

Department of
Business Oversight

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FRANCHISE DISCLOSURE DOCUMENT

World of Beer Franchising, Inc
a Florida corporation
10910 Sheldon Road
Tampa, Florida 33626
T (813) 926-9300 / F (813) 864-0379
info@worldofbeerusa.com
www.worldofbeerusa.com

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www.wobusa.com/Franchising
http://www.facebook.com/worldofbeer

The franchise is for a WORLD OF BEER® retail alcohol establishment (collectively, “**WORLD OF BEER® Stores**” or “**Stores**”) WORLD OF BEER® Stores simultaneously function as on-sales outlets (bars) and off-sales outlets (retail stores) offering and selling draft and bottled domestic and imported beers, wines, cigars, food products and other related products for on-premises consumption or retail purchase, all in a distinct and innovative pub atmosphere

The total investment necessary to begin operation of a single unit franchise ranges from \$689,436 to \$1,416,221. This includes initial fees ranging from \$45,000 to \$50,000 that must be paid to us for a single unit franchise. These ranges exclude real estate purchases and liquor licensing costs. If you sign an Area Development Agreement, you will also pay a development fee equal to the sum of the initial franchise fee for the first Store plus ½ of the initial franchise fee for each additional Store to be developed. The initial franchise fee is \$50,000 for your first Store and \$45,000 for your second and each subsequent Store. The portion of the development fee allocable to each Store (which is \$50,000 for your first Store and \$22,500 for each remaining Store) will be credited against the initial franchise fee due when the Franchise Agreement for that Store is signed.

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, us 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 our Chief Development Officer, Benjamin Novello, at 10910 Sheldon Road, Tampa, Florida 33626 and (813) 926-9300.

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, N.W., 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 April 15, 2014, as amended October 1, 2014

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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 WITH 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 "M" for information about the franchisor or 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 ARBITRATION ONLY IN FLORIDA. OUT OF STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE WITH US IN FLORIDA THAN IN YOUR HOME STATE.
- 2 THE FRANCHISE AGREEMENT STATES THAT THE LAW OF FLORIDA 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 THE FRANCHISEE WILL BE REQUIRED TO MAKE AN ESTIMATED INITIAL INVESTMENT RANGING FROM \$689,436 TO \$1,416,221. THIS AMOUNT EXCEEDS THE FRANCHISOR'S STOCKHOLDERS EQUITY AS OF DECEMBER 29, 2013, WHICH IS (\$1,045,311).
- 4 THIS BUSINESS WILL REQUIRE YOU TO OBTAIN A LICENSE TO SELL ALCOHOLIC BEVERAGES. FAILURE TO OBTAIN THIS LICENSE COULD CAUSE YOU TO LOSE YOUR INITIAL FRANCHISE FEE. YOU MAY WANT TO TAKE THIS INTO CONSIDERATION WHEN MAKING A DECISION TO PURCHASE THIS FRANCHISE OPPORTUNITY.
- 5 THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

Effective Date See the next page for state effective dates.

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.

(SEE EXHIBIT "N" FOR STATE SPECIFIC ADDENDA AND RIDERS)
(FOR STATE AGENCIES AND AGENTS FOR SERVICE OF PROCESS, SEE EXHIBIT "M")

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