

WOOPS! FRANCHISE LLC

FRANCHISE DISCLOSURE DOCUMENT

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WOOPS! FRANCHISE LLC
419 Lafayette Street, 4th floor New York, New York 10003
Tel: 718-576-6721

WOOPS! FRANCHISE, LLC (“we” or “us”) is offering franchises under a Franchise Agreement (as defined below) to operate a business engaged in selling various cookies, baked goods, French-style macaron cookies, sandwiches, coffee and coffee based beverages, other beverages and associated merchandise.

The following are the **initial fees** required for each type of WOOPS! franchise:

WOOPS! MOBILE BUSINESS

\$12,500

WOOPS! SHOP

\$20,000

The following summarizes the **total initial investment** required for each type of WOOPS! franchise (**inclusive of the initial fees indicated above**):

WOOPS! MOBILE BUSINESS

Between \$52,600 to \$70,500

WOOPS! SHOP

Between \$168,500 and \$269,000.

This Disclosure Document summarizes certain provisions of your franchise agreement and other information in plain English. Read this Disclosure Document and all accompanying agreements and documents 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 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 Tal Avivi at 718-576-6721 at 419 Lafayette Street, 4th floor New York, New York 10003.

The terms of your contract will govern your franchise relationship. Don't rely on the Disclosure Document alone to understand your contract. Read the entirety of your contract carefully.

SHOW YOUR CONTRACT AND THIS DISCLOSURE DOCUMENT TO AN ADVISOR SUCH AS 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 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: FEBRUARY 12, 2015

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