



## **FRANCHISE DISCLOSURE DOCUMENT**

ISSUANCE DATE: APRIL 1, 2014

**MOE'S FRANCHISOR LLC**  
A Georgia limited liability company  
200 Glenridge Point Parkway, Suite 200, Atlanta, Georgia 30342  
(404) 255-3250  
[requests@moes.com](mailto:requests@moes.com)  
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You will operate a Moe's Southwest Grill® restaurant. Moe's Southwest Grill® restaurants are fast casual restaurants featuring fresh-mex and southwestern food products.

The total investment necessary to begin operation of a Moe's Southwest Grill® franchise ranges from \$447,400 to \$965,800. This total investment estimate includes a \$30,000 initial franchise fee that must be paid to us.

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 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 sales department at 200 Glenridge Point Parkway, Suite 200, Atlanta, Georgia 30342 and 404-255-3250 or [requests@moes.com](mailto:requests@moes.com).

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, D.C. 20580. You can also visit the FTC's home page at [www.ftc.gov](http://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.

**The issuance date of this Franchise Disclosure Document is April 1, 2014.**

## 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 F to this Disclosure Document 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.

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.

Please consider the following RISK FACTORS before you buy this franchise:

- [1] THE FRANCHISE AGREEMENT PERMITS YOU TO ARBITRATE OR SUE ONLY IN GEORGIA. OUT-OF-STATE ARBITRATION OR LITIGATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT ALSO MAY COST MORE TO ARBITRATE WITH US OR SUE US IN GEORGIA THAN IN YOUR HOME STATE. CERTAIN STATES HAVE LAWS THAT SUPERSEDE THIS REQUIREMENT. SEE THE STATE ADDENDA TO THE FRANCHISE AGREEMENT, AND THE STATE ADDENDA TO THE DISCLOSURE DOCUMENT.
- [2] THE FRANCHISE AGREEMENT STATES THAT GEORGIA LAW GOVERNS THESE AGREEMENTS. THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS. EVEN THOUGH THE FRANCHISE AGREEMENT PROVIDES THAT GEORGIA LAW APPLIES, LOCAL LAW MAY SUPERSEDE THIS REQUIREMENT IN YOUR STATE. SEE THE STATE ADDENDA TO THE FRANCHISE AGREEMENT AND THE STATE ADDENDA TO THE DISCLOSURE DOCUMENT.
- [3] WE ARE A CO-GUARANTOR OF OUR ULTIMATE PARENT COMPANY'S DEBT. ON DECEMBER 29, 2013, THE AGGREGATE AMOUNT OF BORROWINGS BY OUR ULTIMATE PARENT COMPANY UNDER ITS CREDIT AGREEMENT WAS ABOUT \$695,775,000. THIS DEBT BEARS INTEREST RATES RANGING FROM LIBOR, SUBJECT TO A 1.00% FLOOR, PLUS 3.25% THROUGH LIBOR, SUBJECT TO A 1.25% FLOOR PLUS 9%. PAYMENTS OF 0.25% OF THE ORIGINAL PRINCIPAL AMOUNT OF THE LOANS ARE REQUIRED UNDER THE CREDIT AGREEMENT AND THESE HAVE BEEN PREPAID THROUGH THE TERM OF THE LOAN. THE REMAINDER OF THE PRINCIPAL IS DUE AS BALLOON PAYMENTS IN FEBRUARY 2018 AND AUGUST 2018. UNDER THE GUARANTEE, SUBSTANTIALLY ALL OF OUR ASSETS, OUR ULTIMATE PARENT COMPANY'S ASSETS AND OUR ULTIMATE PARENT'S OTHER SUBSIDIARIES' ASSETS ARE PLEDGED UNDER THE

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