necessary to begin operation of a We, The Pizza franchise is \$723,000 to \$945,500 This includes between \$106,000 to \$108,000 that must be paid to the franchisor and/or its affiliate, as appropriate

We may offer multi-unit operator agreements to you to establish and operate We, The Pizza Restaurants at specific locations pursuant to individual franchise agreements The total investment necessary to develop five We, The Pizza Restaurants is \$813,000-\$1,025,500 This includes \$130,000 that must be paid to the franchisor and/or its affiliate, as appropriate

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 Harvey Mendelsohn at 211 North Union Street Attn Harvey Mendelsohn Suite 100 Alexandria, VA 22314 and (202) 543-8222

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

Issuance Date August 19, 2016

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
Connecticut
Florida
Hawaii
Illinois
Indiana
Kentucky
Maine
Maryland
Michigan
Minnesota
Nebraska
New York
North Carolina
North Dakota
Rhode Island
South Carolina
South Dakota
Texas
Utah
Virginia
Washington
Wisconsin

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