



FRANCHISE DISCLOSURE DOCUMENT

YOGURT MOUNTAIN FRANCHISING, LLC

an Alabama Limited Liability Company

402 Industrial Lane

Birmingham, AL 35211

(205) 909-1321

www.yogurtmountain.com

franchise@yogurtmountain.com

The franchise offered is for a “Yogurt Mountain[®]” retail store featuring self service frozen yogurt and related products, with the option to incorporate coffee, baked goods, and related products (the “Café Line”).

The total investment necessary to begin operation of a Yogurt Mountain store ranges from \$271,990 – \$511,867 if you do not elect to offer the Café Line and from \$283,490 - \$594,867 if you do. This includes \$30,000 that must be paid to franchisor or its affiliates. If you want area development rights, the total initial investment is \$5,000 for each Yogurt Mountain store you commit to develop. For a typical commitment of 2-5 stores, the investment would be \$10,000 to \$25,000 (the actual amount depending on the number of Stores you commit to developing). The entire amount is paid to franchisor or its affiliates. The franchisor applies the entire amount, in \$5,000 increments, toward the initial franchise fee due as you sign Franchise Agreements.

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, 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 Yogurt Mountain Franchising, LLC, 402 Industrial Lane, Birmingham, Alabama 35211, (205) 909-1321.

The terms of your contract will govern your franchise relationship. Don't rely on this 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, 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: May 16, 2014

Yogurt Mountain Franchising, LLC
2014 Franchise Disclosure Document

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 DEVELOPMENT AGREEMENT AND FRANCHISE AGREEMENT REQUIRE YOU TO RESOLVE DISPUTES WITH US BY LITIGATION ONLY IN ALABAMA. OUT OF STATE LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO LITIGATE WITH US IN ALABAMA THAN IN YOUR HOME STATE.

2. THE DEVELOPMENT AGREEMENT AND FRANCHISE AGREEMENT STATE THAT ALABAMA LAW GOVERNS THE AGREEMENTS, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTION AND BENEFITS AS YOUR LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.

3. YOUR SPOUSE MUST CONSENT TO YOU SIGNING A GUARANTY WHICH PLACES YOUR SPOUSE'S INTERESTS IN THE MARITAL ASSETS AT RISK IF YOUR FRANCHISE FAILS.

4. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

We may 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. If we use these persons, we will pay them 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 the next page for state effective dates.

STATE EFFECTIVE DATES

The following states require that the 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 registered, on file or exempt from registration in the following states having franchise registration and disclosure laws, with the following effective dates:

California	<i>not registered</i>
Hawaii	<i>not registered</i>
Illinois	_____
Indiana	_____
Maryland	_____
Michigan	May 16, 2014
Minnesota	_____
New York	_____
North Dakota	<i>not registered</i>
Rhode Island	<i>not registered</i>
South Dakota	<i>not registered</i>
Virginia	_____
Washington	<i>not registered</i>
Wisconsin	May 19, 2014

In all other states that do not require registration, the effective date of this disclosure document is the issuance date of May 16, 2014.

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