



FRANCHISE DISCLOSURE DOCUMENT

World of Beer Franchising, LLC
a Florida limited liability company
10910 Sheldon Road
Tampa, Florida 33626
T: (813) 926-9300 / F: (813) 864-0379
info@wobusa.com
www.wobusa.com
www.wobusa.com/Franchising
<http://www.facebook.com/worldofbeer>

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The franchise is for a WORLD OF BEER® Bar and Kitchen. WORLD OF BEER® Bars & Kitchens (collectively, “**WORLD OF BEER® Restaurants**” or “**Restaurants**”) offer craft beer, wines, spirits, food and related products in a distinctive and innovative craft bar and kitchen atmosphere. The Restaurants simultaneously function as retail outlets that sell craft beer, wines, spirits and related products for off-premises consumption.

The total investment necessary to begin operation of a single unit franchise ranges from \$1,152,900 to \$1,895,564. This includes an initial fee of \$50,000 that must be paid to us for a single unit franchise. If you sign an Area Development Agreement, the total investment necessary for 2 to 5 Restaurants is \$1,242,900 to \$1,979,615. Under an Area Development Agreement, you will pay a development fee equal to the sum of the initial franchise fee for the first Restaurant plus ½ of the initial franchise fee for each additional Restaurant to be developed. The initial franchise fee is \$50,000 for your first Restaurant and \$45,000 for your second and each subsequent Restaurant. The portion of the development fee allocable to each Restaurant (which is \$25,000 for your first Restaurant and \$22,500 for each remaining Restaurant) will be credited against the initial franchise fee due when the Franchise Agreement for that Restaurant is signed. The minimum number of Restaurants that must be developed to qualify for an Area Development Agreement is 2.

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: November 13, 2019

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 AND LITIGATION 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 OR LITIGATE WITH US IN FLORIDA THAN IN YOUR OWN STATE.
2. 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.
3. 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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