



## FRANCHISE DISCLOSURE DOCUMENT

Toastique Holdings, LLC  
An Arizona limited liability company  
764 Maine Avenue SW  
Washington, D.C. 20024  
Tel: (202) 484-5200  
franchiseinfo@toastique.com  
www.toastique.com

The franchise that we offer is for Toastique, a gourmet fast casual toast and juice bar serving a fresh, seasonal, and responsibly sourced menu of toast style meals, fruit bowls, juices, smoothies, and other menu items (each, a “Franchised Business” or “Restaurant”). We offer individual unit Restaurant franchises and area development franchises for the development of multiple Restaurants within a designated territory.

The total investment necessary to begin operation of a Toastique Restaurant under a franchise agreement is \$370,117 to \$846,342. This includes \$93,000 to \$95,000 that must be paid to the franchisor or its affiliates. The total investment necessary to begin operation of a Toastique Restaurant under a franchise agreement with a 1-3 multi-franchise addendum is \$425,117 to \$901,342. This includes \$148,000 to \$150,000 that must be paid to the franchisor or its affiliates. The total investment necessary to begin operation of a Toastique Restaurant under a franchise agreement with a 1-4 multi-franchise addendum is \$458,117 to \$934,342. This includes \$181,000 to \$183,000 that must be paid to franchisor or its affiliates. The total investment necessary to begin operation of a Toastique Restaurant under a franchise agreement with a 1-5 multi-franchise addendum is \$485,117 to \$961,342. This includes \$208,000 to \$210,000 that must be paid to franchisor or its affiliates. The total investment necessary to begin operation of a Toastique Restaurant under a multi-unit development agreement is \$510,117 for six Restaurants to \$1,098,342 for 10 Restaurants. This includes \$93,000 to \$95,000 that must be paid to the franchisor or its affiliates, along with a development fee of \$28,000 for each additional Restaurant that you are authorized to establish under the multi-unit development agreement.

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 form that is more convenient for you. To discuss the availability of disclosures in different forms, contact Brianna Keefe, Toastique Holdings, LLC, 764 Maine Avenue SW, Washington, D.C. 20024, (202) 484-5200.

The terms of your contract will govern your franchise relationship. Do not rely on the disclosure document alone to understand your contract. Read your entire 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.

Issuance Date: January 14, 2025

## How to Use This Franchise Disclosure Document

Here are some questions you may be asking about buying a franchise and tips on how to find more information:

<b>QUESTION</b>	<b>WHERE TO FIND INFORMATION</b>
<b>How much can I earn?</b>	Item 19 may give you information about outlet sales, costs, profits or losses. You should also try to obtain this information from others, like current and former franchisees. You can find their names and contact information in Item 20 or Exhibits H and I.
<b>How much will I need to invest?</b>	Items 5 and 6 list fees you will be paying to the franchisor or at the franchisor's direction. Item 7 lists the initial investment to open. Item 8 describes the suppliers you must use.
<b>Does the franchisor have the financial ability to provide support to my business?</b>	Item 21 or Exhibit D includes financial statements. Review these statements carefully.
<b>Is the franchise system stable, growing, or shrinking?</b>	Item 20 summarizes the recent history of the number of company-owned and franchised outlets.
<b>Will my business be the only Toastique business in my area?</b>	Item 12 and the "territory" provisions in the franchise agreement describe whether the franchisor and other franchisees can compete with you.
<b>Does the franchisor have a troubled legal history?</b>	Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.
<b>What's it like to be a Toastique franchisee?</b>	Item 20 or Exhibits H and I list current and former franchisees. You can contact them to ask about their experiences.
<b>What else should I know?</b>	These questions are only a few things you should look for. Review all 23 Items and all Exhibits in this disclosure document to better understand this franchise opportunity. See the table of contents.

## What You Need to Know About Franchising *Generally*

**Continuing responsibility to pay fees.** You may have to pay royalties and other fees even if you are losing money.

**Business model can change.** The franchise agreement may allow the franchisor to change its manuals and business model without your consent. These changes may require you to make additional investments in your franchise business or may harm your franchise business.

**Supplier restrictions.** You may have to buy or lease items from the franchisor or a limited group of suppliers the franchisor designates. These items may be more expensive than similar items you could buy on your own.

**Operating restrictions.** The franchise agreement may prohibit you from operating a similar business during the term of the franchise. There are usually other restrictions. Some examples may include controlling your location, your access to customers, what you sell, how you market, and your hours of operation.

**Competition from franchisor.** Even if the franchise agreement grants you a territory, the franchisor may have the right to compete with you in your territory.

**Renewal.** Your franchise agreement may not permit you to renew. Even if it does, you may have to sign a new agreement with different terms and conditions in order to continue to operate your franchise business.

**When your franchise ends.** The franchise agreement may prohibit you from operating a similar business after your franchise ends even if you still have obligations to your landlord or other creditors.

### Some States Require Registration

Your state may have a franchise law, or other law, that requires franchisors to register before offering or selling franchises in the state. Registration does not mean that the state recommends the franchise or has verified the information in this document. To find out if your state has a registration requirement, or to contact your state, use the agency information in Exhibit A.

Your state also may have laws that require special disclosures or amendments be made to your franchise agreement. If so, you should check the State Specific Addenda. See the Table of Contents for the location of the State Specific Addenda.

## Special Risks to Consider About *This* Franchise

Certain states require that the following risk(s) be highlighted:

1. **Out-of-State Dispute Resolution.** The franchise agreement and multi-unit development agreement require you to resolve disputes with the franchisor by mediation, arbitration, and/or litigation only in Washington, D.C. Out-of-state mediation, arbitration, or litigation may force you to accept a less favorable settlement for disputes. It may also cost more to mediate, arbitrate, or litigate with the franchisor in Washington, D.C. than in your own state.
2. **Spousal Liability.** Your spouse must sign a document that makes your spouse liable for all your financial obligations under the franchise agreement even though your spouse has no ownership interest in the franchise. This guarantee will place both you and your spouse's marital and personal assets, perhaps including your house, at risk if your franchise fails.

Certain states may require other risks to be highlighted. Check the "State Specific Addenda" (if any) to see whether your state requires other risks to be highlighted.

NOTICE REQUIRED BY THE STATE OF MICHIGAN

**THE STATE OF MICHIGAN PROHIBITS CERTAIN UNFAIR PROVISIONS THAT ARE SOMETIMES IN FRANCHISE DOCUMENTS. IF ANY OF THE FOLLOWING PROVISIONS ARE IN THESE FRANCHISE DOCUMENTS, THE PROVISIONS ARE VOID AND CANNOT BE ENFORCED AGAINST YOU.**

The Michigan Franchise Law states in Sec. 445.1527, Sec. 27 that each of the following provisions is void and unenforceable if contained in any documents relating to a franchise:

- (a) A prohibition on the right of a franchisee to join an association of franchisees.
- (b) A requirement that a franchisee assent to a release, assignment, novation, waiver, or estoppel which deprives a franchisee of rights and protections provided in this act. This shall not preclude a franchisee, after entering into a franchise agreement, from settling any and all claims.
- (c) A provision that permits a franchisor to terminate a franchise prior to the expiration of its term except for good cause. Good cause shall include the failure of the franchisee to comply with any lawful provision of the franchise agreement and to cure such failure after being given written notice thereof and a reasonable opportunity, which in no event need be more than 30 days, to cure such failure.
- (d) A provision that permits a franchisor to refuse to renew a franchise without fairly compensating the franchisee by repurchase or other means for the fair market value at the time of expiration of the franchisee's inventory, supplies, equipment, fixtures, and furnishings. Personalized materials which have no value to the franchisor and inventory, supplies, equipment, fixtures, and furnishings not reasonably required in the conduct of the franchise business are not subject to compensation. This subsection applies only if: (i) the term of the franchise is less than five years and (ii) the franchisee is prohibited by the franchise or other agreement from continuing to conduct substantially the same business under another trademark, service mark, trade name, logotype, advertising, or other commercial symbol in the same area subsequent to the expiration of the franchise or the franchisee does not receive at least six months advance notice of franchisor's intent not to renew the franchise.
- (e) A provision that permits the franchisor to refuse to renew a franchise on terms generally available to other franchisees of the same class or type under similar circumstances. This section does not require a renewal provision.
- (f) A provision requiring that arbitration or litigation be conducted outside this state. This shall not preclude the franchisee from entering into an agreement, at the time of arbitration, to conduct arbitration at a location outside this state.
- (g) A provision which permits a franchisor to refuse to permit a transfer of ownership of a franchise, except for good cause. This subdivision does not prevent a franchisor from exercising a right of first refusal to purchase the franchise. Good cause shall include, but is not limited to:
  - (i) The failure of the proposed transferee to meet the franchisor's then current reasonable qualifications or standards.
  - (ii) The fact that the proposed transferee is a competitor of the franchisor or sub-franchisor.
  - (iii) The unwillingness of the proposed transferee to agree in writing to comply with all lawful obligations.

- (iv) The failure of the franchisee or proposed transferee to pay any sums owing to the franchisor or to cure any default in the franchise agreement existing at the time of the proposed transfer.
- (h) A provision that requires the franchisee to resell to the franchisor items that are not uniquely identified with the franchisor. This subdivision does not prohibit a provision that grants to a franchisor a right of first refusal to purchase the assets of a franchise on the same terms and conditions as a bona fide third party willing and able to purchase those assets, nor does this subdivision prohibit a provision that grants the franchisor the right to acquire the assets of a franchise for the market or appraised value of such assets if the franchisee has breached the lawful provisions of the franchise agreement and has failed to cure the breach in the manner provided in subdivision (c).
- (i) A provision which permits the franchisor to directly or indirectly convey, assign, or otherwise transfer its obligations to fulfill contractual obligations to the franchisee unless provision has been made for providing the required contractual services.

If the franchisor's most recent financial statements are unaudited and show a net worth of less than \$100,000.00, the franchisee may request the franchisor to arrange for the escrow of initial investment and other funds paid by the franchisee until the obligations, if any, of the franchisor to provide real estate, improvements, equipment, inventory, training or other items included in the franchise offering are fulfilled. At the option of the franchisor, a surety bond may be provided in place of escrow.

THE FACT THAT THERE IS A NOTICE OF THIS OFFERING ON FILE WITH THE ATTORNEY GENERAL DOES NOT CONSTITUTE APPROVAL, RECOMMENDATION, OR ENDORSEMENT BY THE ATTORNEY GENERAL.

Any questions regarding this notice should be directed to:

State of Michigan  
Department of Attorney General  
CONSUMER PROTECTION DIVISION  
Attention: Antitrust & Franchise  
G. Mennen Williams Building, 1st Floor  
525 West Ottawa Street  
Lansing, Michigan 48909  
Telephone Number: (517) 373-7117

Toastique®  
Franchise Disclosure Document

TABLE OF CONTENTS

<u>ITEM</u>	<u>PAGE</u>
1. THE FRANCHISOR AND ANY PARENTS, PREDECESSORS AND AFFILIATES.....	1
2. BUSINESS EXPERIENCE.....	5
3. LITIGATION .....	6
4. BANKRUPTCY .....	7
5. INITIAL FEES .....	7
6. OTHER FEES .....	9
7. ESTIMATED INITIAL INVESTMENT .....	14
8. RESTRICTIONS ON SOURCES OF PRODUCTS AND SERVICES .....	21
9. FRANCHISEE'S OBLIGATIONS .....	25
10. FINANCING .....	26
11. FRANCHISOR'S ASSISTANCE, ADVERTISING, COMPUTER SYSTEMS AND TRAINING .....	26
12. TERRITORY .....	33
13. TRADEMARKS.....	35
14. PATENTS, COPYRIGHTS AND PROPRIETARY INFORMATION .....	37
15. OBLIGATION TO PARTICIPATE IN THE ACTUAL OPERATION OF THE FRANCHISE BUSINESS .....	38
16. RESTRICTIONS ON WHAT THE FRANCHISEE MAY SELL .....	38
17. RENEWAL, TERMINATION, TRANSFER AND DISPUTE RESOLUTION .....	39
18. PUBLIC FIGURES .....	47
19. FINANCIAL PERFORMANCE REPRESENTATIONS .....	47
20. OUTLETS AND FRANCHISEE INFORMATION .....	59
21. FINANCIAL STATEMENTS.....	63
22. CONTRACTS .....	63
23. RECEIPTS.....	63

EXHIBITS

A.	LIST OF STATE ADMINISTRATORS
B.	LIST OF AGENTS FOR SERVICE OF PROCESS
C.	TABLE OF CONTENTS OF OPERATIONS MANUAL
D.	FINANCIAL STATEMENTS
E.	FRANCHISE AGREEMENT
F.	1-3 MULTI-FRANCHISE ADDENDUM, 1-4 MULTI-FRANCHISE, 1-5 MULTI-FRANCHISE ADDENDA
G.	MULTI-UNIT DEVELOPMENT AGREEMENT
H.	LIST OF FRANCHISEES
I.	LIST OF FRANCHISEES WHO HAVE LEFT THE SYSTEM
J.	STATE SPECIFIC ADDENDA
K.	STATE EFFECTIVE DATES
L.	RECEIPTS

**ITEM 1**  
**THE FRANCHISOR AND ANY PARENTS, PREDECESSORS AND AFFILIATES**

Toastique Holdings, LLC, the franchisor of the Toastique franchise, is referred to in this franchise disclosure document (the “Disclosure Document”) as “we”, “us” or “our” as the context requires. A franchisee is referred to in this Disclosure Document as “you” and “your” as the context requires. If you are a corporation, partnership or other legal entity (a “Corporate Entity”), our Franchise Agreement will also apply to your individual owners, shareholders, members, officers, directors and other principals.

**The Franchisor**

We are an Arizona limited liability company established on December 1, 2020. Our principal place of business is 764 Maine Avenue SW, Washington, D.C. 20024. We conduct business under our corporate name Toastique Holdings, LLC and under the Toastique trade name. Our business is operating the Toastique Restaurant franchise system and granting franchises to third parties like you to develop and operate a Restaurant. We began offering franchises in January 2019. Other than as discussed above, we are not in any other business, we have not conducted business in any other line of business, we do not conduct or operate a Franchised Business of the type to be operated by a franchisee, and we have not offered or sold franchises in any other line of business. We do not have any parent company. Our registered agents for service of process are disclosed in Exhibit B of this Disclosure Document.

**The Franchised Business**

We license a system (the “System”) for the development and operation of a Toastique gourmet fast casual toast and juice bar (each, a “Franchised Business” or “Restaurant”) serving a fresh, seasonal, and responsibly sourced menu of toast style meals, fruit bowls, juices, smoothies, and other menu items for on-premises dining, carryout, catering and delivery (the “Approved Services and Products”). Currently we do not offer alcohol. The System includes Approved Services and Products that we currently designate and that we may modify, add to or discontinue from time to time, and our specifications, methods and procedures for the preparation, service, marketing and sale of Approved Services and Products by the Franchised Business. The System also features and requires, as designated by us, your exclusive use of certain ingredients, food products, beverages, packaging materials, and supplies used to prepare Approved Services and Products, and other supplies and equipment that we designate for use in your Restaurant (collectively, the “System Supplies”). The System is presently identified by the Toastique trademark, the Toastique logo and other trademarks, service-marks, logotypes, and commercial symbols as we may designate, modify and adopt from time to time for use in the System and as same may or may not be registered with the United States Patent and Trademark Office (collectively referred to as the “Licensed Marks”). You must develop and operate your Restaurant in conformity with the requirements of our System, including the specifications, procedures, criteria and requirements that we designate in our confidential Operations Manual and other proprietary manuals that we may designate and, as we may supplement and modify from time to time (collectively, the “Manuals”).

**Franchise Agreement**

You may enter into a Franchise Agreement in the form attached to this Disclosure Document as Exhibit E to develop and operate a Restaurant from a single Restaurant Location within a designated territory. If you sign a Franchise Agreement, you will be required to develop and operate your Restaurant in conformity with the requirements of our System and at a Restaurant Location that we approve. A Restaurant will ordinarily be located in high traffic retail commercial locations. If you do not have an approved site for your Restaurant Location, you must select a site in accordance with the Franchise Agreement and obtain our written approval of your Restaurant Location. Your rights in the System will be limited to the development and operation of a single Restaurant serving only our Approved Services and Products from your approved Restaurant Location and using only our then designated System Supplies. Your Restaurant must conform to the requirements of our System.



### **1-3, 1-4, or 1-5 Multi-Franchise Addendum to Franchise Agreement**

If we approve your request, you may have the option to sign a 1-3, 1-4, or 1-5 Multi-Franchise Addendum that supplements your Franchise Agreement. The 1-3, 1-4, and 1-5 Multi-Franchise Addendum are attached to this Disclosure Document as Exhibit F and allows you to pre-pay, at a reduced rate per Restaurant to be developed, the initial franchise fee for the development of up to, in total, either two, three, or four future Toastique Restaurants, with each Restaurant to be developed and operated under the same terms of the Franchise Agreement executed for your first Restaurant. Under a 1-3, 1-4, or 1-5 Multi-Franchise Addendum you are not granted a development area and you are not subject to a development schedule.

### **Multi-Unit Development Agreement**

If we approve your request, you may have the option, in addition to signing a Franchise Agreement in the form attached as Exhibit E, to sign the Multi-Unit Development Agreement attached to this Disclosure Document as Exhibit G, to develop and operate multiple Restaurants. The total number of Restaurants that you will be required to develop and operate under a Multi-Unit Development Agreement will vary from six Restaurants to 10 Restaurants, as negotiated at the time of signing the Multi-Unit Development Agreement. Each Restaurant must be developed by you within a designated geographic area (the “Development Area”) and each Restaurant must be developed and operated under the terms of our then current individual unit Franchise Agreement which may differ from the Franchise Agreement included with this Disclosure Document. Your Multi-Unit Development Agreement will include a development schedule (the “Development Schedule”) containing a deadline by which you must have each Restaurant open and operating. Your Development Schedule may vary depending on your Development Area and the number of Restaurants that you are required to develop.

Unless otherwise specified, the information contained in this Disclosure Document applies to single unit development under a Franchise Agreement and multi-unit development under a Multi-Unit Development Agreement. If you are not contracting for the right to develop multiple Restaurants, you will not be signing a Multi-Unit Development Agreement. Even if you sign a Multi-Unit Development Agreement, you will also be signing individual Restaurant Franchise Agreements with the first Restaurant Franchise Agreement being the Franchise Agreement attached to this Disclosure Document as Exhibit E and signed simultaneous with the signing of your Multi-Unit Development Agreement.

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## **Our Predecessor**

### **Toastique Holdings, LLC**

Our predecessor, Toastique Holdings, LLC, was a Nevada limited liability company established on December 5, 2018. Our predecessor was dissolved following the establishment of our current Arizona limited liability company's formation.

## **Our Affiliates**

### **Toastique LLC**

Our affiliate Toastique LLC is a District of Columbia limited liability company established on July 2018. This affiliate maintains a principal business address at 764 Maine Avenue SW, Washington, D.C. 20024. This affiliate operates a Toastique Restaurant similar to the Franchised Business in Washington, D.C. You will not conduct business directly with this affiliate. This affiliate has not in the past and does not now offer franchises in any lines of business.

### **Fresh Eats, LLC**

Our affiliate Fresh Eats, LLC is a Virginia limited liability company established on November 21, 2018. This affiliate maintains a principal business address at 1605 King Street, Alexandria, Virginia 22314. This affiliate operates a Toastique Restaurant similar to the Franchised Business in Alexandria, Virginia. You will not conduct business directly with this affiliate. This affiliate has not in the past and does not now offer franchises in any lines of business.

### **Toastique Navy Yard LLC**

Our affiliate Toastique Navy Yard LLC is a District of Columbia limited liability company established on July 2020. This affiliate maintains a principal business address at 1331 4th Street SE, Washington D.C. 20003. This affiliate operates a Toastique Restaurant similar to the Franchised Business in Washington, D.C. You will not conduct business directly with this affiliate. This affiliate has not in the past and does not now offer franchises in any lines of business.

### **Toastique Dupont LLC**

Our affiliate Toastique Dupont LLC is a District of Columbia limited liability company established on September 2021. This affiliate maintains a principal business address at 1899 N Street NE, Washington D.C. 20036. This affiliate operates a Toastique Restaurant similar to the Franchised Business in Washington, D.C. You will not conduct business directly with this affiliate. This affiliate has not in the past and does not now offer franchises in any lines of business.

### **Toastique Union Market LLC**

Our affiliate Toastique Union Market LLC is a District of Columbia limited liability company established on September 2022. This affiliate maintains a principal business address at 325 Morse Street NE, Washington D.C. 20002. This affiliate operates a Toastique Restaurant similar to the Franchised Business in Washington, D.C. You will not conduct business directly with this affiliate. This affiliate has not in the past and does not now offer franchises in any lines of business.

### **Toastique Clarendon LLC**

Our affiliate Toastique Clarendon LLC is a Virginia limited liability company established on May 21, 2024. This affiliate maintains a principal business address at 3100 Clarendon Boulevard, Arlington, Virginia 22201. This affiliate operates a Toastique Restaurant similar to the Franchised Business in Arlington, Virginia. You will not conduct business directly with this affiliate. This affiliate has not in the past and does not now offer franchises in any lines of business.

**Market and Competition**

The marketplace for the menu items, products, and services offered by the Franchised Business is well developed and competitive. You will be competing with numerous restaurants that offer a wide range of food and beverage items in a wide variety of service formats. Competition will include independently owned restaurants and restaurants that operate as a part of a regional or national chain. These competing restaurants will include restaurants that serve gourmet sandwiches, meals, fruit bowls, juices, smoothies, and other food types. The market for the menu items, products, and services offered and sold by the Franchised Business is not seasonal.

**Industry Specific Laws**

Many states and local jurisdictions have laws, rules, and regulations that may apply to your Restaurant, including rules and regulations related to construction, design and maintenance of your Restaurant, construction requirements, zoning and availability of outdoor patios; health and sanitation requirements for restaurant operation and employee practices concerning the storage, handling and preparation of food; restrictions on smoking; availability and cleanliness of restrooms; employee health and safety and emergency preparedness; use, storage and disposal of waste; menu labeling; equal access for the disabled (including requirements imposed by The Americans with Disabilities Act of 1990 and numerous state equivalent laws that may affect your restaurant construction and/or location requirements, including specialized entrance ramps, doors, seating, bathroom facilities and other facility requirements). You should investigate and evaluate how these regulations and requirements and other regulations and requirements apply in the geographic where you will be locating your Restaurant. You should consult with your attorney concerning these and other local laws, rules and regulations that may affect the operation of your Restaurant.

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## **ITEM 2**

### **BUSINESS EXPERIENCE**

#### **Brianna Keefe, Founder and Chief Executive Officer**

Brianna Keefe is our Founder and Chief Executive Officer and she has served in this role since the formation of our predecessor on December 5, 2018. From May 2018 and continuing to date, Ms. Keefe has served as a Founder and Chief Executive Officer of our affiliate, Toastique, LLC, which operates our location in Washington, D.C.

#### **George Izett, President and Chief Financial Officer**

George Izett is our President and Chief Financial Officer and he has served in this role since the formation of our predecessor on December 5, 2018. From July 2018 and continuing to date, Mr. Izett has served as a Project Manager of Hitt Contracting, Inc. in Arlington, Virginia.

#### **Sean Keefe, Chief Operating Officer**

Sean Keefe is our Chief Operating Officer and he has served in this role since the formation of our predecessor on December 5, 2018. From January 2017 and continuing to date, Mr. Keefe has served as Project Manager supporting government contracts for Mantech International in Reston, Virginia.

#### **Nicole Valentin, Director of Strategy and Development**

Nicole Valentin is our Director of Strategy and Development and she has served in this role since August 2021. From July 2016 to July 2021, Ms. Valentin was a Senior Project Engineer with DPR Construction in Washington, D.C.

#### **Kelsey Herle, Director of Training**

Kelsey Herle is our Director of Training, and she has served in this role since December 2023. From April 2023 to November 2023, Mrs. Herle was our Corporate Trainer. From February 2022 to November 2022, Mrs. Herle was the Sales Account Executive at Qmulos in Arlington, Virginia. From June 2018 to February 2022, Mrs. Herle was the Sales District Leader at PepsiCo in Portland, Oregon and Columbia, Maryland.

#### **Yvis Manrique, Franchise Success Manager**

Yvis Manrique is our Franchise Success Manager and she has served in this role since March 2024. From January 2022 to March 2024, Ms. Manrique was an Owner of Toastique Restaurants in Orlando, Florida and Tampa, Florida. From 2010 to 2022, Ms. Manrique was the Field Learning Specialist at RaceTrac in Atlanta, Georgia.

#### **Haley Nedelka, Corporate Trainer**

Haley Nedelka is our Corporate Trainer and she has served in this role since April 2024. From September 2023 to March 2024, Ms. Nedelka was a Practice Management Consultant at Edward Jones located in St. Louis, Missouri. From June 2022 to August 2023, Ms. Nedelka was a Transition Case Manager at Edward Jones in St. Louis, Missouri. From October 2018 to May 2021, Ms. Nedelka was a Service Specialist at Edward Jones in St. Louis, Missouri.

#### **Jenna Bernfeld, Corporate Trainer**

Jenna Bernfeld is our Corporate Trainer and she has served in this role since September 2024. From August 2023 to May 2024, Ms. Bernfeld was a Manager at Nama Ko Restaurant in Washington, D.C. From May 2018 to March 2022, Ms. Bernfeld was a Manager at BLT Steak in Washington, D.C. From September 2017 to January 2019, Ms. Bernfeld was the Chief Executive Officer of Skin Alchemy LLC in Washington, D.C.

Nathan Law, Corporate Trainer

Nathan Law is our Corporate Trainer and he has served in this role since September 2024. From May 2023 to August 2024, Mr. Law was the Director of Operations for Shouk Restaurant in Washington, D.C. From March 2022 to May 2023, Mr. Law was a District Manager for Tropical Smoothie in Washington, D.C.

Tristen Smith, Senior Project Manager

Tristen Smith is our Senior Project Manager and she has served in this role since October 2023. From September 2021 to October 2023, Ms. Smith was the Project Manager at Commercial Lighting Industries in Indio, California. From April 2019 to August 2021, Ms. Smith was the Customer Success Manager at FLC Capital Advisors in Palm Desert, California.

Jolie Richards, Marketing Manager

Jolie Richards is our Marketing Manager and she has served in this role since October 2023. From May 2019 to October 2023, Ms. Richards was the Brand and Marketing Manager at NexTech Solutions in Tampa, Florida.

Kelley Gosk, Events Manager

Kelley Gosk is our Events Manager, and she has served in this role since December 2023. From July 2023 to November 2023, Ms. Gosk worked in Public Relations at Prosek Partners in Washington, D.C. Prior to that, Ms. Gosk attended Elon University until May 2023 in Elon, North Carolina.

**ITEM 3**  
**LITIGATION**

Litigation

*Toastique Holdings, LLC v. C & G Restaurant Holdings, Inc., Carrie M. Carretta, and Richard L. Giambastini, Jr.*, filed on December 27, 2024 in the United States District Court for the District of Columbia, bearing Case No. 1:24-CV-03611. We served C & G Restaurant Holdings, Inc., Carrie M. Carretta, and Richard L. Giambastini, Jr. (collectively, “C&G”), our former franchisee, with a Complaint seeking a Temporary Restraining Order to prevent the immediate and irreparable harm of C&G’s operation of a competing business and disparaging, defaming, or otherwise harming the Toastique brand. In the Complaint, we seek injunctive relief related to the breach of contract, a declaratory judgement related to the enforcement of the non-competition provisions of the Franchise Agreement, and a declaratory judgement to stay the arbitration pending this action. We are currently scheduling a pre-hearing conference with C&G.

Arbitration

*C & G Restaurant Holdings, Inc. v. Toastique Holdings LLC, Raintree Franchise Growth LLC a/k/a Raintree Franchise Growth Corporation, Brianna Keefe, George “Kyle” Izett, Sean Keefe, and Julia Berman*, Demand for Arbitration filed on December 27, 2024 with the American Arbitration Association, bearing Case No. 01-24-0009-2998. The Demand for Arbitration alleges fraud, fraudulent misrepresentation, breach of contract, breach of the covenant of good faith and fair dealing, and violation of the Nevada Deceptive Trade Practice Act in connection with the sale of a Franchised Business to Claimant. We deny all of the allegations set forth in the Demand for Arbitration and have filed the Complaint, set forth above, requesting the Court issue an injunction preventing the Claimant from operating a competing business and otherwise breaching the Franchise Agreement and requesting a stay of arbitration.

Other than the foregoing actions, no litigation is required to be disclosed in this Item.

**ITEM 4**  
**BANKRUPTCY**

No bankruptcy information is required to be disclosed in this Item.

**ITEM 5**  
**INITIAL FEES**

**Franchise Agreement**

When you sign a Franchise Agreement you will pay to us a non-refundable initial franchise fee (the “Initial Franchise Fee”). The amount of the Initial Franchise Fee under our single unit Franchise Agreement depends on your selection of the following franchise offerings options:

Franchise Offering	Number of Potential Restaurants	Initial Franchise Fee
<u>Single Franchise</u> : Franchise Agreement	1	\$55,000
<u>1-3 Multi-Franchise</u> : Franchise Agreement Supplemented with Toastique 1-3 Multi-Franchise Addendum	1 to 3	\$110,000
<u>1-4 Multi-Franchise</u> : Franchise Agreement Supplemented with Toastique 1-4 Multi-Franchise Addendum	1 to 4	\$143,000
<u>1-5 Multi-Franchise</u> : Franchise Agreement Supplemented with Toastique 1-5 Multi-Franchise Addendum	1 to 5	\$170,000

If you purchase the rights to a 1-3 Multi-Franchise, 1-4 Multi-Franchise, or 1-5 Multi-Franchise, your Franchise Agreement will be supplemented with the Toastique 1-3, 1-4, or 1-5 Multi-Franchise Addendum attached to this Disclosure Document as Exhibit F. The Toastique 1-3, 1-4, and 1-5 Multi-Franchise Addendum provides you with the option, in addition to the first Restaurant that you will develop and operate under the Franchise Agreement, to develop and operate up to two, three, or four additional Restaurants, respectively, depending on the agreed upon addendum (individually and collectively referred to as the “Additional Restaurant(s)”) without payment of an Initial Franchise Fee at the time of signing the Toastique Franchise Agreement for each Additional Restaurant. To develop and establish an Additional Restaurant, you must sign our Toastique Franchise Agreement which shall contain the same terms as the Franchise Agreement executed for your first Restaurant. The Toastique 1-3 Multi-Franchise Addendum, 1-4 Multi Franchise Addendum, and 1-5 Multi-Franchise Addendums do not grant you a development territory or territory protection and do not obligate you to a Development Schedule. The Initial Franchise Fee is fully earned by us upon payment. The method we use to calculate the Initial Franchise Fee is uniform for all franchises that we offer through this Disclosure Document.

**Veteran’s Discount**

For qualified individuals who were honorably discharged from any branch of the United States Military, we offer a Veteran’s Discount for your first Franchise Agreement for your first Restaurant. This discount must be requested at the time of your initial franchise application and requires documented military service. Provided that you timely develop and open your Restaurant in accordance with the terms of the Franchise Agreement and are otherwise in compliance with the terms of the Franchise Agreement, we will waive the first \$10,000 of Royalty Fees owed to us pursuant to the Franchise Agreement for your first Restaurant. The \$10,000 Royalty Fee waiver must be applied towards the local marketing of your Restaurant.

**Go to Market Launch Fee**

You must pay us a go to market launch fee (the “Go to Market Launch Fee”) in the amount of \$8,000 to offset the costs associated in supporting your efforts to develop and open your Toastique Restaurant. You must pay a Go to Market Launch Fee for any additional Toastique Restaurant(s) you purchase if you want on-site support from us. The Go to Market Launch Fee is payable when you sign your Franchise Agreement, will be fully earned by us upon payment, and is non-refundable.

**Opening Inventory**

You must purchase your opening inventory of certain System Supplies from us or our affiliate. We estimate that your initial opening inventory of System Supplies that you must purchase from us or our affiliates will range between \$30,000 to \$32,000. Your initial opening inventory fees will be fully earned by us upon payment and are non-refundable.

**Multi-Unit Development Agreement**

If you sign a Multi-Unit Development Agreement, you must pay a fixed non-refundable development area fee of \$28,000 for each Restaurant (the “Development Area Fee”), over and above the first Restaurant authorized by the Franchise Agreement, that you will be authorized to develop under the Multi-Unit Development Agreement. The minimum number of Restaurants that you may agree to develop is six and the maximum is 10. The Development Area Fee that you must pay to us is in addition to the Initial Franchise Fee of \$55,000 that you must pay to us at the time of signing the Franchise Agreement for your first Restaurant. At the time of signing the Franchise Agreement for each additional Restaurant authorized by the Multi-Unit Development Agreement, over and above your first Restaurant, you will not be required to pay us an additional Initial Franchise Fee. The Development Area Fee is fully earned by us upon payment and represents consideration for a designated Development Area as referenced in Item 12 of this Disclosure Document. The method we use to calculate the Development Area Fee is uniform for all franchises that we offer through this Disclosure Document.

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**ITEM 6**  
**OTHER FEES**

Type of Fee <sup>(Note 1)</sup>	Amount	Due Date	Remarks
Royalty <sup>(Notes 2 and 3)</sup>	6% of Gross Sales  If you enter into a 1-3, 1-4, or 1-5 Multi-Franchise Addendum, as to each Restaurant developed under the Addendum, we do not charge a Royalty Fee during the initial three month period following the opening of your Restaurant. Thereafter the Royalty Fee is 6% of Gross Sales	Weekly on the Thursday of each week for the preceding week	Will be debited automatically from your bank account by ACH or other means designated by us.
Brand Development Fund <sup>(Note 4)</sup>	Up to 2% of Gross Sales, currently not assessed	Weekly on the Thursday of each week for the preceding week	Will be debited automatically from your bank account by ACH or other means designated by us.
Franchisee Directed Local Marketing <sup>(Note 5)</sup>	2% of Gross Sales	As incurred	Must be spent by you monthly on pre-approved marketing within your designated territory.
POS System <sup>(Note 6)</sup>	Currently \$80 per month	Monthly as invoiced	Payable to us or our designated supplier.
Technology <sup>(Note 7)</sup>	Up to \$750 per month, currently \$500 per month	Monthly as invoiced	Will be debited automatically from your bank account by ACH or other means designated by us.
Local and Regional Advertising Cooperatives <sup>(Note 8)</sup>	As established by cooperative members	As established by cooperative members	If we authorize an Advertising Cooperative, fees that you pay to the cooperative will count to the satisfaction of your franchisee directed local marketing requirements.
Annual Conference <sup>(Note 9)</sup>	Our then current conference fee, not greater than \$1,500 per attendee	When invoiced and before conference	Applies to conference fee for an annual System conference.
Additional Employee Initial Training	Our then current training fee, currently \$300 per person per day	When invoiced and prior to training	There is no initial pre-opening training fee for you or your Managing Owner and one designated manager. This fee



Type of Fee <sup>(Note 1)</sup>	Amount	Due Date	Remarks
			applies to additional individuals that we authorize to attend training.
Supplemental On-Site Training	Our then current daily rate per trainer, plus expenses we incur. Current rate is \$300 per day	When invoiced and prior to training	If you request or we require on-site training at your Restaurant, you must pay our then current trainer fee plus our expenses related to travel and accommodations.
Interest	18% per annum from due date	On demand	Payable on all overdue amounts, fees, charges, and payments due to us under the Franchise Agreement. Interest rate cannot exceed legal rate allowed by law and may be adjusted to reflect same.
Reporting Non-Compliance	\$150 per occurrence	14 days of invoice	Payable for failure to timely submit Royalty and Activity Reports, and other reports and financial statements as required under Franchise Agreement.
Operations Non-Compliance	\$450 to \$1,000 per occurrence	14 days of invoice	Payable for failure to comply with operational standards plus inspection and re-inspection costs incurred by us.
Payment Non-Compliance	\$150 per occurrence	14 days of invoice	Payable for failure to timely pay, when due, a fee or payment due to us under the Franchise Agreement, plus interest, costs and legal fees.
Audit	Cost of audit	On demand	For costs incurred by us for each financial audit, provided the audit determines underreporting of 2% or greater during any designated audit period. Includes fees incurred by us including audit, legal, travel and reasonable accommodations.
Quality Assurance	Actual costs incurred by us	As invoiced	Payable to us if we elect to perform or designate a third party to perform periodic quality assurance audits, including mystery shopper type inspections and programs.
Collections	Actual costs and expenses	On demand	For costs and expenses incurred by us in collecting fees due to us, and/or to enforce the terms of the Franchise Agreement or a termination of the Franchise Agreement. Includes costs

Type of Fee <sup>(Note 1)</sup>	Amount	Due Date	Remarks
			and expenses of re-inspections required by quality assurance audit.
NSF Check Fee of Failed Electronic Fund Transfer	5% of amount or \$50, whichever is greater, or maximum fee allowed by law	On demand	Payable if your bank account possesses insufficient funds and/or fails to process a payment or transfer related to a fee due from you to us.
Non-Compliance	Actual costs and expenses	On demand	Costs and expenses incurred by us as a result of your breach or non-compliance with the terms of your Franchise Agreement.
Supplier Review	Actual costs and expenses	Within 14 days of invoice	You must pay us the costs incurred by us to review and evaluate a potential supplier, product, or service that you submit to us for approval.
Transfer	\$20,000	On demand	Payable if we approve your transfer request, but prior to execution of final transfer agreements and authorization.
Renewal	\$10,000	On signing renewal Franchise Agreement	Payable if we approve your renewal request and upon signing our then current Franchise Agreement.

#### Explanatory Notes to Item 6

##### Other Fees

**Note 1: Type of Fee** – The above table describes fees and payments that you must pay to us, our affiliates, or that our affiliates may impose or collect on behalf of a third party. All fees are uniformly imposed for all franchises offered under this Disclosure Document, are recurring, are not refundable, and are payable to us, unless otherwise specified. If you enter into a Multi-Unit Development Agreement or open multiple Restaurants then these fees shall apply, respectively, to each and every Restaurant subject to the terms of their respective Franchise Agreement. Payment is subject to our specification and instruction, including, our election to have all fees automatically drafted from your business bank account or automatically debited or charged to your business bank account. You will be required to sign an ACH Authorization Form (Franchise Agreement, Exhibit 7) permitting us to electronically debit your designated bank account for payment of all fees payable to us and/or our affiliates. You must deposit all receipts and the Gross Sales of your Restaurant into the designated bank accounts that are subject to our ACH authorization. You must install and use, at your expense, the pre-authorized payment, point of sale, credit card processing, automatic payment, automated banking, electronic debit and/or electronic funds transfer systems that we designate and require in the operation of your Restaurant. You must pay all fees charged by your bank in connection with our ability to debit your bank account.

**Note 2: Royalty Fees** – The royalty fee is a continuing weekly fee equal to 6% (the “Royalty Rate”) of your weekly Gross Sales (the “Royalty Fee”). If any federal, state, or local tax other than an income tax is

imposed on the Royalty Fee which we cannot directly and, dollar for dollar, offset against taxes required to be paid under any applicable federal or state laws, you must compensate us in the manner prescribed by us so that the net amount or net effective Royalty Fees received by us is not less than 6% of your Gross Sales.

If you purchase the rights to a 1-3 Multi-Franchise Addendum, 1-4 Multi-Franchise Addendum, or a 1-5 Multi-Franchise Addendum, the Royalty Fee, as applied to your Restaurants under the applicable Addendum, is not imposed during the initial three month period following the opening of each Restaurant. Thereafter, and throughout the remainder of the term of your Franchise Agreement, the Royalty Fee will be equal to 6% of your weekly Gross Sales.

Note 3: Gross Sales – “Gross Sales” means the total dollar sales from all business and customers of your Restaurant and includes the total gross amount of revenues, receipts, and sales from whatever source derived, whether in form of cash, credit, agreements to pay or other consideration including the actual retail value of any goods or services traded, borrowed, or received by you in exchange for any form of non-money consideration (whether or not payment is received at the time of the sale), from or derived by you or any other person or Corporate Entity from business conducted or which started in, on, from or through your Restaurant and/or your Restaurant Location, whether such business is conducted in compliance with or in violation of the terms of the Franchise Agreement. Gross Sales include the total gross amount of revenues, receipts, and sales from whatever source derived from and/or derived by you (including any person and/or Corporate Entity acting on your behalf) from business conducted within and/or outside your designated territory that is related to your Restaurant and/or a competitive business located and/or operated at your Restaurant Location, within your designated territory, outside your designated territory, and/or otherwise. Gross Sales does not include sales taxes that you collect and remit to the proper taxing authority or promotional discounts that are authorized by us in writing and provided by you to customers of the Franchised Business.

Note 4: Brand Development Fund – The brand development fund fee is a continuing weekly fee equal to an amount of up to 2% of your weekly Gross Sales (the “Brand Development Fund Fee”). Currently we have paused the collection of the Brand Development Fund Fee, however, we reserve the right to continue collecting the Brand Development Fund Fee in the future.

Note 5: Franchisee Directed Local Marketing – On an on-going monthly basis, you must spend not less than 2% of your monthly Gross Sales on the local marketing of your Restaurant within your designated territory and in accordance with our standards and specifications.

Note 6: POS System – You must maintain and utilize the point of sale systems that we designate from time to time, currently CAKE by Mad Mobile (the “POS System Fee”). The POS System Fee is the current monthly license fee to access the point of sale systems that we designate. The POS System Fee does not include other fees associated with point of sale systems such as credit card processing fees and other integrations such as online ordering, customer rewards, customer reviews, and gift cards.

Note 7: Technology Fee – The continuing monthly technology fee is an administrative fee and is not associated with any particular service but is used, at our discretion, to defray some of our costs related to system website, intranet, and other technology related expenses that we may designate (the “Technology Fee”). The Technology Fee is also used to defray our costs related to online, point of sale integrated, web based, and/or app based, ordering, customer rewards, customer reviews, and/or gift card systems. Currently, we charge a monthly Technology Fee in an amount equal to \$500 per month but reserve the right to increase the Technology Fee at any time in the future provided that the monthly Technology Fee shall not exceed \$750 per month.

Note 8: Local and Regional Advertising Cooperatives – If two or more Restaurants are operating within a geographic area, region, or market designated by us (a “designated market”), we reserve the right to establish and require your participation in a local or regional advertising cooperative within the designated market. If a local or regional advertising cooperative is established within a designated market that includes your Restaurant(s), you will be required to participate in the cooperative and make on-going payments to the cooperative in such amounts and subject to such caps as established by the cooperative members. We anticipate that each Restaurant franchisee will have one vote for each Restaurant located within the cooperative market and that cooperative decisions shall be made based on approval of a simple majority vote with a quorum of not less than 25% of the designated cooperative members. Contributions to a local or regional cooperative that we designate will count toward satisfaction of your minimum local marketing requirements.

Note 9: Annual Conference Attendance Fee – If we offer a franchisee annual conference in a given year you will be required to attend the conference on the dates and at the location that we designate. You will be responsible for all travel and lodging expenses. We may charge you an annual conference fee in an amount not exceeding \$1,500 per attendee. We reserve the right to charge the annual conference fee to those franchisees that do not attend. We will not require your attendance at an annual conference for more than three days during any calendar year.

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**ITEM 7**  
**ESTIMATED INITIAL INVESTMENT**

**YOUR ESTIMATED INITIAL INVESTMENT**

**A. Franchise Agreement**

Type of Expenditure	Amount	Method of Payment	When Due	To Whom Payment is Made
Initial Franchise Fee <sup>(Note 1)</sup>	\$55,000	Lump sum	When Franchise Agreement is signed	Us
Go to Market Launch Fee	\$8,000	Lump sum	When Franchise Agreement is signed	Us
Construction and Leasehold Improvements <sup>(Note 2)</sup>	\$122,617 – \$489,342	As arranged	As incurred	Contractors, suppliers, and/or landlord
Lease Deposits – Three Months <sup>(Note 3)</sup>	\$6,000 – \$15,000	As arranged	As incurred	Landlord
Furniture, Fixtures, and Equipment <sup>(Note 4)</sup>	\$60,000 – \$110,000	As arranged	As incurred	Suppliers
Store Art & Feature Wall	\$5,000 – \$8,000	As arranged	As incurred	Suppliers
Signage <sup>(Note 5)</sup>	\$8,000 – \$18,000	As arranged	As incurred	Suppliers
Computer, Software, and Point of Sales System <sup>(Note 6)</sup>	\$1,000 – \$1,500	As arranged	As incurred	Suppliers
Grand Opening Marketing <sup>(Note 7)</sup>	\$20,000	As arranged	As incurred	Suppliers
Initial Inventory <sup>(Note 8)</sup>	\$30,000 – \$32,000	As arranged	As incurred	Us
Utility Deposits <sup>(Note 9)</sup>	\$250 – \$1,500	As arranged	As incurred	Suppliers
Insurance Deposits – Three Months <sup>(Note 10)</sup>	\$250 – \$1,000	As arranged	As incurred	Insurers
Travel for Initial Training <sup>(Note 11)</sup>	\$3,000 – \$8,000	As arranged	As incurred	Airlines, hotels, restaurants
Professional Fees <sup>(Note 12)</sup>	\$10,000 – \$36,000	As arranged	As incurred	Attorneys, accountants, architects, advisors, and construction project managers
Licenses and Permits <sup>(Note 13)</sup>	\$1,000 – \$3,000	As arranged	As incurred	Government

Type of Expenditure	Amount	Method of Payment	When Due	To Whom Payment is Made
Additional Funds – Three Months <sup>(Note 14)</sup>	\$40,000	As arranged	As incurred	Us, employees, suppliers, landlord, utility suppliers
Total Estimate <sup>(Note 15)</sup>	\$370,117 – \$846,342			

Explanatory Notes to Item 7  
For a Franchise Agreement Only

Note 1: Initial Franchise Fee – The Initial Franchise Fee for a single franchise under a Franchise Agreement is \$55,000. All fees are non-refundable. We do not finance any portion of your initial fees.

Note 2: Construction and Leasehold Improvements – This estimate is for the cost of construction, construction management and build-out of the Toastique Restaurant location but does not include costs associated with furniture, fixtures and equipment which are separately disclosed in this Item 7. This estimate assumes that the typical square footage of a Restaurant ranges from 1,200 square feet to 1,400 square feet and that the site of the Restaurant location that you select is delivered to you in an enhanced shell condition with pre-installed improvements including installed and functional heating and cooling with delivery systems, essential lighting, electrical switches and outlets, lavatories, a finished ceiling, walls prepared for painting and a concrete slab floor. This estimate assumes that structural modifications are not required for the installation of any exhaust hood or exhaust ventilation systems. This estimate does not include architectural fees or other fees charged by licensed professionals other than general contractors and licensed tradesmen and does not include any special heating, cooling, ventilation, ductwork, fire suppression, or exhaust ventilation systems. The costs for developing your Restaurant may be higher or lower than the estimates provided. During the fiscal year ending December 31, 2024, our average cost per square foot for the 16 locations that opened is \$212.16 per square foot.

Note 3: Lease Deposits – Three Months – You must operate your Toastique Restaurant from a Restaurant Location that we approve and that complies with state and local law. If you do not already own or lease a suitable location you will be required to lease a location that has been approved by us as meeting our brand standards. This estimate assumes that you will be leasing your Restaurant Location and is limited to the estimated amount of your initial lease deposit and initial three months of rent. The typical square footage of a Restaurant ranges from 1,200 square feet to 1,400 square feet. The amount of your lease deposit and rent is highly variable and is something that you will directly negotiate with your landlord. This estimate does not include the purchase of real property.

Note 4: Furniture, Fixtures, and Equipment – You will be required to purchase certain types of furniture, fixtures, and equipment for your Restaurant. Among other things, you will be required to purchase prep tables, blenders, cold pressed juicer, refrigeration, freezers, kitchen equipment, prep stations, service stations and computer equipment from us, our approved manufacturers, and/or suppliers and/or subject to our specifications. The costs for furniture and fixtures may differ depending on the material quality and on other factors. Significant factors that will influence and will increase the cost of furniture, fixtures and equipment will depend on the size of your Restaurant. This estimate assumes that you will be purchasing your furniture, fixtures, and equipment. The costs listed here do not include any transportation or set up costs. Third party financing may be available for qualified candidates for some of the leasehold

improvement costs, however, with such financing comes associated costs and fees which will cause the cost to exceed what is indicated in this chart.

Note 5: Signage – You are required to purchase, subject to our design and construction specifications and approval, interior and exterior signs and displays that we designate. This estimate is for the cost to produce wall signage to be mounted to the outside of the building as well as all interior signage. This estimate includes other elements of brand identification within the Restaurant such as wall graphics.

Note 6: Computer, Software, and Point of Sale System – You will be required to purchase, license and use the point of sale systems, ordering systems, and applications that we designate. This estimate includes the cost of the QuickBooks system. Information about the point of sale and computer systems are disclosed in Item 11 of this Disclosure Document.

Note 7: Grand Opening Marketing Expense – You must spend a minimum of \$20,000 prior to the opening your Restaurant to promote your grand opening. You must conduct your grand opening marketing plan in accordance with the grand opening marketing strategy we have established with Agenda PR, our designated vendor that will assist with the grand opening of your Restaurant.

Note 8: Initial Inventory – Your initial inventory comprised of small wares, branded items, marketing materials, printed materials, uniforms and supplies and your on-going inventory and supplies (including System Supplies) that you are required to obtain from us, our affiliate or from our designated suppliers are paid for at standard prices and terms and your ongoing inventory must be purchased from either us or our approved vendors.

Note 9: Utility Deposits – To secure the appropriate utilities required for the operation of your Restaurant, including gas, electric, water, sewer and internet access, you will be required to pay upfront deposits to each applicable utility company.

Note 10: Insurance Deposits – Three Months – You are required to maintain certain insurance coverage. Your actual payments for insurance and the timing of those payments will be determined based on your agreement with your insurance company and agent. This estimate is for the cost of an initial deposit in order to obtain the minimum required insurance and we estimate this deposit to be equal to the amount of three months of monthly insurance premium payments. We recommend that you consult with your insurance agent before signing a Franchise Agreement.

Note 11: Travel for Initial Training – You must complete our pre-opening training program before opening your Restaurant. We do not charge a fee for our pre-opening initial training. This estimate is for estimated travel and lodging expenses that you will incur to attend our pre-opening initial training program.

Note 12: Professional Fees – This estimate is for costs associated with the engagement of professionals such as attorneys, accountants, and architects for advisories consistent with the start-up of a Restaurant. You will be required to hire an architect to develop plans that meet our standards and specifications and comply with applicable laws, rules and regulations for the development and operation of your Restaurant. Depending on the complexity of your construction project, we may require you to hire a construction project manager to assist with the management of the build-out. We recommend that you seek the assistance of professional advisors when evaluating this franchise opportunity, this Disclosure Document, the Franchise Agreement and, if applicable, the Multi-Unit Development Agreement. It is also advisable to consult these professionals to review any lease and other contracts that you will enter into as part of the development and operation of your Restaurant.

Note 13: Licenses and Permits – You must apply for, obtain and maintain all required permits and licenses necessary to operate a Restaurant. The licenses will vary depending on local, municipal, county and state regulations. All licensing fees are paid directly to the governmental authorities when incurred and are due prior to opening the Franchised Business. This estimate does not include the cost of specialized licenses such as, for example, liquor licenses that involve a specialized application process and involve costs that vary significantly depending on state and location.

Note 14: Additional Funds – This is an estimate of the minimum recommended levels of additional funds that may be required to cover operating expenses such as employee salaries, inventory, rent, and utilities only for the initial three month period following the opening of your Restaurant. This estimate does not include compensation to you or your owners and does not include interest, finance charges, or payments that may be incurred by you if you financed the development of your Restaurant. In making this estimate, we have relied on the experiences of our affiliate and franchisees in developing and operating a Restaurant. This is only an estimate for your initial three months of operations and more working capital and additional funds may be required depending on the sales and performance of your Restaurant. If you financed the development of your Restaurant, your additional funds may be higher.

Note 15: About Your Estimated Initial Investment – This is an estimate of the initial start-up expenses for a Toastique Restaurant. We have based these estimates on the experiences of our affiliate in developing a Toastique Restaurant. These estimates do not include interest and financing charges that you may incur, and they do not include management level compensation payable to you or your owners. These estimates are for one Restaurant only. If you sign a 1-3 Multi-Franchise Addendum, a 1-4 Multi-Franchise Addendum, a 1-5 Multi-Franchise Addendum, or a Multi-Unit Development Agreement, the estimated initial investment will be required for each Restaurant that you develop.

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## YOUR ESTIMATED INITIAL INVESTMENT

### **B. Franchise Agreement with 1-3 Multi-Franchise Addendum**

Franchise Agreement with 1-3 Multi-Franchise Addendum				
Type of Expenditure	Amount	Method of Payment	When Due	To Whom Payment is Made
Initial Franchise Fee <sup>(Note 1)</sup>	\$110,000	Lump sum	When Franchise Agreement is signed with Multi-Franchise Addendum	Us
Estimated Initial Investment to Open One Restaurant <sup>(Note 2)</sup>	\$315,117 – \$791,342	Estimated Initial Investment is based on estimate contained in Table A, above, of this <u>Item 7</u> , for a Franchise Agreement but excluding the Initial Franchise Fee of \$55,000 since the Initial Franchise Fee is higher for a Franchise Agreement with a 1-3 Multi-Franchise Addendum. See Table A.		
Total Estimate <sup>(Note 3)</sup>	\$425,117 – \$901,342			

## YOUR ESTIMATED INITIAL INVESTMENT

### **C. Franchise Agreement with 1-4 Multi-Franchise Addendum**

Type of Expenditure	Amount	Method of Payment	When Due	To Whom Payment is Made
Initial Franchise Fee <sup>(Note 1)</sup>	\$143,000	Lump sum	When Franchise Agreement is signed with Multi-Franchise Addendum	Us
Estimated Initial Investment to Open One Restaurant <sup>(Note 2)</sup>	\$315,117 – \$791,342	Estimated Initial Investment is based on estimate contained in Table A, above, of this <u>Item 7</u> , for a Franchise Agreement but excluding the Initial Franchise Fee of \$55,000 since the Initial Franchise Fee is higher for a Franchise Agreement with a 1-4 Multi-Franchise Addendum. See Table A.		
Total Estimate <sup>(Note 3)</sup>	\$458,117 – \$934,342			

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## YOUR ESTIMATED INITIAL INVESTMENT

### **D. Franchise Agreement with 1-5 Multi-Franchise Addendum**

Type of Expenditure	Amount	Method of Payment	When Due	To Whom Payment is Made
Initial Franchise Fee <sup>(Note 1)</sup>	\$170,000	Lump sum	When Franchise Agreement is signed with Multi-Franchise Addendum	Us
Estimated Initial Investment to Open One Restaurant <sup>(Note 2)</sup>	\$315,117 – \$791,342	Estimated Initial Investment is based on estimate contained in Table A, above, of this Item 7, for a Franchise Agreement but excluding the Initial Franchise Fee of \$55,000 since the Initial Franchise Fee is higher for a Franchise Agreement with a 1-5 Multi-Franchise Addendum. See Table A.		
Total Estimate <sup>(Note 3)</sup>	\$485,117 – \$961,342			

#### Explanatory Notes to Item 7

#### For a Franchise Agreement Supplemented with a 1-3, 1-4, or 1-5 Multi-Franchise Addendum

Note 1: Initial Franchise Fee – The Initial Franchise Fee for a single franchise under a Franchise Agreement that includes a 1-3 Multi-Franchise Addendum is \$110,000. The Initial Franchise Fee for a single franchise under a Franchise Agreement that includes a 1-4 Multi-Franchise Addendum is \$143,000. The Initial Franchise Fee for a single franchise under a Franchise Agreement that includes a 1-5 Multi-Franchise Addendum is \$170,000. Our 1-3, 1-4, and 1-5 Multi-Franchise Addendum are attached to this Disclosure Document as Exhibit F.

Note 2: Estimated Initial Investment – This is the estimated initial investment for the development of one Toastique Restaurant as reflected in Table A of this Item 7, excluding only the Initial Franchise Fee since the Initial Franchise Fee is higher under a 1-3, 1-4, or 1-5 Multi-Franchise Addendum.

Note 3: Total Estimate – This estimate is only for the development of one Toastique Restaurant, and except for your first Toastique Restaurant, this estimate does not include the estimated initial investment that you will incur each and every time you develop a Restaurant pursuant to the terms of each respective Toastique Franchise Agreement and modification as to your Initial Franchise Fee obligations as set forth in your respective 1-3, 1-4, or 1-5 Multi-Franchise Addendum.

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## YOUR ESTIMATED INITIAL INVESTMENT

### **E. Multi-Unit Development Agreement**

Type of Expenditure	Amount	Method of Payment	When Due	To Whom Payment is Made
Development Area Fee (Note 1)	\$140,000 – \$252,000	Lump sum	When Franchise Agreement and Multi-Unit Development Agreement are signed	Us
Estimated Initial Investment to Open One Restaurant (Note 2)	\$315,117 – \$791,342	Estimated Initial Investment is based on estimate contained in Table A, above, of this <u>Item 7</u> , for a Franchise Agreement. See Table A.		
Total Estimate <sup>(Note 3)</sup>	\$510,117 – \$1,098,342			

#### Explanatory Notes to Item 7

#### For a Franchise Agreement and a Multi-Unit Development Agreement

**Note 1: Development Area Fee and Franchise Fees** – When you sign a Multi-Unit Development Agreement you will also sign a Franchise Agreement for the first Restaurant that you will be required to develop under your Multi-Unit Development Agreement. At the time of signing your Multi-Unit Development Agreement, in addition to paying us the Franchise Fee for your first Restaurant, you will pay to us a Development Area Fee. The amount of the Development Area Fee varies depending on the number of additional Restaurants, over and above the first Restaurant authorized by the Franchise Agreement that you will sign with the Multi-Unit Development Agreement, that you will be authorized to develop within the Development Area.

The minimum number of Restaurants that you may be authorized to develop under a Multi-Unit Development Agreement is six and the maximum number is 10. The Development Area Fee is \$28,000 for each Restaurant, over and above the first Restaurant authorized by the Franchise Agreement that you will sign with your Multi-Unit Development Agreement. You will not be required to pay to us an Initial Franchise Fee at the time of signing the Franchise Agreement for each additional Restaurant, over and above the Initial Franchise Fee of \$55,000 that you will pay at the time of signing the Franchise Agreement for the first Restaurant in your Development Area and the Development Area Fee that you will pay to us at the time of signing the Multi-Unit Development Agreement.

**Note 2: Estimated Initial Investment** – This is the estimated initial investment for the development of one Toastique Restaurant as reflected in Table A of this Item 7. It is important to review Table A of this Item 7 and the Explanatory Notes to Table A in detail.

**Note 3: Total Estimate** – This is the total estimated investment to enter into a single unit Restaurant Franchise Agreement and a Multi-Unit Development Agreement. Under the Multi-Unit Development Agreement, you will be granted the right to, potentially, develop and operate between six to 10 Restaurants. This estimate is only for the development of one Toastique Restaurant. This estimate does not include the

estimated initial investment that you will incur each and every time you develop a Restaurant under your Multi-Unit Development Agreement, except for your first Restaurant.

## **ITEM 8**

### **RESTRICTIONS ON SOURCES OF PRODUCTS AND SERVICES**

You may only offer and sell the Approved Services and Products. You may only use those products, supplies, equipment, and services that we authorize and designate in writing. To ensure that our standards and specifications of quality, service and System development are maintained, you must operate your Restaurant in strict conformity with the Franchise Agreement and the methods, standards, specifications and sources of supply that we designate and prescribe in the Manuals.

#### **Source Restricted Purchases and Leases – Generally**

We require that you purchase or lease certain source restricted goods and services for the development and operation of your Restaurant. Source restricted goods and services are goods and services that must meet our specifications and/or that must be purchased from an approved or designated supplier that may include us or our affiliates. We may designate a supplier, including ourselves or our affiliates, as the exclusive supplier for the System. Our specifications and list of approved and designated suppliers is contained in our Manuals. We will notify you of any changes to our specifications or list of approved or designated suppliers. We may notify you of these changes in various ways, including written or electronic correspondence, amendments and updates to our Manuals, and other forms of communication. If we have previously approved a supplier, and their standards fall below our designated standards, we will revoke our approval. We will notify you in writing of us revoking our approval. We formulate and modify our standards and specifications for products and services based on our industry experience and our management decisions as to the overall operation and expansion of the System. If we have previously approved a supplier, and their standards fall below our designated standards, we will revoke our approval.

#### **Suppliers and Supplier Criteria**

We may designate ourselves and our affiliates as exclusive suppliers of source restricted goods and services. We may designate ourselves or a third party as the sole and exclusive supplier irrespective of the existence of competing suppliers. If there is no designated supplier for a particular item, you will purchase all products, supplies and services from suppliers who meet our specifications and standards. Aside from branded items, marketing materials, printed materials, uniforms, supplies, and other select inventory items, currently we are not, and our affiliates are not the only approved suppliers of the source restricted goods and services identified below. Currently no officer of ours owns an interest in any of our designated suppliers.

If you want to purchase or lease a source restricted item from an alternative supplier that has not been previously approved or designated by us in writing, you must send us a written request for approval and submit additional information, samples, and testing data that we may request. We may charge you a fee equal to the costs and expenses that we incur in reviewing and evaluating an alternate supplier, product, and/or service requested by you. We may charge actual costs that we incur for evaluating alternative products or suppliers proposed by you. Upon written request we will provide to you the process by which we evaluate alternate suppliers or products. We may request that you send us samples from the supplier for testing and documentation from the supplier for evaluation. We may also require, subject to our discretion, that we be allowed to inspect the supplier's facilities. We will notify you of our approval or disapproval within a reasonable time not exceeding 60 days after we receive your written request and all additional information and samples that we request. We may, in our sole discretion, withhold our approval. We do not make our procedures or criteria for approving suppliers available to our System franchisees, except that when evaluating the approval of a particular supplier, among other things, we consider: whether the supplier can demonstrate to our reasonable satisfaction the ability to meet our standards, specifications and

production requirements, the suppliers quality control, whether or not we are the exclusive supplier of the particular item, whether or not our affiliate or affiliates are the exclusive supplier of the particular item, and whether or not the suppliers approval, in our sole determination, will allow us to advance the overall interests of the System and our company.

We estimate that your purchase of goods and services from us or our approved suppliers, or that must conform to our specifications, will represent approximately 80% of your total purchases in establishing your Restaurant and approximately 80% of your total purchases in the continuing operations of your Restaurant. We currently require that you purchase or lease the following source restricted goods and services:

1. Lease – We do not review the terms of the lease for your Restaurant Location but require that your landlord acknowledge our rights as set forth in the lease agreement rider attached as Exhibit 4 to the Franchise Agreement (the “Lease Agreement Rider”) and that you collaterally assign the lease to us as set forth in the collateral assignment of lease attached as Exhibit 5 to the Franchise Agreement (the “Collateral Assignment of Lease”). We possess the right to disapprove of a proposed lease if the landlord refuses to sign the Lease Agreement Rider in substantially the form set forth in Exhibit 4 to the Franchise Agreement. The Lease Agreement Rider grants certain rights to us, including our right to be notified in the event of a lease default and, potentially, for us to enter the premises of your Restaurant.

2. System Supplies – Your Restaurant must maintain an initial and ongoing inventory of System Supplies. You must purchase the System Supplies, as designated by us, from us and/or our affiliates. During the fiscal year ending December 31, 2024, we have not earned any revenue from franchisee purchases of inventory from us.

3. Furniture and Fixtures – Your Restaurant must be equipped with branded and unbranded furniture and fixtures that we designate and that meet our standards and specifications. You may purchase unbranded furniture and fixtures from any supplier of your choosing, provided that the furniture and fixtures meet our specifications and standards, which may also include specified manufacturers, brands, and models. If the furniture and fixtures that we designate are specified to be branded with the Licensed Marks, then you may only purchase them from our designated exclusive suppliers.

4. Signage – The signage for your Restaurant must meet our standards and specifications and must be purchased from our designated suppliers.

5. Point of Sale System and Computer Equipment – Currently you are required to purchase, license and utilize a CAKE by Mad Mobile point of sale system with one configured hardware terminal. Additionally, you must purchase and maintain a computer system on-site at your Restaurant Location. In general, you will be required to obtain a computer system that will consist of certain hardware, software, and peripheral devices such as printers. You will be required to meet our requirements involving back office and point of sale systems, security systems, printers, back-up systems, and high-speed internet access.

6. Credit Card Processing – You must use our designated supplier and vendor for credit card processing which may be integrated with the point of sale system that we designate. Credit card processing fees will, generally, be based on a percentage of all credit card processed Gross Sales.

7. Online Ordering, Customer Rewards, Customer Reviews, and Gift Cards – You must use our designated supplier and vendor for the ability to access and use online, point of sale integrated, web based, and/or app based, ordering, customer rewards, customer reviews, and/or gift card systems. Currently our

designated vendor for these systems is CAKE by Mad Mobile. As you access and utilize these systems you will pay usage fees based on a percentage of your processed Gross Sales.

8. Third Party Delivery Services – The operations of your Restaurant must comply with our policies, procedures, requirements and restrictions respecting the use of third party food delivery services and third party online ordering services. We may restrict or prohibit your use of and/or participating in third party delivery services and/or third party online ordering services. To the extent that we grant you the right to use a third party delivery service and/or online ordering service we may require that you do so through accounts and/or agreements controlled by us.

9. Branded Items and Marketing Materials – All materials bearing the Licensed Marks (including, but not limited to, stationary, business cards, brochures, apparel, signs and displays) must meet our standards and specifications and must be purchased from either of us directly or our designated suppliers. All of your marketing materials must comply with our standards and specifications and must be approved by us before you use them. You may market your Restaurant through approved digital media and social media platforms provided that you do so in accordance with our digital media and social media policies. You must purchase all branded marketing materials from either us or our designated exclusive supplier. We may require that you exclusively use, at your cost, our designated supplier for social and digital media marketing services and exclusively use, at your cost, our social media platforms, vendors and marketing channels.

10. Insurance – You must obtain the insurance coverage that we require from time to time as presently disclosed in the Manuals and as we may modify. All insurance policies required under your Franchise Agreement and as set forth in the Franchise Agreement must be written by a responsible carrier, reasonably acceptable to us and all insurance (excluding workers' compensation) must name us, our officers, directors, shareholders, partners, agents, representatives and independent contractors as additional insureds. The insurance policies must include a provision that the insurance carrier must provide us with no less than 30 days' prior written notice in the event of a material alteration to, or cancellation of, any insurance policy. A certificate of insurance must be furnished by you to use at the earlier of 90 days after the Effective Date of the Franchise Agreement or prior to the commencement of our initial training program. Insurance coverage must be at least as comprehensive as the minimum requirements set forth in the chart below and in the Franchise Agreement (Franchise Agreement, Article 8). You must consult your carrier representative to determine the level of coverage necessary for the Franchised Business. Higher exposures may require higher limits.

#### Insurance Requirements

Franchisee must obtain the minimum required insurance coverage 30 days prior to opening the Toastique franchised operations or upon signing the lease agreement, whichever comes first, from an insurer with an A.M. Best's Review rating of not less than A-VII and is acceptable to us, to insure the premises, business operations, and product liability with the following minimum limits:

a) Comprehensive general liability insurance for bodily injury and property damages of \$1,000,000 per occurrence and \$2,000,000 in the aggregate and no exclusion for third party delivery services or communicable disease if obtainable;

b) Business automobile insurance for all owned, non-owned and rented vehicles used in the Franchised Business, with a combined single bodily injury limit liability, not included with general liability, of at least \$1,000,000;

- c) Statutory workers' compensation insurance and employers' liability insurance as required by the law of the state in which your Restaurant is located, including statutory workers' compensation limits and employers' liability limits of \$1,000,000 by accident, \$1,000,000 by disease policy limit, and \$1,000,000 by disease each accident (Stop Gap Coverage);
- d) Commercial umbrella liability insurance with a total liability limit of \$1,000,000 in excess of all other liability policies;
- e) Property insurance for 100% of the replacement cost of all furniture, fixtures, equipment, inventory, building (if applicable) and tenant buildout in your Toastique Restaurant on a special form coverage basis. This policy will also include business income and extra expense coverage for actual loss sustained for 12 months or at least 50% of annual sales, if not available, and an extended period of indemnity for not less than 180 days;
- f) Employment practices liability insurance with a limit of at least \$1,000,000 in the aggregate, including third party coverage for harassment and discrimination of non-employees and wage and hour defense cost of \$100,000 for naming us as co-defendant;
- g) Cyber liability insurance limit of \$1,000,000 for all first and third party data breaches including, but not limited to: identity thefts, phishing attacks, social engineering, ransomware and data response/crisis management expenses;
- h) Trade name restoration coverage of \$250,000 per location to pay for your lost profit from an actual or alleged contamination event anywhere in the brand; and
- i) All other insurance that we require in the Manuals or that is required by law or by the lease or sublease for your Restaurant.

We may at our option modify the types and amounts of coverage required upon written notice for which you will comply due to hanging or increased business risks. The comprehensive general liability, cyber liability, and auto liability policies must name us as additional insureds and the employment practices liability policy must name us as co-defendant. The policies will contain a waiver of subrogation in our favor, provide for 30 days' notice of cancellation to us and be primary and non-contributory to any insurance we might carry. You will deliver a certificate of insurance to us, or to our representative, upon signing your lease (and 30 days prior to opening) or 20 days prior to all renewals (or upon request) and if you fail to provide us a certificate with the required coverage, we reserve the right but not the duty to force place coverage on your behalf for which you will reimburse us, including any administration fee that might apply, immediately upon notification from us. All insurance coverage must also comply with all Federal, State or municipal laws. We reserve the right to appoint, at any time, an approved insurance broker or program that must be used where legally allowed.

#### **Purchase Agreements and Cooperatives**

We may, in our discretion, negotiate purchase agreements, including price terms, with designated suppliers for source restricted goods and services on behalf of the System. We may establish preferred vendor programs with suppliers on behalf of some or all of the Restaurants under the System. We may limit the number of approved vendors and/or suppliers that you may purchase from, and we may designate one vendor as your sole supplier. Presently, we have a supply agreement with Sysco for the purchase of food products. There are no purchasing or distribution cooperatives that you must join. You will not receive any material benefits for using our designated or approved suppliers.

**Our Right to Receive Compensation and Our Revenue from Source Restricted Purchases**

We and/or our affiliates may receive rebates, payments and other material benefits from suppliers based on your purchases and we reserve the right to institute and expand rebate programs in the future. During the fiscal year ended December 31, 2024, we received \$64,937.17 in revenue from Sysco, EcoLab, Floor & Décor, and Heartland based on our franchisees' purchases, which represents 2.4% of our total revenue of \$2,678,443. We do not provide our franchisees with any material benefits based on a franchisee's purchase of particular products or services or use of particular suppliers.

**ITEM 9**  
**FRANCHISEE'S OBLIGATIONS**

**This table lists your principal obligations under the franchise and other agreements. It will help you find more detailed information about your obligations in these agreements and in other items of this Disclosure Document.**

Table Abbreviations: "FA" – Franchise Agreement; "DA" – Multi-Unit Development Agreement

Obligation	Articles in Agreement	Disclosure Document Item
a. Site selection and acquisition/lease	FA: 2.A., 3.A. and 3.B. DA: 2, 5.5 and 5.6	7 and 11
b. Pre-opening purchases and leases	FA: 3 and 8 DA: Not applicable	7 and 8
c. Site development and other pre-opening requirements	FA: 3, 4, 7.F., 7.G., 7.I., 7.J., 8 and 9 DA: 2, 5.5 and 5.6	6, 7 and 11
d. Initial and ongoing training	FA: 4, 7.J., 14.C. and 14.D. DA: Not applicable	11
e. Opening	FA: 2, 3, 4 and 9.B. DA: 2, 3, 4.1, 4.4 and 4.5	11
f. Fees	FA: 3, 4.A., 5, 9, 10, 12, 13, 14, 15, 16 and 18.N. DA: 4, 5.2 and 7.13	5, 6 and 7
g. Compliance with standards and policies/manual	FA: 3, 4, 5, 7, 8, 9, 11, 12 and 13 DA: 2 and 5	8 and 11
h. Trademarks and proprietary information	FA: 6, 7 and 11 DA: 2, 5 and 7.3	13 and 14
i. Restrictions on products and services offered	FA: 3, 4.C. and 7 DA: 2 and 5	8, 11 and 16
j. Warranty and customer service requirements	FA: 7 DA: Not applicable	16
k. Territorial development and sales quotas	FA: 2 and 3 DA: 4	12
l. Ongoing product and service purchases	FA: 3, 4.C., 5 and 7 DA: Not applicable	8
m. Maintenance, appearance and remodeling requirements	FA: 3 and 7 DA: 5	7 and 17
n. Insurance	FA: 8 DA: Not applicable	7 and 8
o. Advertising	FA: 3.F., 4.B., 7.I., 9 and 11 DA: Not applicable	6, 8 and 11



Obligation	Articles in Agreement	Disclosure Document Item
p. Indemnification	FA: 10 and 11.E. DA: Not applicable	6 and 13
q. Owner's participation, management, and staffing	FA: 4, 6 and 7 DA: 2.5 and 6.2	11 and 15
r. Records and reports	FA: 5, 9, 12 and 13 DA: Not applicable	6
s. Inspections and audits	FA: 5, 7.K. and 13 DA: Not applicable	6 and 11
t. Transfer	FA: 14 DA: 6	17
u. Renewal	FA: 15 DA: 3	17
v. Post-termination obligations	FA: 6, 10, 11, 17 and 18 DA: Not applicable	17
w. Non-competition covenants	FA: 6, 17 and 18 DA: Not applicable	17
x. Dispute resolution	FA: 18.F. and 18.G. DA: 7	17
y. Individual guarantee of franchisee obligations	FA: 2.C., 6, 7.J., 14.C., 14D., 14.E. and 17.C. DA: 2.3 and 6.2	9

## **ITEM 10** **FINANCING**

We do not offer direct or indirect financing. We do not guarantee your note, lease or other obligation.

## **ITEM 11** **FRANCHISOR'S ASSISTANCE, ADVERTISING,** **COMPUTER SYSTEMS AND TRAINING**

**Except as listed below, we are not required to provide you with any assistance.**

### **Pre-Opening Obligations**

1. Grant of Franchise – We will grant you the right to operate a Restaurant at a single Restaurant Location within a designated territory. (Franchise Agreement, Article 2);
2. Franchise Agreement Designated Territory – Once you secure a Restaurant Location that we approve, we will define the Designated Territory for your Restaurant and include the geographic boundaries and/or a description of your Designated Territory within Schedule 1 of the Franchise Agreement. (Franchise Agreement, Article 2 and Schedule 1);
3. Multi-Unit Development Agreement Development Territory – If you have entered into a Multi-Unit Development Agreement, we will designate your Development Territory. The Restaurants to be developed by you must be located within the Development Territory. Once you select a Restaurant Location that we approve within the Development Territory, within the Franchise Agreement for each respective Restaurant

we will define the Designated Territory and include the geographic boundaries and/or a description of your Designated Territory for each respective Restaurant. (Multi-Unit Development Agreement, Section 2);

4. Manuals – You must operate the Franchised Business in accordance with the Manuals and all applicable laws, rules and regulations. At all times, we reserve the right to supplement, modify and update the Manuals. (Franchise Agreement, Article 4.C.). As of the Issuance Date of this Disclosure Document, the Manual consists of 190 pages and the table of contents to the operations manual is attached as Exhibit C to this Disclosure Document (Franchise Agreement, Article 4). The major subjects contained in the Operations Manual consist of establishing, developing, marketing and operating the Franchised Business;

5. Site Review, Approval and Designated Territory – We will review the proposed site that you select for your Restaurant and will notify you of our approval or disapproval. Once you select a site that we approve for the location of your Restaurant, we will designate your Designated Territory. However, if you negotiate and we agree to designate and grant to you a Designated Territory prior to your selection of a Restaurant, then you must locate your Restaurant within the Designated Territory and at a site that we approve. You must obtain our approval of your Restaurant Location. Additional information about site selection is discussed in more detail below in this Item 11;

6. Approved Suppliers and Distributors – We will provide you with a list of our approved suppliers and distributors, either as part of the Manuals or otherwise in writing. (Franchise Agreement, Articles 3 and 4);

7. Signs, Equipment, Furniture, and Fixtures – We will provide you with a list of our approved signage, equipment, furniture and fixtures, either as part of the Manuals or otherwise in writing and we will review and approve, in our discretion, your proposed signage, equipment, furniture and fixtures. We do not provide assistance in delivering or installing signs, equipment, furniture, or fixtures. (Franchise Agreement, Articles 3 and 4);

8. Website and Digital Media – We will identify your Restaurant on our website. You may not use any websites, web-based media or digital media unless expressly approved by us in writing. We strictly control how you may or may not use websites and digital media and you must assign all website media and digital media accounts to us. (Franchise Agreement, Articles 3.F. and 9); and

9. Initial Training – Not more than 45 days prior to the opening of your Restaurant you or your Managing Owner and one management level employee or Owner must attend and complete our initial training program. We will provide you, and up to one of your designated managers, with training in accordance with our initial training program. (Franchise Agreement, Article 4). Our current training program is to be attended by you, or if you are a Corporate Entity, your Managing Owner and one Operating Manager at our training facility located in Washington, D.C. The training program takes place over an approximate four week period and is described below in this Item 11 in more detail. Our training may be broken into two separate training sessions.

10. QuickBooks – You must permit us to have accountant-level access to your QuickBooks account for your Restaurant prior to commencing construction. If you do not provide us with accountant-level access, then we will have our preferred accountant audit your account at your cost. If you fail to timely provide monthly financial statements and reports, such as the profit and loss statement of the Restaurant, within 15 days following the end of the previous month, you will be required to purchase a Qvinci subscription, and you must provide us with access to the QuickBooks account.

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## **Site Selection**

Although you are responsible for selecting a site for your Restaurant Location you must obtain our approval of your Restaurant Location. Generally, we do not own or lease the real property that will serve as your Restaurant Location, and you are responsible for all costs and expenses in locating and evaluating proposed sites and the demographic data associated with your proposed sites. Before you enter into a lease or other agreement for your Restaurant Location you must obtain our approval. We will provide you with site selection guidelines. If your Franchise Agreement specifies and designates a Designated Territory, your Restaurant Location must be located within your Designated Territory at a site that we approve. If you sign a Multi-Unit Development Agreement then each Restaurant Location must be located within the Development Territory designated in the Multi-Unit Development Agreement and, as applicable, at sites that we approve within the Development Territory. Your rights in your Restaurant Location must be subordinate to our rights as set forth in the Lease Agreement Rider attached as Exhibit 4 to the Franchise Agreement and the Collateral Assignment of Lease attached as Exhibit 5 to the Franchise Agreement.

Although there is no specified time limit for us to review the proposed site for your Restaurant Location, we will do so within a reasonable time period, not exceeding 30 days of our receipt of your written request for our review of a proposed site and your submission to us of the information and documentation that we may request. In determining whether to approve or disapprove a proposed site for your Restaurant Location, factors that we take into consideration include: (a) demographic factors, traffic patterns, parking, building structures, visibility and available sign locations; (b) characteristics of the proposed site; (c) the location of your proposed site relative to your overall Designated Territory and proximity to other Restaurants, if your Designated Territory was previously designated; (d) the location of your proposed site relative to your overall Development Territory and proximity to other Restaurants, if you signed a Multi-Unit Development Agreement and your Development Territory was previously designated; and (e) whether or not the landlord for the Restaurant Location approves of our Lease Agreement Rider in substantially the same form as contained in Exhibit 4 of the Franchise Agreement.

Within 180 days of signing your Franchise Agreement you must secure a Restaurant Location and lease that we approve (Franchise Agreement, Article 3.A.). If you do not meet this requirement for any reason, including our disapproval of a proposed restaurant location and/or your failure to find a suitable restaurant location that we approve during the 180 day period, we may terminate your Franchise Agreement without refunding any fees to you if you do not cure this default within 30 days of notice from us. It is your obligation to consult with government agencies, architects and legal professionals to evaluate and determine that your Restaurant Location permits the establishment and operation of the Franchised Business and that you possess the necessary licenses and authority to operate a restaurant that offers and provides the Approved Services and Products. (Franchise Agreement, Articles 2, 3, 7 and 16).

## **Time to Open**

We estimate that the length of time between the signing of your Franchise Agreement and opening your Restaurant to be approximately nine to 11 months. Factors that may affect this estimated time period include: (a) evaluating and selecting a suitable site for your Restaurant Location; (b) timeliness of your submission to us of information and documentation that we may request in determining whether or not to approve of the site for your proposed Restaurant Location; (c) length of time taken by you to successfully complete our initial training program; (d) negotiating and obtaining a suitable lease for your Restaurant Location that is approved by us; (e) obtaining third party lender financing, if necessary; and (f) obtaining the necessary licenses for the operation of your Restaurant. Other factors that may affect this time period include availability of equipment, delays associated with equipment installation and the construction and/or installation of your leasehold improvements and fixtures. You must open your Restaurant within 18 months

from the effective date of your Franchise Agreement, otherwise we may terminate your Franchise Agreement without refunding any fees to you. (Franchise Agreement, Article 3.C.).

### **Post-Opening Obligations**

1. Supplemental Training – We may require that you and your Operating Manager participate in supplemental on-site training that we may designate and require in our discretion. We may provide, in our discretion, supplemental training on-site at your Restaurant Location. You will be required to pay our then current supplemental training fee, currently \$300 per on-site trainer per day, plus travel expenses, meals and accommodation expenses incurred by us. (Franchise Agreement, Article 4.A.);

2. Initial Training for Replacement Operating Manager(s) – Your Operating Manager must complete, to our satisfaction, our initial training program. We will offer and make available to your replacement Operating Manager our initial training program which must be complete to our satisfaction. The initial training program will be provided by us at the facilities that we designate that, presently, is comprised of our Restaurant located in Washington, D.C. and at the certified training Restaurant that we designate in Washington, D.C. You will be required to pay our then current supplemental training fee for your replacement Operating Manager, currently \$300 per manager per day, for each replacement manager attending our initial training. You will also be responsible for all costs incurred by your managers in attending our initial training. (Franchise Agreement, Articles 4.A. and 7.J.);

3. Communication of Operating Standards – We may establish, update and provide you with consultations and communications as to the standards, procedures and System requirements as to the operation of your Restaurant including, but not limited to, Approved Services and Products, System Supplies, marketing and promotion standards, and as we may, in our discretion, designate, modify, supplement and amend from time to time and as set forth in the Manuals which we may, in our discretion, modify from time to time. (Franchise Agreement, Articles 4.B. and 4.C.);

4. Marketing Standards and Approval – We may establish, update and communicate to you our standards for the marketing and promotion of the Franchised Business including, but not limited to, the marketing materials and mediums that you may utilize. We will respond to your request respecting the communication of our approval or disapproval of marketing materials and mediums that may be requested by you for use in the marketing and promotion of the Franchised Business. We maintain full discretion as to the marketing standards and the marketing materials and media that you may use in the marketing and promotion of the Franchised Business. (Franchise Agreement, Article 4.B.);

5. Approved Vendors – We will provide the names and addresses of approved vendors and suppliers for the Approved Services and Products and the System Supplies. (Franchise Agreement, Articles 4.B. and 4.C.);

6. Annual System Conference – We may, in our discretion, coordinate an annual conference to be attended by franchisees of the System that are in good standing. We may charge an annual conference fee not exceeding \$1,500 per attendee. You will be responsible for all travel and accommodation expenses associated with your attendance at the conference. (Franchise Agreement, Articles 4.B. and 5.C.);

7. Administration of Marketing Funds – We may administer and manage System-wide marketing funds comprised of a Brand Development Fund. (Franchise Agreement, Articles 9.A. and 9.F.);

8. Hiring and Training of Employees – We do not provide assistance with the hiring and training of your employees. You will be directly responsible for the management and supervision of your employees. For the protection of the System, you must ensure that all employees wear and maintain the proper uniforms

with our approved System branded apparel and uniforms including, but not limited to, the apparel and uniforms comprising System Supplies. You must monitor and ensure that all System Supplies and Approved Services and Products are prepared, maintained, and served in accordance with the System standards and Manuals; and

9. Pricing – As permitted by law, we reserve the right to designate the maximum, minimum, promotional, and other prices and promotions that you may charge and offer for menu items and Approved Services and Products sold by your Restaurant (Franchise Agreement, Articles 3.D. and 3.E.). Our designation of pricing is not a guarantee that you will achieve a specific level of sales or profitability related to the Approved Services and Products.

## **Advertising**

1. Generally – We are not required to spend any amount on your behalf on advertising in your designated territory and we are not required to conduct any advertising on behalf of the franchise System or on your behalf. (Franchise Agreement, Article 9);

2. Local Marketing – You are not authorized to engage in any marketing unless it is pre-approved by us in our discretion (Franchise Agreement, Article 9.B.). On an on-going and monthly basis, you must spend not less than 2% of your monthly Gross Sales on the local marketing of your Restaurant. We will review your local marketing programs and notify you if we approve same. We will make available to you and provide you with access, in the form of a source document, to our approved marketing campaigns, media, and messaging that may be used by you. In those instances where we provide you with access to our marketing campaigns, we provide you with the source designs, copy, and design specifications. However, you will incur the direct costs associated with customizing, duplicating, and using such marketing campaigns and in having them distributed and/or placed with media sources. (Franchise Agreement, Article 9);

3. Digital Media and Website – All digital media and marketing must be approved by us. We will designate for your Designated Territory information about your Restaurant on the [www.toastique.com](http://www.toastique.com) webpage or such other websites as we may designate for the System. (Franchise Agreement, Article 9);

4. Brand Development Fund – We may control and administer a brand development fund (the “Brand Development Fund”) (Franchise Agreement, Article 9.A.). As disclosed in Item 6 of this Disclosure Document, you must contribute a weekly sum not to exceed 2% of weekly Gross Sales to the Brand Development Fund. We may use the Brand Development Fund for market studies, research, service development, product development, testing, research studies, technology development, advertising and public relations studies or services, creative production and printing of advertising and marketing materials, advertising copy and commercials, tracking costs, agency fees, administrative costs, which may include reimbursement for direct administrative and personnel costs associated with advertising and public relations, and any other costs associated with the development, marketing and testing of advertising, marketing and public relations materials, and the purchase of media placement, advertising time and public relations materials in national, regional or other advertising and public relations media in a manner determined by us, in our discretion, to be in the best interest of the franchisees and the System. Our company and/or affiliate owned Restaurants may but are not required to contribute to the Brand Development Fund. The Brand Development Fund will be required to maintain unaudited financial records detailing its expenditures and will make available to you (no more frequently than one time in any 12-month period) an unaudited accounting of how the monies contributed to the Brand Development Fund were spent each year. We are not required to segregate the Brand Development Fund from our general operating funds, and we are not a fiduciary or trustee of the Brand Development Fund. The Brand Development Fund will not be used to directly promote your Restaurant or the marketing area in which your Restaurant will be located. (Franchise Agreement, Article 9.A.). We may utilize the Brand Development Fund to develop and test

various media and technologies for potential utilization and/or improvement of the operations of Restaurants and the marketing of Restaurants. These technology developments and/or improvements may relate, among other things, to our website and to the interaction and potential enhancement of web offerings that may or may not be implemented on behalf of Restaurants. You may or may not benefit from these technology developments and improvements. The Brand Development Fund will be uniformly imposed upon all franchisees. (Franchise Agreement, Article 9.A.).

We may use the Brand Development Fund to compensate ourselves for administrative fees associated with managing the Brand Development Fund and for our internal employee salaries, expenses and overhead associated with or reasonably allocated to managing the activities of the Brand Development Fund and performing services on behalf of the Brand Development Fund including, but not limited to, directing, developing, and managing media of the Brand Development Fund. We will not use the Brand Development Fund to directly market the sale of Restaurants but may do so indirectly by requiring and including information as to the availability of Restaurant franchises for sale and contact information for franchise inquiries on and within advertising, marketing and brand development materials, including the System website, developed with the Brand Development Fund.

During the fiscal year ending December 31, 2024, we have collected \$230,455.07 towards the Brand Development Fund. Of the \$230,455.07 collected, we have spent 58.3% towards the Brand Strategist and Marketing Wages, 10.4% towards the Company Branding Refresh, 12.2% towards Digital Content Creation, 9.1% toward Paytronix Strategy and Analytics, 7.7% towards the PromoRepublic Marketing Platform, and 2.2% towards the Fractional Chief Marketing Officer.

Currently we have paused the collection of the Brand Development Fund Fee, however, we reserve the right to continue collecting the Brand Development Fund Fee in the future;

5. Local and Regional Advertising Cooperative – We possess the exclusive right to authorize, establish, designate and de-authorize a local or regional advertising cooperative within those markets that we designate. We will exclusively determine the geographic and other boundaries constituting each respective cooperative and factors that we will consider include media markets including print, television and digital. If we establish a cooperative within a market that includes your Restaurant you must contribute to the cooperative in such amounts and frequency as determined by the cooperative. Members of the cooperative will be responsible for administering the cooperative, including determining the amount of contributions, marketing expenditures and allocations. However, we may require that cooperative decisions be made based on approval of a simple majority of franchisee members based on one vote per Restaurant located and a quorum of not less than 25% of the designated franchisee cooperative members. If a cooperative exceeds nine franchisee members we may require that the cooperative establish formal governing documents. Each cooperative must prepare annual unaudited financial statements that must be provided to each cooperative member for review. We reserve the right to form, change, dissolve, or merge any advertising cooperative. If we elect to form a local or regional cooperative or if a cooperative already exists as to the area of your Restaurant, you will be required to participate in the cooperative in accordance with the provisions of our operations manual which we may supplement and modify from time to time. As of the Issuance Date, we have not established any local or regional advertising cooperatives, however, we intend to do so in the future; and

6. Advertising Council – We have not established and advertising council but reserve the right to do so in the future. (Franchise Agreement, Article 9.A.).

### **Computer System**

You must purchase, license and use the computer, point of sale, business management, and ordering systems that we designate. Currently, the designated point of sale system that you must license, and use is CAKE

by Mad Mobile, and as otherwise designated by us in the Manuals. You must purchase one configured and licensed point of sale hardware terminal. Additionally, you must purchase and maintain a computer system on-site at your Restaurant Location. Generally, you will be required to obtain a computer system that will consist of certain hardware and software, and, among other things, you will be required to meet our requirements for: (a) back office and point of sale systems; (b) security systems; (c) printers and other peripheral devices; (d) archive and back-up systems; and (e) high speed internet access. The initial upfront cost of the point of \$1,000 to \$1,500. You are obligated to install and/or access all required point of sale and software upgrades as recommended by the manufacturer of the computer and the licensor of point-of-sale system. You are responsible for hardware repairs or replacement of systems that are no longer covered under warranty. Your estimated costs for the maintenance, repair and updates for the computer and point of sale systems is estimated to not exceed to exceed \$1,500 per year. We will have independent access to all of the information and data that is electronically transmitted on your point-of-sale system and will have access to all data related to the financial performance of your Restaurant. There are no contractual limitations on our right to access your point-of-sale system. There are no contractual limited on the frequency and cost of your obligation to maintain, upgrade and update the computer systems in conformance with our directives. There is also no contractual obligation on us for maintenance, repairs, updates and upgrades on your computerized system.

### **Initial Training**

If this is your first Restaurant we will provide initial training for you, or if you are a Corporate Entity, your Managing Owner, plus one designated manager. You or your Managing Owner and your general manager must successfully attend and complete the initial training program to our satisfaction no more than 45 days before the opening of your Restaurant. The initial training will not be scheduled until you have provided us with a date from your contractor as to when you will receive your certificate of occupancy. The initial training will not be permitted to start until you have received your certificate of occupancy. The initial training program takes place over an approximate four week period. If more than two individuals attend initial training you will be charged an additional fee per additional persons attending initial training. Although we provide you and your general manager with initial training at no additional fee or charge, you will be responsible for paying for all travel expenses and employee wages that you incur in your initial training attendance and participation. (Franchise Agreement, Article 4). Currently, we provide our initial training program no less frequently than quarterly and on an as-needed basis.

### **TRAINING PROGRAM**

The following chart summarizes the subjects covered in our initial training program:

Subject	Hours of Classroom Training	Hours of On-the-Job Training	Location
Online Training Module	8	0	Remote
Operations Manual Review / Menu Review	4	8	Washington, D.C.
Food and Equipment Safety Procedures	2	0	Washington, D.C.
POS Training	2	8	Washington, D.C.
Back of House Training	0	40	Washington, D.C.
Front of House Training	0	40	Washington, D.C.
Ordering Items Through Vendors	0	4	Washington, D.C.
Day to Day Tracking of Items	0	4	Washington, D.C.
Full Scale Management of Store	0	62	Washington, D.C.
Employee Management	2	8	Washington, D.C.
Subtotal Hours	18	174	
Total Hours	192		

Instructional materials that will be used in the initial training process includes our Manuals, live instruction, and handouts. Initial training will be conducted under the direction and supervision of our Director of Training, Kelsey Herle. For the period from April 2023 through present, Mrs. Herle has been involved with the training of the corporate staff at our affiliate location in Washington, D.C. The level of experience of our trainers will, at a minimum, include each trainer's satisfactory completion of our initial training program. In addition to initial training, you will also be required to participate in and satisfy all other training programs that we may designate respecting the Franchised Business. (Franchise Agreement, Articles 4 and 7.J.).

After the opening of your Restaurant, we reserve the right to require that you (or your Managing Owner if you are a Corporate Entity) attend a system-wide training program (the "System-Wide Training Program") that we may establish in our discretion. If we establish a System-Wide Training Program, the program will be offered from our affiliate owned Restaurant in Washington, D.C. and you will be responsible for all travel and expenses, lodging, food, automobile rental expenses and employee wages that you incur in connection with your attendance. We will not require your attendance at a System-Wide Training Program for more than a total of five days in any calendar year.

## **ITEM 12** **TERRITORY**

### **Your Location**

Under the Franchise Agreement, we will grant to you the right to develop and operate one Restaurant at a specific Restaurant Location. If the location is not known at the time you sign a Franchise Agreement, then your Restaurant location must be secured by you but subject to our approval.

If we enter into a Multi-Unit Development Agreement with you, we will grant to you the right to develop a mutually agreed upon number of Toastique Restaurants within a specified Development Area and subject to the agreed upon Development Schedule. The first Restaurant that you develop under your Multi-Unit Agreement will be governed by the Franchise Agreement. Based on your Development Schedule obligations, you must sign our then current Franchise Agreement for all other Restaurants authorized by your Multi-Unit Development Agreement.

### **Grant of Territory**

You will not receive an exclusive territory. You may face competition from other franchisees, from outlets that we own, or from other channels of distribution or competitive brands that we control.

Under the Franchise Agreement, once you identify a site that we approve for your Restaurant Location we will designate an area around your site as your designated territory (the "Designated Territory"). There is no minimum size for a designated territory, the scope and size of your Designated Territory will, generally, be a distance of two miles from the Restaurant Location in all directions travelable by road, but may be smaller based on population density, demographics, and geographical boundaries. If your Restaurant is located within a non-traditional location or a captive market type facility, such as a shopping mall, stadium, amusement park, airport, university, or a similar facility with a captive market, your Designated Territory may be limited to the physical boundaries of the non-traditional location or captive facility. Depending on the demographics and geography we may designate your Designated Territory where your Restaurant is located at the center of the Designated Territory or where your Restaurant is located elsewhere within the Designated Territory. We may identify your Designated Territory by zip code, boundary streets, highways, county lines, designated market area, and/or other recognizable demarcations. If you supplement your Franchise Agreement with a 1-3, 1-4, or 1-5 Multi-Franchise Addendum, you will not be afforded any additional or supplemental territory rights.



If we enter into a Multi-Unit Development, under the Multi-Unit Development Agreement, we will grant to you a Development Area. The size of your Development Area will vary significantly from other franchisees, will be negotiated at the time of signing your Multi-Unit Development Agreement, will depend on your agreed upon Development Schedule, and other factors, including our System development plans, and the nature of the market and demographics in which your Development Area is located.

#### Relocation

Your right to relocate your Restaurant is not guaranteed and approval of a request by you to relocate your Restaurant is completely at our discretion. We evaluate relocation requests on a case-by-case basis and consider factors such as operational history, the location of other Restaurants, our expansion plans, the designated territory, demographics, and other factors that, at the time of a relocation request, are relevant to us. If you sign a Multi-Unit Development Agreement, you will not be granted the right to relocate your Development Area.

#### Multi-Unit Development Agreement

You will not receive an exclusive territory. You may face competition from other franchisees, from outlets that we own, or from other channels of distribution or competitive brands that we control.

#### Establishment of Additional Restaurants

You do not have the right to establish additional Restaurants unless you sign a Multi-Unit Development Agreement. If we enter into and sign a Multi-Unit Development Agreement with you then you will have the right to develop a mutually agreed upon number of additional Restaurants within a specified Development Area. The size of your Development Area will vary significantly from other franchisees and your right to develop additional Restaurants under a Multi-Unit Development Agreement will be subject to your timely compliance with the agreed upon development schedule, your compliance with the terms of your Multi-Unit Development Agreement, and your compliance with all other agreements with us and our affiliates, including all Franchise Agreements. Our approval of future Restaurant Locations and their respective designated territories will be based on our then current site and territory criteria. Our designation of a particular Development Area is not an assurance or warranty that there are a sufficient number of suitable sites for Restaurants in the Development Area for you to meet your Minimum Performance Schedule. If you supplement your individual unit Franchise Agreement with a 1-3, 1-4, or 1-5 Multi-Franchise Addendum, your development and establishment of additional Restaurants will require that you enter into additional Franchise Agreements with us. The 1-3, 1-4, or 1-5 Multi-Franchise Addendum does not afford additional or supplemental territory rights.

#### Options and Rights of First Refusal to Acquire Additional Franchises

You are not granted any options, rights of first refusal, or similar rights to acquire additional franchises.

#### Territory Rights

During the term of the Franchise Agreement, provided that you are not in default of your obligations to us or our affiliates and except as to our Reserved Rights set forth below, we will not establish or open and we will not grant another franchisee the right to establish or open a Toastique Restaurant at a Restaurant Location within your Designated Territory.

We and our affiliates reserve to ourselves the exclusive right on any and all terms and conditions that we deem advisable and, without any compensation or consideration to you (Franchise Agreement, [Article 2.D.](#) and Multi-Unit Development Agreement, [Section 2.3](#)), to engage in the following activities (our “Reserved Rights”): (a) operate and grant to others the right to develop and operate Restaurants and Franchised Businesses using the System and Licensed Marks at locations outside your Designated Territory and, if applicable, Development Area, as we deem appropriate and irrespective of the proximity to your Designated Territory and, if applicable, Development Area; (b) acquire, be acquired, develop, merge with or otherwise

affiliate with one or more businesses of any kind, including businesses that offer and sell products and services that are the same as or similar to the Franchised Business, and after such acquisition, development, merger or affiliation to own and operate and to franchise or license others to own and operate and to continue to own and operate such businesses of any kind, even if such businesses offer and sell products and services that are the same as or similar to a the Franchised Business but, not using the Licensed Marks, within your Designated Territory and, if applicable, within your Development Area; (c) operate, and grant to others the right to develop and operate Toastique Restaurants within or at captive market locations including, but not limited to, indoor malls, airports, transportation stations, factories, government facilities, military bases, hospitals, amusement parks, recreational parks or facilities, sports facilities, convention centers, travel centers, schools, colleges and other academic facilities, seasonal facilities, shopping malls, theaters, workplace cafeterias, hotels, and venues where food service is administered or provided as a concession by a master concessionaire, both within and outside your Designated Territory and, if applicable, your Development Area; (d) use the Licensed Marks and System to distribute the Approved Services and Products offered and sold by the Franchised Business or products and services similar to the Approved Services and Products offered and sold by the Franchised Business through alternative channels of distribution including supermarkets, grocery stores, club stores, curated food marketplaces, wholesale outlets, e-commerce, and other retail and/or wholesale outlets located within and/or outside your Designated Territory and, if applicable, your Development Area; and (e) use the Licensed Marks and System and to license others to use the Licensed Marks and System, to engage in all other activities not expressly prohibited by the Franchise Agreement.

#### Restrictions on Us from Soliciting or Accepting Orders in Your Territory

There are no restrictions on us from soliciting or accepting orders from customers inside your territory, including the use of other channels of distribution, such as the internet, catalog sales, telemarketing, or other direct marketing sales, to make sales within your territory using our principal trademarks or using trademarks different from the ones you will use under the Franchise Agreement. We do not pay any compensation to you for soliciting or accepting orders from inside your territory.

#### Soliciting by You Outside Your Territory

You are required to target and direct the marketing of your Restaurant to customers located within your territory. You may only offer and sell Approved Services and Products from your Restaurant Location located within your Designated Territory and, only to (a) retail customers for consumption on the premises of your Restaurant Location, (b) personal carryout from your Restaurant Location, (c) delivery customers located within your Designated Territory, and (d) catering to customers physically located within your Designated Territory.

#### Competition by Us Under Different Trademarks

We do not have plans to operate or franchise a business under trademarks different from the Licensed Marks that sells or will sell goods or services similar to those that will be offered by you through the Franchised Business.

### **ITEM 13** **TRADEMARKS**

Under the terms of the Franchise Agreement, you will be granted a license to use the “Toastique” trademark and those other marks that we designate. Our affiliate Toastique, LLC is the owner of the Licensed Marks and has granted to us a license with an initial 20 year term and with automatic renewal thereafter to use the Licensed Marks and to license our franchisees to use the Licensed Marks. Although the License Agreement may be terminated as a result of a breach of the License Agreement, in the event of any termination of the License Agreement, our franchisees will continue to maintain the right to use the Marks pursuant to the terms of their Franchise Agreement. We reserve the right to supplement and modify the marks that you may

or may not use in connection with the operations of your Restaurant. You may only use the Licensed Marks as authorized by us in writing and under the terms of your Franchise Agreement. You may not use the Licensed Marks in the name of any Corporate Entity that you establish.

Principal Trademarks Registered with the United States Patent and Trademark Office

The principal trademarks identified in the schedule below are a part of the Licensed Marks and our System. They are registered with the United States Patent and Trademark Office (“USPTO”) and, unless otherwise designated by us, will be used by you in the operations of the Franchised Business. As to these marks identified in the chart below all required affidavits have been filed with the USPTO.

Mark	USPTO Registration Number	Registration Type	Registration Date
Toastique	5597322	Principal	October 30, 2018
	5828201	Principal	August 6, 2019
	5839023	Principal	August 20, 2019

Principal Trademarks Not Registered with the United States Patent and Trademark Office

The following principal trademarks identified in the schedule below are a part of the Licensed Marks, our System, and will be used by you in the operations of the Franchised Business but are not registered with the USPTO. As to each of these principal trademarks:

We do not have a federal registration for each of these principal trademarks. Therefore, the trademarks identified below do not have many legal benefits and rights that are afforded to federally registered trademarks. If our right to use the trademarks (identified below) is challenged, you may have to change to an alternative trademark, which may increase your expenses.

Mark	Serial Number for Registration Application Filed with USPTO Application	Application Type	Application Date
Nourish Every Moment	98480700	1(a)	April 2, 2024

As to our principal trademarks, there are no currently effective material determinations by the USPTO, the Trademark Trial and Appeal Board, any court, or the trademark administrator of any state. There are no pending infringement, opposition or cancellation proceedings and no pending litigation involving our principal marks. We know of no superior rights or infringing uses that could materially affect your use of our principal marks or other related rights in any state.

You are required to provide us with written notice of any claims that you may become aware of respecting the Licensed Marks, including your use of the Licensed Marks and/or any claim associated with a third

party's use of a trademark that is identical or confusingly similar to the Licensed Marks. We maintain the exclusive discretion to take any and all actions, or to refrain from any action, that we believe to be appropriate in response to any trademark infringement, challenge or claim. As between us, we possess the sole right to exclusively control any and all litigation, legal proceedings, administrative proceedings and/or settlement(s) involving any actual or alleged infringement, challenge or claim relating to the Licensed Marks. You must sign all documents, instruments and agreements and undertake the actions that we, with the advice of our legal counsel, determine to be necessary or advisable for the protection and/or maintenance of our interests in the Licensed Marks in any legal proceeding, administrative proceeding or as may be otherwise determined by us. As to the foregoing, we will reimburse you for the reasonable out-of-pocket administrative expenses that you incur and pay in complying with our written instructions.

We will protect your right to use the Licensed Marks and other related rights and to protect you against claims of infringement and unfair competition related to the Licensed Marks, provided that you use the Licensed Marks in accordance with the terms of your Franchise Agreement, as designated by us in the Manuals, and otherwise, as we instruct you. We will indemnify you against direct damages for trademark infringement in a proceeding arising out of your use of the Licensed Marks, provided your use of the Licensed Marks comply with the terms of your Franchise Agreement, the Manuals, our written instructions and, that you have timely notified us of the claim, have given us sole control of the defense and settlement of the claim, and you are in compliance with your Franchise Agreement and, if applicable, Multi-Unit Development Agreement. If we defend the claim, we have no obligation to indemnify or reimburse you with respect to any fees or disbursements of any attorney that you retain.

If any third party establishes, to our satisfaction and in our discretion that its rights to the Licensed Marks are, for any legal reason, superior to any of our rights or of a nature that we believe, in our discretion, that it is advisable to discontinue and/or modify the Licensed Marks, then we will modify and/or replace the Licensed Marks and you must use the substitutions, replacements and/or variations of and/or to the Licensed Marks and use the those trademarks, service marks, logos and trade names required and designated by us. In such event, our sole liability and obligation will be to reimburse you for the direct out-of-pocket costs of complying with this obligation, which you must document to our satisfaction, including, by way of example, alterations in signage and replacement of marketing materials.

#### **ITEM 14**

#### **PATENTS, COPYRIGHTS AND PROPRIETARY INFORMATION**

We do not own any patents. We have copyrighted or may copyright advertising materials and design specifications, our Manuals and other written materials and items. We have not applied to the United States Copyright Office to register these copyrights. We have not applied to the USPTO for the issuance of any patents.

You must keep as confidential our Manuals and any supplements to the Manuals. Our Manuals may take the form of written materials and/or digitally distributed and stored materials and made available to you for use in connection with the Franchised Business. The Manuals contain information about our System, Approved Services and Products, System Supplies, proprietary products, marketing systems, training, and confidential methods of operation. You must use all reasonable and prudent means to maintain the Manuals and the information maintained in the Manuals as confidential and prevent any unauthorized copies, recordings, reproduction, or distribution of the Manuals or the information contained in the Manuals. You must also restrict access to the Manuals to management level employees who sign a confidentiality agreement with you and are required by you to maintain the confidentiality of the Manuals and refrain from distributing or disclosing the Manuals and the information contained in the Manuals. You must provide us with immediate notice if you learn of any unauthorized use of the Manuals or of the information contained in the Manuals, or any infringement or challenge to the proprietary or confidentiality of the information

contained in the Manuals. We will take any and all action(s), or refrain from taking action, that we determine, in our discretion, to be appropriate. We may control any action or legal proceeding we choose to bring. We need not participate in your defense or indemnify you for damages or expenses in a proceeding involving a copyright or patent. If any third party establishes to our satisfaction, in our discretion, that it possesses rights superior to ours, then you must modify or discontinue your use of these materials in accordance with our written instructions.

**ITEM 15**  
**OBLIGATION TO PARTICIPATE IN THE ACTUAL**  
**OPERATION OF THE FRANCHISE BUSINESS**

The Franchise Agreement requires that you or, if you are a Corporate Entity, that your managing shareholder, member or partner be personally responsible for the management and overall supervision of your Restaurant (the “Managing Owner”). We must approve your Managing Owner. Your Managing Owner must have satisfactorily completed our initial training and must have obtained all required licenses and permits necessary to operate the Franchised Business. While we recommend that your Managing Owner personally participate in the day-to-day management and on-site supervision and operations of your Restaurant, you may hire an operating manager to supervise and manage the day-to-day on-site operations of your Restaurant provided that your operating manager: (a) meets all of our minimum standards and criteria for managers; (b) completes our initial training program; and (c) signs a confidentiality agreement approved by us (an “Operating Manager”). We do not require that your Operating Manager own any equity interest in the franchise. At all times, your Restaurant must be managed and supervised on-site by either a Managing Owner or Operating Manager. If you own and operate multiple Restaurants then each Restaurant must be managed and supervised on-site by an Operating Manager.

You and, if you are a Corporate Entity, each of your members, shareholders and/or partners (collectively, “Owners”), must personally guarantee all of your obligations to us under the Franchise Agreement. Each Owner and the spouse of each Owner must personally guarantee your obligations to us under the Franchise Agreement. You and each Owner and spouse must also promise in writing that, among other things, during the term of the Franchise Agreement you will not participate in any business that in any way competes with the Franchised Business, and that for 24 months after the expiration of termination of the Franchise Agreement (with said period being tolled during any periods of non-compliance), neither you nor your Owners and their spouses will participate in any competitive business located within and/or servicing customers located within your Designated Territory and a 25 mile radius surrounding your Designated Territory. Further you will not participate in any competitive business located within and/or servicing customers located within a 10 mile radius of any other Toastique Restaurant and/or the designated territory of any other Toastique Restaurant. Your managers and all other employees and agents with access to our confidential information will be required by us to sign a confidentiality agreement.

**ITEM 16**  
**RESTRICTIONS ON WHAT THE FRANCHISEE MAY SELL**

You may only sell the Approved Services and Products as specified in the Manuals or otherwise approved by us in writing and may only sell the products and services required by us. We can change the products and services that you must offer. There is no limitation on our right to change the products and services offered sold by Toastique Restaurants. You are not limited to whom you may sell products and services of your Toastique Restaurant, provided you do so exclusively from your Restaurant Location and as otherwise required by and in compliance with the standards we determine for the System.

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**ITEM 17**  
**RENEWAL, TERMINATION, TRANSFER AND DISPUTE RESOLUTION**

**The Franchise Relationship Under a Single Unit Franchise Agreement**

**THE FRANCHISE RELATIONSHIP**

**This table lists certain important provisions of the franchise and related agreements. You should read these provisions in the agreements attached to this Disclosure Document.**

Provision	Article in Franchise Agreement	Summary
a. Length of the franchise term	2.B.	The term of your Franchise Agreement is 10 years.
b. Renewal or extension of the term	15	If you meet our conditions for renewal you may renew your franchise for one additional 10-year term.
c. Requirements for franchisee to renew or extend	15	To renew your franchise you must be in compliance with the terms of your Franchise Agreement, provide us with one 180 days prior written notice of your request to renew, sign our then current form of Franchise Agreement and related agreements for the renewal term, sign a general release in our favor, pay a renewal fee, remodel and upgrade your Restaurant to meet our standards and specifications, secure and possess the legal right to continue to occupy the premises of your Restaurant location, and meet all other renewal requirements contained in the Franchise Agreement. Your Owners must be in compliance with their agreements with us, including the Franchise Owner and Spouse Agreement and Guaranty, and they must personally guarantee the terms of your renewal Franchise Agreement which may contain terms materially different from your current Franchise Agreement.
d. Termination by franchisee	16.B.	You may terminate the Franchise Agreement if you are in compliance with its terms, we are in material breach of the Franchise Agreement, and we fail to cure the material breach within 30 days of receiving written notice or, if the breach cannot be cured within 30 days, such period of time that is reasonable to cure the material breach. Subject to state law.
e. Termination by franchisor without cause	Not applicable	Not applicable.
f. Termination by franchisor with "cause"	16.A.	We can terminate if you are in default of the terms of the Franchise Agreement.
g. "Cause" defined-curable defaults	16.A.(3), 16.A.(4)	You have 10 days to cure a default where you fail to pay any fees and/or obligations due to us and/or to an affiliate

Provision	Article in Franchise Agreement	Summary
		<p>of ours, or if you fail to pay a supplier without, as determined by us, a legal justification, provided that the foregoing defaults were not intentionally and knowingly in violation of the Franchise Agreement.</p> <p>You will have 30 days to cure a default where you fail to: timely lease a location that we approve for your Restaurant; timely develop and open your Restaurant; operate your Restaurant in accordance with the specifications, standards, and requirements set forth in our Manuals; develop or operate your Restaurant in compliance with all federal, state, and local laws, rules, and regulations, unless, such violation poses a threat to public health or safety; maintain insurance coverage that we require; comply with our standards, systems or specifications as we may designate or as otherwise designated in the Operations Manual; fail to operate your Restaurant in conformity with our System or otherwise violate the Franchise Agreement, except as to events of default that are not curable.</p>
h. “Cause” defined-non-curable defaults	16.A.(1), 16.A.(2)	<p>The following are defaults that cannot be cured: three or more instances where you commit a curable default, whether or not you timely cured such default in each instance; you intentionally and knowingly refuse to comply with the terms of the Franchise Agreement, and/or the standards specifications, and/or requirements set forth in the Operations Manual and/or as communicated to you by us from time to time; you intentionally, knowingly, or negligently operate the Franchised Business in violation of applicable laws, rules, and regulations and, in doing so, create a foreseeable, imminent, and/or immediate threat to the health and safety of others; you abandon the Franchised Business or fail to maintain the required leasehold and/or ownership interests in your Restaurant Locations; you or your Owners intentionally made a material statement or omission in questionnaires submitted to us; the data, information, and/or records that you record and/or submit to us are intentionally misleading or false; you transfer or attempt to transfer the Franchised Business or the ownership interests in your franchise company without our approval; you disclose or permit the disclosure of information contained in the Operations Manual and/or of confidential information; you or your Owners engage in intentionally dishonest or unethical conduct that impacts our System; you and/or your Owners breach and, if such breach is capable of a cure, fail to timely cure another agreement with us including the Owner and Spouse Agreement and Guaranty; you and your Owners and managers fail to complete, to our satisfaction, our initial</p>

Provision	Article in Franchise Agreement	Summary
		and on-going training programs; you fail to notify us of the misuse of confidential information and you fail to protect same; you misappropriate or misuse the Licensed Marks; you are deemed insolvent, make an assignment for the benefit of creditors, admit in writing your inability to pay debts; are adjudicated bankrupt, file a voluntary bankruptcy petition or have one filed against you, and/or you acquiesce to the appointment of a trustee or receiver, or a court orders one; execution is levied against the Franchised Business; a final judgment is entered against the Franchised Business and is not satisfied within 30 days; you are dissolved; a lawsuit or action is commenced against the Franchised Business to foreclose on a lien on equipment of the Franchised Business and such action is not dismissed after 60 days; real or personal property used by the Franchised Business is sold or levied by a sheriff or other law enforcement officer; and/or you abandon or fail to continuously own and operate the Franchised Business.
i. Franchisee's obligations on termination/non-renewal	6, 17	You must: pay all sums that you owe to us under the Franchise Agreement and all other agreements with us; cease owning and operating the Franchised Business; cease representing yourself as a franchisee of ours; permanently cease using and/or accessing the System, the Licensed Marks, our confidential information, the Operations Manual, the Business Management System, the Business Management System Data, and the System Supplies; return the Operations Manual and all confidential information to us in the original form provided to you and document the destruction of all electronic files related to same; completely de-identify the location and/or facility associated with the Franchised Business; as requested by us, transfer to us all data, telephone listings, digital media, accounts, web listings and websites associated with the Franchised Business; and abide by the post-termination non-competition covenants and restrictions.
j. Assignment of the contract by franchisor	14.A.	No restriction on our right to assign.
k. "Transfer" by franchisee-definition	14.B.	A transfer means and includes, whether voluntary or involuntary, conditional or unconditional, direct or indirect: (a) an assignment, sale, gift, transfer, pledge or sub-franchise; (b) the grant of a mortgage, charge, lien or security interest, including, without limitation, the grant of a collateral assignment; (c) a merger, consolidation, exchange of shares or other ownership interests, issuance of additional ownership interests or securities representing or potentially representing ownership interests, or redemption of ownership interests; and (d) a sale or



Provision	Article in Franchise Agreement	Summary
		exchange of voting interests or securities convertible to voting interests, or an agreement granting the right to exercise or control the exercise of the voting rights of any holder of ownership interests or to control the operations or affairs of Franchisee.
l. Franchisor's approval of transfer by franchisee	14.B.	Transfers require our prior written consent, which may be granted or withheld in our discretion.
m. Conditions for franchisor's approval of transfer	14.C.	For approval of your transfer, you must provide us with 30 days prior written notice of the proposed transfer; you and your Owners must not have defaulted in your obligations under the Franchise Agreement and all other agreements with us; you and your Owners must be in compliance with your obligations under the Franchise Agreement and all other agreements with us; the transferee must agree to be bound by all of the terms and provisions of the Franchise Agreement; the transferee's owners and their spouses must personally guarantee all of the terms and provisions of the Franchise Agreement; you and your Owners and their spouses must sign a general release in favor of us; the transfer must provide for the assignment and/or ownership of the approved location for the Franchised Business, and the transferees continued use and occupancy of such location throughout the term of the Franchise Agreement; the assets of the Franchised Business must be transferred to the transferee; the transferee and the transferee's owners and managers, at the transferee's expense must complete our training programs; we waive our right of first refusal; we approve of the transfer and transferee in writing and subject to our discretion; and you pay the Transfer Fee (subject to applicable state laws).
n. Franchisor's right of first refusal to acquire franchisee's business	14.F.	We have the right to match any offer to purchase your Restaurant or the Corporate Entity operating your Restaurant.
o. Franchisor's option to purchase franchisee's business	Not applicable	Not applicable.
p. Death or disability of franchisee	14.D.	If you are an individual, within 30 days of the death or permanent disability of Franchisee, your executor and/or legal representative must appoint an Operating Manager approved by us and within 60 days of such appointment the Operating Manager must complete, to our satisfaction, our initial training program. Within 12 months of the date of death or disability, the Franchise Agreement must be transferred to a transferee approved by us and otherwise transferred in accordance with the terms of the Franchise Agreement. If the franchisee is a Corporate Entity, within

Provision	Article in Franchise Agreement	Summary
		30 days of the death or permanent disability of your Managing Owner, if there are other Owners, must appoint a replacement Operating Manager approved by us and within 60 days of such appointment the replacement Operating Manager must complete, to our satisfaction, our initial training program.
q. Non-competition covenants during the term of the franchise	6	No involvement in any competitive business and must comply with confidentiality, non-disclosure and non-solicitation covenants.
r. Non-competition covenants after the franchise is terminated or expires	6, 17	No involvement, ownership or interest whatsoever for 24 months in any competing business in: your Designated Territory; a 25-mile radius of your Designated Territory; a 10-mile radius of the Designated Territory of any other Restaurant; and you must comply with confidentiality, non-disclosure and non-solicitation covenants.
s. Modification of the agreement	18.L.	Requires writing signed by you and us, except for unilateral changes that we may make to the Manuals or our unilateral reduction of the scope of a restrictive covenant that we may make in our discretion.
t. Integration/merger clauses	18.M.	Only the terms of the Franchise Agreement and schedules to the Franchise Agreement and the respective signed exhibits to the Franchise Agreement are binding, subject to state law. Nothing in any agreement is intended to disclaim the express representations made in the Franchise Disclosure Document, its exhibits and amendments.
u. Dispute resolution by arbitration or mediation	18.G.	Except for certain claims for injunctive relief, all disputes must first be submitted to non-binding mediation in Washington, D.C. and, if mediation is unsuccessful, then to binding arbitration in Washington, D.C. This provision is subject to applicable state law.
v. Choice of forum	18.G.	All mediation, arbitration and, if applicable, litigation proceedings must be conducted in, or closest to, State court of general jurisdiction that is within or closest to Washington, D.C. or, if appropriate, the United States District Court nearest to our corporate headquarters at the time such action is filed. This provision is subject to applicable state law.
w. Choice of law	18.F.	Arizona law will govern. However, this provision is subject to state law and as otherwise disclosed in <u>Exhibit J</u> to this Disclosure Document.

The Franchise Relationship Under a Multi-Unit Development Agreement

**THE FRANCHISE RELATIONSHIP**

**This table lists certain important provisions of the Franchise and related agreements. You should read these provisions in the agreements attached to this Disclosure Document.**

Provision	Sections in Multi-Unit Development Agreement	Summary
a. Length of the franchise term	3	Varies depending on the number of Restaurants to be developed and the Development Area. The agreement commences on the effective date and the term automatically expires at the earlier of the opening of the final Restaurant required for development, or the last day of the calendar month in which the final Restaurant was required to be open under the Multi-Unit Development Agreement.
b. Renewal or extension of the term	Not applicable	There is no renewal of the Multi-Unit Development Agreement.
c. Requirements for franchisee to renew or extend	Not applicable	There is no renewal of the Multi-Unit Development Agreement
d. Termination by franchisee	Not applicable	There is no option for your termination of the Multi-Unit Development Agreement. Subject to state law.
e. Termination by franchisor without cause	Not applicable	We can terminate without cause only if you and we mutually agree, in writing, to terminate.
f. Termination by franchisor with “cause”	3.2	We may terminate your Multi-Unit Development Agreement with cause. Your Multi-Unit Development Agreement can be terminated by us if: (a) you abandon your obligations under the Multi-Unit Development Agreement; (b) if you for four consecutive months, or any shorter period that indicates an intent by you to discontinue your development of Restaurants within the Development Area; (c) if you become insolvent or you are adjudicated bankrupt, or if any action is taken by you, or by others against you, under any insolvency, bankruptcy or reorganization act, or if you make an assignment for the benefit of creditors or a receiver is appointed by you; (d) if you fail to meet your development obligations under the Development Schedule for any single Development Period including, but not limited to, your failure to establish, open and/or maintain the cumulative number of Restaurants in accordance with Development Schedule; and/or (e) in the event that any one Franchise Agreement is terminated respecting any Restaurant and/or any other

Provision	Sections in Multi-Unit Development Agreement	Summary
		Franchise Agreement between you and us.
g. “Cause” defined-curable defaults	Not applicable	Not applicable.
h. “Cause” defined-non-curable defaults	3.2	Your Multi-Unit Development Agreement can be terminated by us if: (a) you abandon your obligations under the Multi-Unit Development Agreement; (b) if you for four consecutive months, or any shorter period that indicates an intent by you to discontinue your development of Restaurants within the Development Area; (c) if you become insolvent or you are adjudicated bankrupt, or if any action is taken by you, or by others against you, under any insolvency, bankruptcy or reorganization act, or if you make an assignment for the benefit of creditors or a receiver is appointed by you; (d) if you fail to meet your development obligations under the Development Schedule for any single Development Period including, but not limited to, your failure to establish, open and/or maintain the cumulative number of Restaurants in accordance with Development Schedule; and/or (e) in the event that any one Franchise Agreement is terminated respecting any Restaurant and/or any other Franchise Agreement with us.
i. Franchisee’s obligations on termination/non-renewal	Not applicable	You lose all rights under the Multi-Unit Development Agreement. There are no renewal rights respecting the Multi-Unit Development Agreement.
j. Assignment of the contract by franchisor	6	There are no restrictions on our right to assign.
k. “Transfer” by franchisee-definition	6	You have no right to transfer the Multi-Unit Development Agreement.
l. Franchisor’s approval of transfer by franchisee	6	You have no right to transfer the Multi-Unit Development Agreement.
m. Conditions for franchisor’s approval of transfer	6	You have no right to transfer the Multi-Unit Development Agreement.
n. Franchisor’s right of first refusal to acquire franchisee’s business	Not applicable	Not applicable.
o. Franchisor’s option to purchase franchisee’s business	Not applicable	Not applicable.

Provision	Sections in Multi-Unit Development Agreement	Summary
p. Death or disability of franchisee	Not applicable	Not applicable.
q. Non-competition covenants during the term of the franchise	Not applicable	Not applicable as to Multi-Unit Development Agreement. However, each Restaurant developed pursuant to Multi-Unit Development Agreement will be subject to non-competition covenants set forth in each respective Franchise Agreement.
r. Non-competition covenants after the franchise is terminated or expires	Not applicable	Not applicable as to Multi-Unit Development Agreement. However, each Restaurant developed pursuant to Multi-Unit Development Agreement will be subject to non-competition covenants set forth in each respective Franchise Agreement.
s. Modification of the agreement	5.3, 7.11	Only by written agreement between you and us or if governing law requires a modification. We can change the form of the Franchise Agreement for future Restaurants which will not alter your obligations under the Multi-Unit Development Agreement.
t. Integration/merger clauses	7.12	The Multi-Unit Development Agreement is the entire agreement between you and us relating to the development of the Designated Territory. Notwithstanding the foregoing, nothing in any agreement is intended to disclaim the express representations made in the Franchise Disclosure Document, its exhibits and amendments.
u. Dispute resolution by arbitration or mediation	7.5, 7.6	Except for certain claims for injunctive relief, all disputes must first be submitted to non-binding mediation in Washington, D.C. and, if mediation is unsuccessful, then to binding arbitration in Washington, D.C. This provision is subject to applicable state law.
v. Choice of forum	7.5, 7.6	All mediation, arbitration and, if applicable, litigation proceedings must be conducted in, or closest to, State court of general jurisdiction that is within or closest to Washington, D.C. or, if appropriate, the United States District Court nearest to our corporate headquarters at the time such action is filed. This provision is subject to applicable state law.
w. Choice of law	7.5, 7.6	Arizona law will govern. However, this provision is subject to state law and as otherwise disclosed in <u>Exhibit J</u> to this Disclosure Document.

## **ITEM 18**

### **PUBLIC FIGURES**

We do not currently use any public figure to promote our franchise. No public figure is currently involved in our management.

## **ITEM 19**

### **FINANCIAL PERFORMANCE REPRESENTATIONS**

The FTC's Franchise Rule permits a franchisor to provide information about the actual or potential financial performance of its franchised and/or franchisor-owned outlets if there is a reasonable basis for the information and if the information is included in the Disclosure Document. Financial performance information that differs from that included in Item 19 may be given only if: (1) a franchisor provides the actual records of an existing outlet you are considering buying; or (2) franchisor supplements the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

### **DEFINITIONS**

- (a) Adjusted EBITDA – means EBITDA less Franchise Related Expenses.
- (b) Adjusted EBITDA Plus Owner Operator Salary – means the sum of the Adjusted EBITDA and the owner operator salary of the Outlet.
- (c) Average – means the sum of all data points in a set, divided by the number of data points in that set.
- (d) Average Ticket – means the average Gross Sales per Order, calculated by dividing the total Gross Sales for the Calendar Year by the number of Orders during that Calendar Year.
- (e) Calendar Year – means, as to each respective year, the 12 month period commencing on January 1 and ending December 31.
- (f) Company Owned Outlet – means an Outlet owned either directly or indirectly by us, our affiliate or any person identified in Item 2 of this Disclosure Document. A Company Owned Outlet also includes any Outlet that is operated as a joint venture owned in part by us, our affiliate or any person identified in Item 2 of this Disclosure Document, or that is managed by us our affiliate or any person identified in Item 2.
- (g) Customer – refers to each unique Toastique Restaurant customer for which an Outlet provides Approved Products and Services during a particular Calendar Year. A Customer may have multiple Orders during a Calendar Year.
- (h) EBITDA – means earnings before interest, taxes, depreciation, and amortization and is calculated by subtracting Operating Expenses from Gross Profit.
- (i) Food and Paper Goods Cost – means the direct costs incurred by the Restaurant for all food and beverage ingredient items that are used in preparing a Restaurant menu item, all paper goods, including cups, utensils, packaging, and materials used to serve Restaurant menu items, and all cleaning supplies associated with cleaning the Restaurant. Food and Paper Goods Cost does not include the cost of labor used in preparing or serving menu items and all other expenses associated with operating a Restaurant.
- (j) Franchise Outlet – refers to a Toastique Restaurant operated under a Franchise Agreement that is not a

Company Owned Outlet.

(k) Franchise Related Expenses – means the following select fees currently required under the Franchise Agreements: Royalty Fees, Brand Development Fund Fees, Technology Fees, and local marketing expenditures. Franchise Related Expenses do not include all fee and payment obligations required under a Franchise Agreement.

(l) Gross Profit – means Gross Sales less Food and Paper Goods Cost.

(m) Gross Sales – means the total revenue derived by each Toastique Restaurant less sales tax, discounts, allowances, and returns.

(n) Median – means the data point that is in the center of all data points used. That number is found by examining the total number of data points and finding the middle number in that set. In the event the number of data points is an odd number, the median will be the center number. If the dataset contains an even number of data points, the median is reached by taking the two numbers in the middle, adding them together, and dividing by two.

(o) New Company Owned Outlet – means, as to a particular Calendar Year, a Company Owned Outlet that for the first time opened and commenced operations during the Calendar Year. For example, if a Company Owned Outlet first opened for business in February 2023, as to the 2023 Calendar Year, the Company Owned Outlet would qualify as a New Company Owned Outlet and not as an Operational Company Owned Outlet (see definition below). If this Company Owned Outlet remained in operation throughout the 2024 Calendar Year, it would qualify as an Operational Company Owned Outlet during the 2024 Calendar Year.

(p) New Franchise Outlet – means, as to a particular Calendar Year, a Franchise Outlet that for the first time opened and commenced operations during the Calendar Year. For example, if a Franchise Outlet first opened for business in February 2023, as to the 2023 Calendar Year, the Franchise Outlet would qualify as a New Franchise Outlet and not as an Operational Franchise Outlet (see definition below). If this Franchise Outlet remained in operation throughout the 2024 Calendar Year, it would qualify as an Operational Franchise Outlet during the 2024 Calendar Year.

(q) Operational Company Owned Outlet – means, as to a particular Calendar Year, a Company Owned Outlet that was open and in operation on or prior to the commencement of the Calendar Year and remained in operation through the Calendar Year. For example, if a Company Owned Outlet first opened for business in February 2023, as to the 2023 Calendar Year, the Company Owned Outlet would qualify as a New Company Owned Outlet and not as an Operational Company Owned Outlet (see definition above). If this Company Owned Outlet remained in operation throughout the 2024 Calendar Year, it would qualify as an Operational Company Owned Outlet during the 2024 Calendar Year.

(r) Operational Franchise Outlet – means, as to a particular Calendar Year, a Franchise Outlet that was open and in operation prior to the commencement of the Calendar Year and remained in operation through the Calendar Year. For example, if a Franchise Outlet first opened for business in February 2023, as to the 2023 Calendar Year, the Franchise Outlet would qualify as a New Franchise Outlet and not as an Operational Franchise Outlet (see definition above). If this Franchise Outlet remained in operation throughout the 2024 Calendar Year, it would qualify as an Operational Franchise Outlet during the 2024 Calendar Year.

(s) Operating Expenses – means ordinary and recurring expenses incurred in connection with the operation of the Restaurant, including payroll and labor, rent, credit card processing, utilities, supplies, marketing, insurance, office supplies and software, QuickBooks, repairs and maintenance, service subcontractors, and miscellaneous expenses. Operating Expenses do not include expenses and charges related to interest, taxes,

depreciation, or amortization and do not include Franchise Related Expenses that you would be expected to pay to us.

(t) Order – means a unique transaction wherein a Customer purchases one or more menu item(s) from a Toastique Restaurant and resulting in Gross Sales. If, at a different time, the Customer purchases additional menu items, such Order would count as a separate Order.

(u) Outlet – refers to a Toastique Restaurant that is either a Company Owned Outlet or a Franchise Outlet, as the context requires.

## **BASES AND ASSUMPTIONS**

The financial information was not prepared on a basis consistent with generally accepted accounting principles. Data for our Company Owned Outlets is based on information reported to us by our affiliates. Data for the Operational Franchise Outlets is based on financial information reported to us by our franchisees. The information in this analysis has not been audited, is based on historical financial data, and is not a forecast or projection of future financial performance.

## **ANALYSIS OF RESULTS OF COMPANY OWNED OUTLETS**

During the 2024 Calendar Year we had seven Company Owned Outlets. Of our seven Company Owned Outlets, five Outlets were Operational Company Owned Outlets, one Outlet was a New Company Owned Outlet, and one Outlet was not an Operational Company Owned Outlet and is excluded from this Item 19 because it was sold to a franchisee in February 2024 and was therefore not operational during the full 2024 Calendar Year. The table below provides a summary of our Operational Company Owned Outlets.

<b>Operational Company Owned Outlet Summary</b>	
<b>Outlet Name</b>	<b>Outlet Description</b>
The Wharf	The Wharf Outlet opened for business in July 2018 and is located at 764 Maine Avenue SW, Washington, D.C. 20024. This Outlet operates in a Restaurant Location that is located in a high foot traffic waterfront development area and is approximately 1,056 square feet. This Outlet operates daily from 7:00 AM to 7:00 PM.
Alexandria	The Alexandria Outlet opened for business in April 2019 and is located at 1605 King Street, Alexandria, Virginia 22314. This Outlet operates in a Restaurant Location that is located in a historic district and is approximately 1,100 square feet. This Outlet operates daily from 7:00 AM to 5:00 PM.
Navy Yard	The Navy Yard Outlet opened for business in July 2020 and is located at 1331 4 <sup>th</sup> Street SE, Unit 104, Washington, D.C. 20003. This Outlet operates in a Restaurant Location that is located in an urban mixed-use redevelopment area and is approximately 1,835 square feet. This Outlet operates daily from 7:00 AM to 7:00 PM.
Dupont Circle	The Dupont Circle Outlet opened for business in September 2021 and is located at 1899 N Street NW, Washington, D.C. 20036. This Outlet operates in a Restaurant Location that is located in downtown area and is approximately 1,240 square feet. This Outlet operates daily from 7:00 AM to 5:00 PM.
Union Market	The Union Market Outlet opened for business in September 2022 and is located at 325 Morse Street NE, Washington, D.C. 20002. This Outlet operates in a Restaurant Location that is located in main area near other restaurants, shops, and a large food market and is approximately 1,785 square feet. This Outlet operates daily from 7:00 AM to 5:00 PM.

Below we report select financial performance data as to each Operational Company Owned Outlet during



the 2024 Calendar Year. We do not report financial performance data for any New Company Owned Outlet or any Company Owned Outlet that is not an Operational Company Owned Outlet. Material financial and operational characteristics that are reasonably anticipated to differ from future operational franchise outlets include: (a) managerial skill and efficiency experienced by our Company Owned Outlets as a result of our extensively experienced management team; (b) brand recognition within the local markets in which our Company Owned Outlets operate; and (c) no obligation to pay ongoing fees that a franchisee will pay to us, such as Royalty Fees and Brand Development Fund Fees.

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Table 1

Company Owned Outlet: The Wharf, Washington, D.C. Gross Sales and Operating Expenses Data for 2024 Calendar Year		
	Total	% <sup>1</sup>
Gross Sales by Category		
Gross Sales: Catering	\$10,752	1.2%
Gross Sales: Other	\$869,198	98.8%
<b>Total Gross Sales</b>	<b>\$879,950</b>	<b>100.0%</b>
Less: Food and Paper Goods Cost <sup>2</sup>	(\$310,229)	35.3%
<b>Gross Profit</b>	<b>\$569,721</b>	<b>64.7%</b>
Less: Operating Expenses		
Payroll and Labor <sup>3</sup>	(\$213,009)	24.2%
Rent	(\$101,218)	11.5%
Credit Card Processing	(\$19,605)	2.2%
Utilities	(\$17,316)	2.0%
Supplies	(\$1,091)	0.1%
Marketing	\$0	0.0%
Insurance	(\$5,131)	0.6%
Office Supplies and Software	(\$588)	0.1%
QuickBooks	(\$408)	0.0%
Repairs and Maintenance	(\$767)	0.1%
Service Subcontractors	(\$8,147)	0.9%
Miscellaneous	\$0	0.0%
<b>Total Operating Expenses</b>	<b>(\$367,280)</b>	<b>41.7%</b>
<b>EBITDA</b>	<b>\$202,441</b>	<b>23.0%</b>
Less: Adjustments for Select Franchise Related Expenses		
Royalty Fee <sup>4</sup>	(\$52,797)	6.0%
Brand Development Fund Fee <sup>5</sup>	N/A	0.0%
Technology Fee <sup>6</sup>	(\$6,000)	0.7%
Local Marketing <sup>7</sup>	(\$17,599)	2.0%
<b>Adjusted EBITDA</b>	<b>\$126,045</b>	<b>14.3%</b>
Owner Operator Salary	\$54,511	6.2%
<b>Adjusted EBITDA Plus Owner Operator Salary</b>	<b>\$180,556</b>	<b>20.5%</b>

Notes to Table:

<sup>1</sup> “%” represents the percentage of total Gross Sales.

<sup>2</sup> This Outlet receives juice delivered from another Outlet which lowers the Food and Paper Goods Cost, however, we have adjusted the Food and Paper Goods Cost in this table so that it is representative of a franchise. The juice delivery also results in a lower payroll and labor expense.

<sup>3</sup> Payroll and labor expenses include the gross wages paid to employees in connection with the preparation and service of menu items, including gross wages paid to general managers and assistant managers, and compensation paid to an owner operator of the Outlet.

<sup>4</sup> The Royalty Fee is equal to 6% of Gross Sales.

<sup>5</sup> The Brand Development Fund Fee is currently not collected but we reserve the right to collect a Brand Development Fund Fee equal to up to 2% of Gross Sales in the future.

<sup>6</sup> The Technology Fee is currently \$500 per month but we reserve the right to increase the Technology Fee to up to \$750 per month.

<sup>7</sup> On an on-going monthly basis, you must spend not less than 2% of Gross Sales on the local marketing of your Toastique Restaurant. This Outlet did not incur any local marketing expenses during the Calendar Year, and accordingly, this adjustment reflects the local marketing requirement in Item 6 of this Disclosure Document.

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Table 2

Company Owned Outlet: Alexandria, Virginia Gross Sales and Operating Expenses Data for 2024 Calendar Year		
	Total	% <sup>1</sup>
Gross Sales by Category		
Gross Sales: Catering	\$275	0.0%
Gross Sales: Other	\$883,081	100.0%
<b>Total Gross Sales</b>	<b>\$883,356</b>	<b>100.0%</b>
Less: Food and Paper Goods Cost	(\$270,348)	30.6%
<b>Gross Profit</b>	<b>\$613,008</b>	<b>69.4%</b>
Less: Operating Expenses		
Payroll and Labor <sup>2</sup>	(\$226,709)	25.7%
Rent	(\$74,443)	8.4%
Credit Card Processing	(\$16,567)	1.9%
Utilities	(\$10,555)	1.2%
Supplies	(\$1,368)	0.2%
Marketing	\$0	0.0%
Insurance	(\$5,131)	0.6%
Office Supplies and Software	(\$1,904)	0.2%
QuickBooks	(\$385)	0.0%
Repairs and Maintenance	(\$3,695)	0.4%
Service Subcontractors	(\$7,739)	0.9%
Miscellaneous	(\$736)	0.1%
<b>Total Operating Expenses</b>	<b>(\$349,232)</b>	<b>39.5%</b>
<b>EBITDA</b>	<b>\$263,776</b>	<b>29.9%</b>
Less: Adjustments for Select Franchise Related Expenses		
Royalty Fee <sup>3</sup>	(\$53,001)	6.0%
Brand Development Fund Fee <sup>4</sup>	N/A	0.0%
Technology Fee <sup>5</sup>	(\$6,000)	0.7%
Local Marketing <sup>6</sup>	(\$17,667)	2.0%
<b>Adjusted EBITDA</b>	<b>\$187,108</b>	<b>21.2%</b>
Owner Operator Salary	\$52,555	5.9%
<b>Adjusted EBITDA Plus Owner Operator Salary</b>	<b>\$239,662</b>	<b>27.1%</b>

Notes to Table:

<sup>1</sup> “%” represents the percentage of total Gross Sales.

<sup>2</sup> Payroll and labor expenses include the gross wages paid to employees in connection with the preparation and service of menu items, including gross wages paid to general managers and assistant managers, and compensation paid to an owner operator of the Outlet.

<sup>3</sup> The Royalty Fee is equal to 6% of Gross Sales.

<sup>4</sup> The Brand Development Fund Fee is currently not collected but we reserve the right to collect a Brand Development Fund Fee equal to up to 2% of Gross Sales in the future.

<sup>5</sup> The Technology Fee is currently \$500 per month but we reserve the right to increase the Technology Fee to up to \$750 per month.

<sup>6</sup> On an on-going monthly basis, you must spend not less than 2% of Gross Sales on the local marketing of your Toastique Restaurant. This Outlet did not incur any local marketing expenses during the Calendar Year, and accordingly, this adjustment reflects the local marketing requirement in Item 6 of this Disclosure Document.

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Table 3

Company Owned Outlet: Navy Yard, Washington, D.C. Gross Sales and Operating Expenses Data for 2024 Calendar Year		
	Total	% <sup>1</sup>
Gross Sales by Category		
Gross Sales: Catering	\$29,140	2.8%
Gross Sales: Other	\$993,423	97.2%
<b>Total Gross Sales</b>	<b>\$1,022,563</b>	<b>100.0%</b>
Less: Food and Paper Goods Cost	(\$353,235)	34.5%
<b>Gross Profit</b>	<b>\$669,327</b>	<b>65.5%</b>
Less: Operating Expenses		
Payroll and Labor <sup>2</sup>	(\$238,606)	23.3%
Rent	(\$97,551)	9.5%
Credit Card Processing	(\$20,367)	2.0%
Utilities	(\$26,895)	2.6%
Supplies	(\$1,403)	0.1%
Marketing	\$0	0.0%
Insurance	(\$5,131)	0.5%
Office Supplies and Software	(\$1,710)	0.2%
QuickBooks	(\$408)	0.0%
Repairs and Maintenance	(\$1,347)	0.1%
Service Subcontractors	(\$8,668)	0.8%
Miscellaneous	\$0	0.0%
<b>Total Operating Expenses</b>	<b>(\$402,086)</b>	<b>39.3%</b>
<b>EBITDA</b>	<b>\$267,242</b>	<b>26.1%</b>
Less: Adjustments for Select Franchise Related Expenses		
Royalty Fee <sup>3</sup>	(\$61,354)	6.0%
Brand Development Fund Fee <sup>4</sup>	N/A	0.0%
Technology Fee <sup>5</sup>	(\$6,000)	0.6%
Local Marketing <sup>6</sup>	(\$20,451)	2.0%
<b>Adjusted EBITDA</b>	<b>\$179,437</b>	<b>17.5%</b>
Owner Operator Salary	\$45,611	4.5%
<b>Adjusted EBITDA Plus Owner Operator Salary</b>	<b>\$225,048</b>	<b>22.0%</b>
<u>Notes to Table:</u>  <sup>1</sup> “%” represents the percentage of total Gross Sales. <sup>2</sup> Payroll and labor expenses include the gross wages paid to employees in connection with the preparation and service of menu items, including gross wages paid to general managers and assistant managers, and compensation paid to an owner operator of the Outlet. <sup>3</sup> The Royalty Fee is equal to 6% of Gross Sales. <sup>4</sup> The Brand Development Fund Fee is currently not collected but we reserve the right to collect a Brand Development Fund Fee equal to up to 2% of Gross Sales in the future. <sup>5</sup> The Technology Fee is currently \$500 per month but we reserve the right to increase the Technology Fee to up to \$750 per month. <sup>6</sup> On an on-going monthly basis, you must spend not less than 2% of Gross Sales on the local marketing of your Toastique Restaurant. This Outlet did not incur any local marketing expenses during the Calendar Year, and accordingly, this adjustment reflects the local marketing requirement in <u>Item 6</u> of this Disclosure Document.		

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Table 4

Company Owned Outlet: Dupont Circle, Washington, D.C. Gross Sales and Operating Expenses Data for 2024 Calendar Year		
	Total	% <sup>1</sup>
Gross Sales by Category		
Gross Sales: Catering	\$5,405	0.7%
Gross Sales: Other	\$782,154	99.3%
<b>Total Gross Sales</b>	<b>\$787,559</b>	<b>100.0%</b>
Less: Food and Paper Goods Cost <sup>2</sup>	(\$302,108)	38.4%
<b>Gross Profit</b>	<b>\$485,451</b>	<b>61.6%</b>
Less: Operating Expenses		
Payroll and Labor <sup>3</sup>	(\$186,186)	23.6%
Rent	(\$120,016)	15.2%
Credit Card Processing	(\$15,681)	2.0%
Utilities	(\$20,845)	2.6%
Supplies	(\$888)	0.1%
Marketing	\$0	0.0%
Insurance	(\$5,131)	0.7%
Office Supplies and Software	(\$2,064)	0.3%
QuickBooks	(\$408)	0.1%
Repairs and Maintenance	(\$758)	0.1%
Service Subcontractors	(\$5,700)	0.7%
Miscellaneous	(\$33)	0.0%
<b>Total Operating Expenses</b>	<b>(\$357,710)</b>	<b>45.4%</b>
<b>EBITDA</b>	<b>\$127,741</b>	<b>16.2%</b>
Less: Adjustments for Select Franchise Related Expenses		
Royalty Fee <sup>4</sup>	(\$47,254)	6.0%
Brand Development Fund Fee <sup>5</sup>	N/A	0.0%
Technology Fee <sup>6</sup>	(\$6,000)	0.8%
Local Marketing <sup>7</sup>	(\$15,751)	2.0%
<b>Adjusted EBITDA</b>	<b>\$58,736</b>	<b>7.5%</b>
Owner Operator Salary	\$23,938	3.0%
<b>Adjusted EBITDA Plus Owner Operator Salary</b>	<b>\$82,674</b>	<b>10.5%</b>

Notes to Table:

<sup>1</sup> “%” represents the percentage of total Gross Sales.

<sup>2</sup> This Outlet receives juice delivered from another Outlet which lowers the Food and Paper Goods Cost, however, we have adjusted the Food and Paper Goods Cost in this table so that it is representative of a franchise. The juice delivery also results in a lower payroll and labor expense.

<sup>3</sup> Payroll and labor expenses include the gross wages paid to employees in connection with the preparation and service of menu items, including gross wages paid to general managers and assistant managers, and compensation paid to an owner operator of the Outlet. This Outlet operated without a manager for the majority of the 2024 Calendar Year.

<sup>4</sup> The Royalty Fee is equal to 6% of Gross Sales.

<sup>5</sup> The Brand Development Fund Fee is currently not collected but we reserve the right to collect a Brand Development Fund Fee equal to up to 2% of Gross Sales in the future.

<sup>6</sup> The Technology Fee is currently \$500 per month but we reserve the right to increase the Technology Fee to up to \$750 per month.

<sup>7</sup> On an on-going monthly basis, you must spend not less than 2% of Gross Sales on the local marketing of your Toastique Restaurant. This Outlet did not incur any local marketing expenses during the Calendar Year, and accordingly, this adjustment reflects the local marketing requirement in Item 6 of this Disclosure Document.

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Table 5

Company Owned Outlet: Union Market, Washington, D.C. Gross Sales and Operating Expenses Data for 2024 Calendar Year		
	Total	% <sup>1</sup>
Gross Sales by Category		
Gross Sales: Catering	\$192,441	20.2%
Gross Sales: Other	\$760,820	79.8%
<b>Total Gross Sales</b>	<b>\$953,261</b>	<b>100.0%</b>
Less: Food and Paper Goods Cost <sup>2</sup>	(\$409,679)	43.0%
<b>Gross Profit</b>	<b>\$543,582</b>	<b>57.0%</b>
Less: Operating Expenses <sup>3</sup>		
Payroll and Labor <sup>4</sup>	(\$244,868)	25.7%
Rent	(\$94,711)	9.9%
Credit Card Processing	(\$14,304)	1.5%
Utilities	(\$33,472)	3.5%
Supplies	(\$4,159)	0.4%
Marketing	\$0	0.0%
Insurance	(\$5,131)	0.5%
Office Supplies and Software	(\$809)	0.1%
QuickBooks	(\$1,037)	0.1%
Repairs and Maintenance	(\$6,521)	0.7%
Service Subcontractors	(\$7,575)	0.8%
Miscellaneous	(\$2,059)	0.2%
<b>Total Operating Expenses</b>	<b>(\$414,646)</b>	<b>43.5%</b>
<b>EBITDA</b>	<b>\$128,936</b>	<b>13.5%</b>
Less: Adjustments for Select Franchise Related Expenses		
Royalty Fee <sup>5</sup>	(\$57,196)	6.0%
Brand Development Fund Fee <sup>6</sup>	N/A	0.0%
Technology Fee <sup>7</sup>	(\$6,000)	0.6%
Local Marketing <sup>8</sup>	(\$19,065)	2.0%
<b>Adjusted EBITDA</b>	<b>\$46,675</b>	<b>4.9%</b>
Owner Operator Salary	\$64,592	6.8%
<b>Adjusted EBITDA Plus Owner Operator Salary</b>	<b>\$111,267</b>	<b>11.7%</b>

Notes to Table:

<sup>1</sup> “%” represents the percentage of total Gross Sales.

<sup>2</sup> This store acts as a commissary for The Wharf and Dupont Circle Outlets which increases the Food and Paper Goods Cost, however, we have adjusted the Food and Paper Goods Cost in this table so that it is representative of a franchise.

<sup>3</sup> This Outlet houses all juice waste for The Wharf and Dupont Circle Outlets. This Outlet is also the main office for Toastique and acts as our test kitchen. Accordingly, the Food and Paper Goods Cost and other expenses of this Outlet may be higher than that of a franchise.

<sup>4</sup> Payroll and labor expenses include the gross wages paid to employees in connection with the preparation and service of menu items, including gross wages paid to general managers and assistant managers, and compensation paid to an owner operator of the Outlet.

<sup>5</sup> The Royalty Fee is equal to 6% of Gross Sales.

<sup>6</sup> The Brand Development Fund Fee is currently not collected but we reserve the right to collect a Brand Development Fund Fee equal to up to 2% of Gross Sales in the future.

<sup>7</sup> The Technology Fee is currently \$500 per month but we reserve the right to increase the Technology Fee to up to \$750 per month.

<sup>8</sup> On an on-going monthly basis, you must spend not less than 2% of Gross Sales on the local marketing of your Toastique Restaurant. This Outlet did not incur any local marketing expenses during the Calendar Year, and accordingly, this adjustment reflects the local marketing requirement in Item 6 of this Disclosure Document.

Table 6

Operational Company Owned Outlet Summary Average, Median, High, and Low Gross Sales for 2024 Calendar Year				
Average	Number and Percentage of Outlets Above Average	Median	High	Low
\$905,338	2 / 5 (40.0%)	\$883,356	\$1,022,562	\$787,559
<u>Note to Table:</u>  <sup>1</sup> The data compiled in this table is based on five Operational Company Owned Outlets.				

Table 7

Operational Company Owned Outlet Summary Average, Median, High, and Low Adjusted EDITDA Plus Owner Operator Salary for 2024 Calendar Year				
Average	Number and Percentage of Outlets Above Average	Median	High	Low
\$167,842	3 / 5 (60.0%)	\$180,556	\$239,663	\$82,674
<u>Note to Table:</u>  <sup>1</sup> The data compiled in this table is based on five Operational Company Owned Outlets.				

Table 8

Operational Company Owned Outlet Summary Average, Median, High, and Low Ticket Data for 2024 Calendar Year	
Data	Amount
Average Ticket	\$18.59
Median Ticket	\$17.73
High Ticket	\$22.15
Low Ticket	\$17.39
<u>Note to Table:</u>  <sup>1</sup> The data represented in this table is for all 2024 Calendar Year Operational Company Owned Outlets. During the 2024 Calendar Year we had a total of five Operational Company Owned Outlets.	

### **ANALYSIS OF RESULTS OF OPERATIONAL FRANCHISE OUTLETS**

During the 2024 Calendar Year we had 32 Franchise Outlets. Of our 32 Franchise Outlets, 12 Outlets were Operational Franchise Outlets and 16 Outlets were New Franchise Outlets. Two Franchise Outlets have been excluded from this Item 19 because they ceased operations during the 2024 Calendar Year and two Franchise Outlets have been excluded from this Item 19 because they experienced an interruption in operations as a result of a transfer, and therefore these Outlets did not constitute Operational Franchise Outlets for the 2024 Calendar Year. We have also excluded one Outlet that operated on a seasonal basis, since the operations of the Outlet is not representative of the Franchised Business.

Table 9

Operational Franchise Outlet Summary Average, Median, High, and Low Gross Sales for 2024 Calendar Year				
Average	Number and Percentage of Outlets Above Average	Median	High	Low
\$631,652	6 / 12 (50.0%)	\$577,637	\$1,089,772	\$306,971
<u>Note to Table:</u>  <sup>1</sup> The data compiled in this table is based on 12 Operational Franchise Outlets.				

Table 10

Operational Franchise Outlet Summary Average, Median, High, and Low Ticket Data for 2024 Calendar Year	
Data	Amount
Average Ticket	\$21.27
Median Ticket	\$21.97
High Ticket	\$26.78
Low Ticket	\$15.43
<u>Note to Table:</u>  <sup>1</sup> The data represented in this table is for all 2024 Calendar Year Operational Franchise Outlets. During the 2024 Calendar Year we had a total of 12 Operational Franchise Outlets.	

Table 11

System-Wide Outlet Summary Operational Company Owned Outlets and Operational Franchise Outlets Gross Sales Data for 2024 Calendar Year	
Operational Franchise Outlet	Gross Sales
Hoboken	\$1,089,772
Navy Yard	\$1,022,562
Chatham	\$977,965
Union Market	\$953,261
Columbia	\$888,375
Alexandria	\$883,356
The Wharf	\$879,950
Dupont Circle	\$787,559
Sarasota	\$734,289
Water Street	\$695,943
Greenwood Village	\$641,963
Owings Mills	\$513,311
Chesapeake	\$511,568
Balboa Island	\$428,078
Orlando	\$406,963
Denver 9+Co	\$384,628
Downtown Colorado Springs	\$306,971



Table 12

<b>System-Wide Outlet Summary</b> <b>Operational Company Owned Outlets and Operational Franchise Outlets</b> <b>Average, Median, High, and Low Gross Sales for 2024 Calendar Year</b>				
<b>Average</b>	<b>Number and Percentage of Outlets Above Average</b>	<b>Median</b>	<b>High</b>	<b>Low</b>
\$712,148	10 / 17 (58.8%)	\$734,289	\$1,089,772	\$306,971
<u>Note to Table:</u>  <sup>1</sup> The data compiled in this table is based on five Operational Company Owned Outlets and 12 Operational Franchise Outlets.				

Table 13

<b>System-Wide Outlet Summary</b> <b>Operational Company Owned Outlets and Operational Franchise Outlets</b> <b>Average, Median, High, and Low Ticket Data for 2024 Calendar Year</b>	
<b>Data</b>	<b>Amount</b>
Average Ticket	\$20.84
Median Ticket	\$21.28
High Ticket	\$26.78
Low Ticket	\$15.43
<u>Note to Table:</u>  <sup>1</sup> The data compiled in this table is based on five Operational Company Owned Outlets and 12 Operational Franchise Outlets.	

**Some Outlets have earned this amount. Your individual results may differ. There is no assurance that you'll earn as much.**

Written substantiation of the data used in preparing these sales figures will be made available to you upon reasonable request.

Other than the preceding financial performance representations, Toastique Holdings, LLC does not make any representations about a franchisee's future financial performance or the past financial performance of company-owned or franchised outlets. We also do not authorize our employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing outlet, however, we may provide you with the actual records of that outlet. If you receive any other financial performance information or projections of your future income, you should report it to the franchisor's management by contacting Brianna Keefe, Toastique Holdings, LLC at 764 Maine Avenue SW, Washington, D.C. 20024 and (202) 484-5200, the Federal Trade Commission, and the appropriate state regulatory agencies.

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**ITEM 20**  
**OUTLETS AND FRANCHISEE INFORMATION**

**TABLE NO. 1**  
**SYSTEMWIDE OUTLET SUMMARY**  
**FOR YEARS 2022 to 2024**

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	1	7	+6
	2023	7	16	+9
	2024	16	30	+14
Company Owned	2022	4	6	+2
	2023	6	6	0
	2024	6	6	0
Total Outlets	2022	5	13	+8
	2023	13	22	+9
	2024	22	36	+14

**TABLE NO. 2**  
**TRANSFER OF OUTLETS FROM FRANCHISEES TO NEW OWNERS**  
**(OTHER THAN THE FRANCHISOR)**  
**FOR YEARS 2022 to 2024**

State	Year	Number of Transfers
Colorado	2022	0
	2023	0
	2024	2
Utah	2022	0
	2023	1
	2024	0
Total	2022	0
	2023	1
	2024	2

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**TABLE NO. 3**  
**STATUS OF FRANCHISED OUTLETS**  
**FOR YEARS 2022 to 2024**

State	Year	Outlets at Start of Year	Outlets Opened	Terminations	Non-Renewals	Reacquired by Franchisor	Ceased Operations for Other Reasons	Outlets at End of Year
California	2022	0	0	0	0	0	0	0
	2023	0	1	0	0	0	0	1
	2024	1	3	0	0	0	0	4
Colorado	2022	0	4	0	0	1	0	3
	2023	3	1	0	0	0	0	4
	2024	4	1	0	0	0	0	5
Florida	2022	0	1	0	0	0	0	1
	2023	1	2	0	0	0	0	3
	2024	3	0	0	0	0	0	3
Georgia	2022	0	0	0	0	0	0	0
	2023	0	0	0	0	0	0	0
	2024	0	1	0	0	0	0	1
Kansas	2022	0	0	0	0	0	0	0
	2023	0	0	0	0	0	0	0
	2024	0	1	0	0	0	0	1
Maryland	2022	0	0	0	0	0	0	0
	2023	0	2	0	0	0	0	2
	2024	2	1	0	0	0	0	3
Michigan	2022	0	0	0	0	0	0	0
	2023	0	0	0	0	0	0	0
	2024	0	1	0	0	0	0	1
Minnesota	2022	0	0	0	0	0	0	0
	2023	0	0	0	0	0	0	0
	2024	0	1	0	0	0	0	1
New Jersey	2022	1	0	0	0	0	0	1
	2023	1	2	0	0	0	0	3
	2024	3	1	0	0	0	0	4
New York	2022	0	0	0	0	0	0	0
	2023	0	0	0	0	0	0	0
	2024	0	1	0	0	0	0	1
North Carolina	2022	0	0	0	0	0	0	0
	2023	0	0	0	0	0	0	0
	2024	0	1	0	0	0	0	1
Pennsylvania	2022	0	0	0	0	0	0	0
	2023	0	1	0	0	0	0	1
	2024	1	0	0	0	0	1	1

Tennessee	2022	0	0	0	0	0	0	0
	2023	0	0	0	0	0	0	0
	2024	0	1	0	0	0	0	1
Texas	2022	0	0	0	0	0	0	0
	2023	0	0	0	0	0	0	0
	2024	0	3	1	0	0	0	2
Utah	2022	0	2	0	0	0	0	2
	2023	2	0	0	0	0	1	1
	2024	1	0	0	0	0	0	1
Virginia	2022	0	0	0	0	0	0	0
	2023	0	1	0	0	0	0	1
	2024	1	0	0	0	0	0	1
Totals	2022	1	7	0	0	1	0	7
	2023	7	10	0	0	0	1	16
	2024	16	16	1	0	0	1	30

**TABLE NO. 4**  
**STATUS OF COMPANY OWNED OUTLETS**  
**FOR YEARS 2022 to 2024**

State	Year	Outlets at Start of Year	Outlets Opened	Outlets Reacquired by Franchisor	Outlets Closed	Outlets Sold to Franchisee	Outlets at End of Year
Colorado	2022	0	0	1	0	0	1
	2023	1	0	0	0	0	1
	2024	1	0	0	0	1	0
Virginia	2022	1	0	0	0	0	1
	2023	1	0	0	0	0	1
	2024	1	1	0	0	0	2
Washington, D.C.	2022	3	1	0	0	0	4
	2023	4	0	0	0	0	4
	2024	4	0	0	0	0	4
Totals	2022	4	1	1	0	0	6
	2023	6	0	0	0	0	6
	2024	6	1	0	0	1	6

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**TABLE NO. 5**  
**PROJECTED OPENINGS**  
**AS OF DECEMBER 31, 2024**

State	Franchise Agreement Signed but Outlet Not Opened	Projected New Franchised Outlets in the Next Fiscal Year	Projected New Company Owned Outlets in the Next Fiscal Year
Arizona	1	1	0
California	10	10	0
Colorado	2	2	0
Connecticut	2	2	0
Florida	4	4	0
Georgia	4	4	0
Illinois	1	1	0
Iowa	1	1	0
Kansas	1	2	0
Massachusetts	2	2	0
Michigan	2	1	0
Missouri	1	1	0
Nebraska	1	1	0
Nevada	1	1	0
New Jersey	1	2	0
New York	3	1	0
North Carolina	2	7	0
Ohio	1	1	0
Pennsylvania	2	3	0
South Dakota	1	54	0
Texas	7	2	0
Utah	1	0	0
Virginia	3	2	1
Totals	54	32	1

Notes to Tables:

During the last three fiscal years, some current or former franchisees have signed confidentiality clauses with us that restrict them from discussing with you their experiences as a franchisee in our franchise system. There are no trademark-specific franchisee organizations associated with the franchise system being offered in this Franchise Disclosure Document.

Exhibit H to this Disclosure Document contains a list of our then current franchisees as of the end of the Issuance Date of this Disclosure Document.

Exhibit I to this Disclosure Document contains a list of franchisees that had an outlet terminated, canceled, not renewed or otherwise voluntarily or involuntarily ceased to do business under our Franchise Agreement during our most recently completed fiscal year or who has not communicated with us within 10 weeks of the Issuance Date of this Disclosure Document.

**If you buy this franchise, your contact information may be disclosed to other buyers when you leave the franchise system.**

**ITEM 21**  
**FINANCIAL STATEMENTS**

Attached as Exhibit D are our audited financial statements for 2022, 2023, and 2024. We were established on December 1, 2020 and our predecessor was established on December 5, 2018. Our fiscal year ends on December 31.

**ITEM 22**  
**CONTRACTS**

Attached to this Disclosure Document or to the Exhibits attached to and comprising the Franchise Agreement attached to this Disclosure Document are copies of the following franchise and other contracts and agreements in use or proposed for use:

**Exhibits to this Disclosure Document**

Exhibit <u>E</u>	Franchise Agreement
Exhibit <u>F</u>	1-3, 1-4, and 1-5 Multi-Franchise Addendum
Exhibit <u>G</u>	Multi-Unit Development Agreement
Exhibit <u>J</u>	State Specific Addenda

**Schedules and Exhibits to the Franchise Agreement**

Schedule <u>1</u>	Restaurant Location and Designated Territory Acknowledgment
Schedule <u>2</u>	Statement of Franchise Owners
Exhibit <u>1</u>	Franchise Owner and Spouse Agreement and Guaranty
Exhibit <u>2</u>	Confidentiality Agreement
Exhibit <u>3</u>	Site Selection Acknowledgment
Exhibit <u>4</u>	Lease Agreement Rider
Exhibit <u>5</u>	Collateral Assignment of Lease
Exhibit <u>6</u>	Assignment of Telephone Numbers and Digital Media Accounts
Exhibit <u>7</u>	ACH Authorization Form
Exhibit <u>8</u>	General Release

**Schedules and Exhibits to the Multi-Unit Development Agreement**

Schedule <u>A</u>	Development Information Sheet
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Individual state law may supersede the provisions contained in your Franchise Agreement and, if applicable, your Multi-Unit Development Agreement respecting the requirement that you execute a general release as a condition to assignment, sale, or transfer. See, the state specific addendums contained in Exhibit J of this Disclosure Document.

**ITEM 23**  
**RECEIPTS**

Two copies of a detachable receipt in Exhibit L are located at the very end of this Disclosure Document. Please sign one copy of the receipt and return it to us at the following address: Brianna Keefe, Toastique Holdings, LLC, 764 Maine Avenue SW, Washington, D.C. 20024. The duplicate is for your records.

[THE DISCLOSURE DOCUMENT ENDS HERE]



FRANCHISE DISCLOSURE DOCUMENT  
**EXHIBIT A**  
STATE ADMINISTRATORS

## List of State Administrators

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### **California**

Department of Financial Protection and Innovation  
320 West 4th Street, Suite 750  
Los Angeles, CA 90013

2101 Arena Boulevard  
Sacramento, CA 95834  
1-866-275-2677

### **Connecticut**

Connecticut Banking Commissioner  
Department of Banking  
Securities & Business Investments Division  
260 Constitution Plaza  
Hartford, CT 06103

### **Florida**

Division of Consumer Services  
Attn: Business Opportunities  
2005 Apalachee Parkway  
Tallahassee, FL 32399

### **Hawaii**

Commissioner of Securities  
Dept. of Commerce & Consumer Affairs  
Business Registration Division  
335 Merchant Street, Room 203  
Honolulu, HI 96813

### **Illinois**

Office of the Attorney General  
Franchise Bureau  
500 South Second Street  
Springfield, IL 62706

### **Indiana**

Indiana Secretary of State  
Indiana Securities Division  
Franchise Section  
302 W. Washington Street, Room E-111  
Indianapolis, IN 46204

### **Kentucky**

Office of the Attorney General  
Consumer Protection Division  
Attn: Business Opportunity  
1024 Capital Center Drive  
Frankfort, KY 40601

### **Maine**

Department of Professional and Financial  
Regulations  
Bureau of Banking  
Securities Division  
121 Statehouse Station  
Augusta, ME 04333

### **Maryland**

Office of the Attorney General  
Securities Division  
200 St. Paul Place  
Baltimore, MD 21202

### **Michigan**

Michigan Department of the Attorney General  
Consumer Protection Division  
Antitrust and Franchise Unit  
670 Law Building  
P.O. Box 30213  
Lansing, MI 48909

### **Minnesota**

Minnesota Department of Commerce  
Securities Division  
85 7th Place East, Suite 280  
St. Paul, MN 55101

### **Nebraska**

Nebraska Department of Banking and Finance  
Commerce Court  
1230 O Street, Suite 400  
Lincoln, NE 68509

### **New York**

NYS Department of Law  
Investor Protection Bureau  
28 Liberty Street, 21st Floor  
New York, NY 10005  
212-416-8222

### **North Carolina**

Secretary of State  
Securities Division  
300 North Salisbury Street, Suite 100  
Raleigh, NC 27603

### **North Dakota**

Securities Department  
600 East Boulevard Avenue, State Capitol  
Fourteenth Floor Dept414  
Bismarck, ND 58505-0510  
Phone 701-328-4712

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List of State Administrators (continued)

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**Rhode Island**

Department of Business Registration  
Division of Securities  
233 Richmond Street, Suite 232  
Providence, RI 02903

**South Carolina**

Office of the Secretary of State  
1205 Pendleton Street  
Edgar Brown Building, Suite 525  
Columbia, SC 29201

**South Dakota**

Franchise Office  
Division of Securities  
124 S. Euclid  
Pierre, SD 57501

**Texas**

Office of the Secretary of State  
Statutory Document Section  
1019 Brazos Street  
Austin, TX 78701

**Utah**

Utah Department of Commerce  
Division of Consumer Protection  
160 East Three Hundred South  
P.O. Box 146704  
Salt Lake City, UT 84114

**Virginia**

State Corporation Commission  
Division of Securities and Retail Franchising  
1300 E. Main Street, 9th Floor  
Richmond, VA 23219

**Washington**

Department of Financial Institutions  
Securities Division  
P.O. Box 9033  
Olympia, WA 98507  
360-902-8700

**Wisconsin**

Franchise Office  
Wisconsin Securities Commission  
P.O. Box 1768  
Madison, WI 53701

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FRANCHISE DISCLOSURE DOCUMENT  
**EXHIBIT B**  
AGENTS FOR SERVICE OF PROCESS

Agents for Service of Process

Toastique Holdings, LLC  
764 Maine Avenue SW, Washington, D.C. 20024  
Attn: Brianna Keefe, CEO

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**California**

Department of Financial Protection and Innovation  
320 West 4th Street Suite 750  
Los Angeles, CA 90013

2101 Arena Boulevard  
Sacramento, CA 95834  
1-866-275-2677

**Connecticut**

Banking Commissioner  
Department of Banking  
Securities and Business Investment Division  
260 Constitution Plaza  
Hartford, CT 06103

**Hawaii**

Commissioner of Securities  
Dept. of Commerce & Consumer Affairs  
Business Registration Division  
335 Merchant Street, Room 203  
Honolulu, HI 96813

**Illinois**

Illinois Attorney General  
500 South Second Street  
Springfield, IL 62706

**Maryland**

Maryland Securities Commissioner  
200 St. Paul Place  
Baltimore, MD 21202

**Michigan**

Michigan Department of Commerce  
Corporation and Securities Bureau  
6546 Mercantile Way  
Lansing, MI 48910

**Minnesota**

Commissioner of Commerce of Minnesota  
Department of Commerce  
85 7th Place East, Suite 280  
St. Paul, MN 55101

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**New York**

Secretary of State of the State of New York  
99 Washington Avenue  
Albany, NY 12231

**North Dakota**

North Dakota Securities Department  
Securities Commissioner  
600 East Boulevard Avenue, State Capitol  
Fifth Floor, Dept. 414  
Bismarck, ND 58505  
Phone 701-328-4712

**Rhode Island**

Director of Department of Business Regulation  
233 Richmond Street, Suite 232  
Providence, RI 02903

**South Dakota**

Director, Division of Securities  
Department of Commerce and Regulation  
124 S. Euclid Pierre, SD 57501

**Virginia**

Clerk of the State Corporation Commission  
1300 East Main Street, 1st Floor  
Richmond, VA 23219

**Washington**

Securities Administrator  
Washington Department of Financial  
Institutions  
150 Israel Road SW  
Tumwater, WA 98501

**Wisconsin**

Wisconsin Commissioner of Securities  
345 W Washington Avenue  
Madison, WI 53703



FRANCHISE DISCLOSURE DOCUMENT  
**EXHIBIT C**  
OPERATIONS MANUAL TABLE OF CONTENTS

TOASTIQUE HOLDINGS, LLC

**Toastique Operations Manual Table of Contents**

Corporate Roles and Responsibilities	Page 3	Prep Station Set Up	Page 111
Contact List	Page 4	Prep Cheese Melter	Page 115
Toastique Requirements and Suggestions	Page 9	Flipping Stations Standards and Procedures	Page 118
Opening Requirements	Page 10	Prep List Standards and Procedures	Page 120
Insurance Requirements	Page 11	Bubbler Set Up and Expectations	Page 121
Licenses	Page 13	Blender Set Up and Expectations	Page 124
Accounting in QuickBooks	Page 13	Espresso Set Up and Expectations (Eversys)	Page 125
Vendor Set Up	Page 14	Espresso Set Up and Expectations (Manual)	Page 127
POS and 3rd Party Set UP	Page 15	Espresso Cleaning	Page 129
CAKE System & Printers Set Up	Page 16	Good Nature Videos and Operations	Page 131
Google Business & App/Website Set Up	Page 25	Juicing Guidelines	Page 132
Adding Users in CAKE	Page 26	Washing and Rinsing Juice Bags	Page 134
Close Cash Report – POS	Page 29	Refilling Frozen Fruits and Liquids Organization and Appearance of FOH/BOH	Page 135
Close Cash Report – CAKE	Page 32	Merchandiser (White Stand Alone)	Page 137
Gift Card – How to Guide	Page 34	Merchandiser (Double Door Stand Alone or Walk In)	Page 143
Toastique Loyalty Program	Page 36	3 <sup>rd</sup> Party Merchandiser Vendors	Page 144
Using Loyalty Accounts	Page 38	Bottling Guidelines	Page 145
Adding Discounts to POS	Page 41	FOH Shelf and Appearance Standards	Page 146
7Shifts	Page 48	Refrigerator and Freezer Set Up Standards	Page 147
7Shifts Set Up Guide	Page 49	Expiration Policy	Page 150
7Shifts Sections	Page 55	Merch Standards	Page 152
7Shifts Scheduling Guidelines	Page 60	Interior Art Standards	Page 153
Toastique Employee Plays	Page 65	Catering Implementation for Franchisees	Page 154
Toastique Rapid Classes	Page 70	Introduction to EzCater	Page 155
Responsibilities for Each Station	Page 73	How to Use EzCater	Page 156
50 Things You Can Be Doing	Page 79	Square Set Up for Catering Orders	Page 159
7Shifts Payroll	Page 80	Paytronix – How to Enable/Disable	Page 162
Navigating the Sysco Dashboard	Page 83	CAKE Reports	Page 165
Sysco Tips and Tricks	Page 88	Notion 101	Page 167
Instacart “How To” Guide	Page 89	Productivity Tracking Chart	Page 169
Toastique x Lineage	Page 90	Bargreen Ellingson – Equipment Aftercare	Page 170
Lineage – How to Order	Page 91		Page 177

How to Respond to Reviews	Page 92	HACCP Plan – Sous Vide and Hard Eggs	Page 180
Store Setup	Page 98	HACCP Plan – Cold Pressed Juice	Page 182
Toastique Branding and Fonts	Page 100	HACCP Plan – Pressure Cooker	Page 184
Toastique Marketing Overview	Page 102	Smoked Salmon – Food Safety & QA	Page 187
Toastique Social Media Policy	Page 105	Refrigeration and Freezer Log	Page 189
Limited Time Offers (LTO's)	Page 109	Waste Log	Page 190
Internal Signs and Frames	Page 110		

<b>Total Pages:</b>	<b>190</b>
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FRANCHISE DISCLOSURE DOCUMENT  
**EXHIBIT D**  
FINANCIAL STATEMENTS



## CONSENT

Kezos & Dunlavy, LLC consents to the use in the Franchise Disclosure Document issued by Toastique Holdings LLC (“Franchisor”) on January 14, 2025, as it may be amended, of our report dated January 8, 2025, relating to the financial statements of Franchisor for the years ended December 31, 2024, 2023, and 2022.

*Kezos & Dunlavy*

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Kezos & Dunlavy, LLC  
January 14, 2025





# Toastique

GOURMET TOAST  
JUICE & COFFEE

TOASTIQUE HOLDINGS LLC

FINANCIAL STATEMENTS

WITH INDEPENDENT AUDITOR'S REPORT

DECEMBER 31, 2024, 2023, AND 2022



# TOASTIQUE HOLDINGS LLC

## Table of Contents

	<u>Page</u>
Independent auditor's report.....	3
Balance sheets .....	5
Statements of operations.....	6
Statements of members' equity (deficit).....	7
Statements of cash flows .....	8
Notes to the financial statements .....	9

***Independent Auditor's Report***

To the Members  
Toastique Holdings LLC  
Phoenix, AZ

***Opinion***

We have audited the accompanying financial statements of Toastique Holdings LLC, which comprise the balance sheets as of December 31, 2024, 2023, and 2022, and the related statements of operations, members' equity (deficit), and cash flows for the years then ended, and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Toastique Holdings LLC as of December 31, 2024, 2023, and 2022, and the results of its operations and its cash flows for the years then ended are in accordance with accounting principles generally accepted in the United States of America.

***Basis for Opinion***

We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Company and to meet our other ethical responsibilities in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

***Responsibilities of Management for the Financial Statements***

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Company's ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

***Auditor's Responsibilities for the Audit of the Financial Statements***

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements, including omissions, are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Company's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Company's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control related matters that we identified during the audit.

***Restrictions on Use***

The use of this report is restricted to inclusion within the Company's Franchise Disclosure Document (FDD) and is not intended to be, and should not be, used or relied upon by anyone for any other use.

Kezar & Dunlay

St. George, Utah  
January 8, 2025

# TOASTIQUE HOLDINGS LLC

## BALANCE SHEETS

As of December 31, 2024, 2023, and 2022

	<u>2024</u>	<u>2023</u>	<u>2022</u>
<b>Assets</b>			
Current assets			
Cash and cash equivalents	\$ 298,576	\$ 758,819	\$ 936,303
Accounts receivable	-	115,000	45,000
Investments in securities	2,018,536	1,822,505	-
Member note receivable, current	277,295	-	-
Deferred commissions, current	1,157,195	1,501,485	423,900
Total current assets	<u>3,751,602</u>	<u>4,197,809</u>	<u>1,405,203</u>
Non-current assets			
Member note receivable, non-current	1,222,705	-	-
Deferred commissions, non-current	2,209,765	1,358,325	584,200
Other non-current assets	20,287	20,287	20,287
Total assets	<u><u>\$ 7,204,359</u></u>	<u><u>\$ 5,576,421</u></u>	<u><u>\$ 2,009,690</u></u>
<b>Liabilities and Members' Equity (Deficit)</b>			
Current liabilities			
Accounts payable	\$ 4,438	\$ 82,500	\$ 22,500
Gift card liability	62,284	27,320	-
Note payable, current	5,546	4,922	2,799
Deferred revenue, current	1,606,250	2,785,000	810,000
Total current liabilities	<u>1,678,518</u>	<u>2,899,742</u>	<u>835,299</u>
Non-current liabilities			
Note payable, non-current	84,214	100,967	158,331
Deferred revenue, non-current	5,162,250	2,276,000	1,030,000
Total liabilities	<u>6,924,982</u>	<u>5,276,709</u>	<u>2,023,630</u>
Members' equity (deficit)	279,377	299,712	(13,940)
Total liabilities and members' equity (deficit)	<u><u>\$ 7,204,359</u></u>	<u><u>\$ 5,576,421</u></u>	<u><u>\$ 2,009,690</u></u>

The accompanying notes are an integral part of the financial statements.

**TOASTIQUE HOLDINGS LLC**  
**STATEMENTS OF OPERATIONS**  
For the years ended December 31, 2024, 2023, and 2022

	<u>2024</u>	<u>2023</u>	<u>2022</u>
Operating revenue			
Initial franchise fees	\$ 760,000	\$ 540,000	\$ 325,000
Royalty fees	886,426	533,781	84,705
Management fees, related party	869,318	1,103,251	780,265
Other revenue	162,699	86,541	6,557
Total revenue	<u>2,678,443</u>	<u>2,263,573</u>	<u>1,196,527</u>
Operating expenses			
General and administrative	1,105,824	491,795	213,423
Advertising and marketing	439,300	383,473	222,238
Professional fees	624,616	470,513	285,036
Total operating expenses	<u>2,169,740</u>	<u>1,345,781</u>	<u>720,697</u>
Income from operations	<u>508,703</u>	<u>917,792</u>	<u>475,830</u>
Non-operating income (expenses)			
Interest expense	(3,871)	(4,759)	(5,847)
Interest income	80,788	8,672	-
Other income	8,638	20,947	-
Total non-operating income (expenses)	<u>85,555</u>	<u>24,860</u>	<u>(5,847)</u>
Net income	<u><u>\$ 594,258</u></u>	<u><u>\$ 942,652</u></u>	<u><u>\$ 469,983</u></u>

The accompanying notes are an integral part of the financial statements.

**TOASTIQUE HOLDINGS LLC**  
**STATEMENTS OF MEMBERS' EQUITY (DEFICIT)**  
For the years ended December 31, 2024, 2023, and 2022

Balance as of January 1, 2022	\$ 468,561
Member distributions	(952,484)
Net income	469,983
Balance as of December 31, 2022	<u>(13,940)</u>
Member distributions	(629,000)
Net income	942,652
Balance as of December 31, 2023	<u>299,712</u>
Member distributions	(614,593)
Net income	594,258
Balances as of December 31, 2024	<u><u>\$ 279,377</u></u>

The accompanying notes are an integral part of the financial statements.

**TOASTIQUE HOLDINGS LLC**  
**STATEMENTS OF CASH FLOWS**  
For the years ended December 31, 2024, 2023, and 2022

	<u><b>2024</b></u>	<u><b>2023</b></u>	<u><b>2022</b></u>
Cash flow from operating activities:			
Net income	\$ 594,258	\$ 942,652	\$ 469,983
Adjustments to reconcile net loss to net cash provided by operating activities:			
Interest accrual on note payable	-	-	2,987
Changes in operating assets and liabilities:			
Accounts receivable	115,000	(70,000)	-
Deferred commissions	(507,150)	(1,851,710)	(285,000)
Accounts payable	(78,062)	60,000	-
Gift card liability	34,964	27,320	-
Deferred revenue	1,707,500	3,221,000	665,000
Net cash provided by operating activities	<u>1,866,510</u>	<u>2,329,262</u>	<u>852,970</u>
Cash flows from investing activities:			
Investment in note receivable from member	(1,500,000)	-	-
Investment in debt securities	(196,031)	(1,822,505)	-
Net cash provided by investing activities	<u>(1,696,031)</u>	<u>(1,822,505)</u>	<u>-</u>
Cash flows from financing activities:			
Member distributions	(614,593)	(629,000)	(952,484)
Principal payments on note payable	(16,129)	(55,241)	(890)
Net cash used by financing activities	<u>(630,722)</u>	<u>(684,241)</u>	<u>(953,374)</u>
Net change in cash and cash equivalents	(460,243)	(177,484)	(100,404)
Cash at the beginning of the year	<u>758,819</u>	<u>936,303</u>	<u>1,036,707</u>
Cash at the end of the year	<u><u>\$ 298,576</u></u>	<u><u>\$ 758,819</u></u>	<u><u>\$ 936,303</u></u>
Supplementary disclosures of cash flows			
Cash paid for interest	\$ 3,871	\$ 4,759	\$ 8,834
Cash paid for taxes	\$ -	\$ -	\$ -

The accompanying notes are an integral part of the financial statements.



**TOASTIQUE HOLDINGS LLC**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**DECEMBER 31, 2024, 2023, AND 2022**

(1) Nature of Business and Summary of Significant Accounting Policies

*(a) Nature of Business*

Toastique Holdings LLC (the “Company”) was formed on June 1, 2018 as a District of Columbia limited liability company and reorganized as an Arizona limited liability company on December 1, 2020. The Company grants qualified franchisees the right to own and operate a Toastique Franchise Restaurant in the United States.

The Company uses the accrual basis of accounting, and their accounting period is the 12-month period ending December 31 of each year.

*(b) Accounting Standards Codification*

The Financial Accounting Standards Board (“FASB”) has issued the FASB Accounting Standards Codification (“ASC”) that became the single official source of authoritative U.S. generally accepted accounting principles (“GAAP”), other than guidance issued by the Securities and Exchange Commission (“SEC”), superseding existing FASB, American Institute of Certified Public Accountants, emerging Issues Task Force and related literature. All other literature is not considered authoritative. The ASC does not change GAAP; it introduces a new structure that is organized in an accessible online research system.

*(c) Use of Estimates*

The preparation of financial statements in conformity with generally accepted accounting principles accepted in the United States of America requires management to make estimates and assumptions that affect the reported amounts and disclosures. Actual results could differ from those estimates.

*(d) Cash and Cash Equivalents*

Cash equivalents include all highly liquid investments with maturities of three months or less at the date of purchase. As of December 31, 2024, 2023, and 2022, the Company had cash and cash equivalents of \$298,576, \$758,819, and \$936,303, respectively.

*(e) Accounts Receivables*

Accounts receivable are recorded for amounts due based on the terms of executed franchise agreements for initial franchise fees and royalty fees. These receivables are carried at original invoice amount less an estimate made for doubtful receivables based on a review of outstanding amounts. When determining the allowance for doubtful receivable, the Company has adopted ASC 326, *Financial Instruments—Credit Losses*. This standard requires that management utilize the Current Expected Credit Losses (“CECL”) model to recognize the appropriate allowance for doubtful receivables. This model requires entities to estimate and recognize expected credit losses over the life of the financial instrument. For trade receivables, management has elected to apply a simplified approach, based on historical loss experience and adjustments for current and forecasted economic conditions. Management regularly evaluates individual customer receivables, considering their financial condition, credit history and current economic conditions. Accounts receivable are written off when deemed uncollectible. Recoveries of accounts receivable previously written off are recorded as income when received.

As of December 31, 2024, the Company had no receivables. As of December 31, 2023 and 2022, the Company had receivables of \$115,000 and \$45,000, respectively. As of December 31, 2024, 2023, and 2022, the Company had no allowance for uncollectible accounts.

**TOASTIQUE HOLDINGS LLC**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**DECEMBER 31, 2024, 2023, AND 2022**

*(f) Revenue Recognition*

The Company has adopted ASC 606, *Revenue from Contracts with Customers*. ASC 606 provides that revenues are to be recognized when control of promised goods or services is transferred to a customer in an amount that reflects the considerations expected to be received for those goods or services. In implementing ASC 606, the Company evaluated all revenue sources using the five-step approach: identify the contract, identify the performance obligations, determine the transaction price, allocate the transaction price, and recognize revenue. For each franchised location, the Company enters into a formal franchise agreement that clearly outlines the various components of the transaction price and the Company's performance obligations.

The Company's revenues consist of management fees from related parties and fees from franchised locations operated by conventional franchisees. Revenues from franchisees consist of initial franchise fees and royalties, which are based on a percentage of gross revenues.

*Royalty fees*

Upon evaluation of the five-step process, the Company has determined that royalty fees are to be recognized in the same period as the underlying sales.

*Related party management fees*

Upon evaluation of the five-step process, the Company has determined that the management fees are to be recognized in the same period as the services are provided.

*Initial franchise fees*

The Company is required to allocate the transaction price associated with initial franchise fees between the franchise license and associated performance obligations. In identifying the associated performance obligations, the Company has elected to adopt the practical expedient for private company franchisors outlined in ASC 952-606, *Franchisors—Revenue from Contracts with Customers*. In addition, the practical expedient allows franchisors to account for pre-opening services as a single distinct performance obligation, which the Company has elected to adopt. These pre-opening services include the following:

- Training of the franchisee's personnel or the franchisee
- Preparation and distribution of manuals and similar material concerning operations, administration, and record keeping
- Bookkeeping, information technology, and advisory services, including setting up the franchisee's records and advising the franchisee about income, real estate, and other taxes about local regulations affecting the franchisee's business

The Company has determined that the fair value of pre-opening services exceeds the initial fees received; as such, the initial fees are allocated to the pre-opening services, which are recognized as revenue upon provision of the pre-opening services, which is generally the commencement of operations.

*(g) Income Taxes*

The entity is structured as a limited liability company under the laws of the State of Arizona. A limited liability company is classified as a partnership for federal and state income tax purposes and, accordingly, the income or loss of the Company will be included in the income tax returns of the members. Therefore, there is no provision for federal and state income taxes.

The Company follows the guidance under ASC 740, *Accounting for Uncertainty in Income Taxes*. ASC 740 prescribes a more-likely-than-not measurement methodology to reflect the financial statement impact of uncertain tax positions taken or expected to be taken in the tax return. If taxing authorities were to disallow any tax positions

**TOASTIQUE HOLDINGS LLC**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**DECEMBER 31, 2024, 2023, AND 2022**

taken by the Company, the additional income taxes, if any, would be imposed on the members rather than the Company. Accordingly, there would be no effect on the Company's financial statements.

The Company's income tax returns are subject to examination by taxing authorities for a period of three years from the date they are filed. As of December 31, 2024, the 2023, 2022, and 2021 tax years are subject to examination.

*(h) Advertising Costs*

The Company expenses advertising costs as incurred. During the years ended December 31, 2024, 2023, and 2022, the Company incurred advertising expenses of \$439,300, \$383,473, and \$222,238, respectively.

*(i) Financial Instruments*

For certain of the Company's financial instruments, including cash and cash equivalents, accounts receivable, pre-paid expenses, and accounts payable the carrying amounts approximate fair value due to their short maturities. The amounts shown for notes payable also approximate fair value as current interest rates and terms offered to the Company for similar debt are substantially the same.

*(j) Concentration of Risk*

The Company maintains its cash in bank deposit accounts that at times may exceed federally insured limits. The Company has not experienced any losses in such accounts. The Company believes it is not exposed to any significant credit risks on cash or cash equivalents.

**(2) Fair Value Measurements**

ASC 820-10, *Fair Value Measurements*, establishes a fair value hierarchy that prioritizes the inputs to valuation techniques used to measure fair value. This hierarchy consists of three broad levels: Level 1 inputs consist of unadjusted quoted prices in active markets for identical assets and have the highest priority, Level 2 inputs are based primarily on quotes prices for similar assets or liabilities in active or inactive markets, and level 3 inputs have the lower priority. The Company uses appropriate valuation techniques based on the available inputs to measure the fair value of its investments. Valuation techniques utilized to determine fair value are consistently applied.

Level 1 Fair Value Measurements – Inputs to the valuation methodology are unadjusted quoted prices for identical assets or liabilities in an active market which the Company has the ability to access at the measurement date.

Level 2 Fair Value Measurements – Inputs to the valuation methodology include:

- Quoted prices for similar assets or liabilities in an active market;
- Quoted prices for identical or similar assets or liabilities in inactive markets;
- Inputs other than quoted prices that are observable for the asset or liability;
- Inputs that are derived principally from or corroborated by observable market data by correlation or other means

If the asset or liability has a specified (contractual) term, the level 2 input must be observable for substantially the full term of the asset or liability.

# TOASTIQUE HOLDINGS LLC

## NOTES TO THE FINANCIAL STATEMENTS

### DECEMBER 31, 2024, 2023, AND 2022

Level 3 Fair Value Measurements – Inputs to the valuation methodology are unobservable and significant to the fair value measurement.

The asset or liability's fair value measurement level within the fair value hierarchy is based on the lowest level of any input that is significant to the fair value measurement. Valuation techniques used need to maximize the use of observable inputs and minimize the use of unobservable inputs.

The following is a description of the valuation methodologies used for assets measured at fair value:

*Publicly traded securities:* Valued at the closing price reported on the active market on which the individual securities are traded.

The preceding methods described may provide a fair value calculation that may not be indicative of net realizable value or reflective of future fair values. Furthermore, although the Company believes its valuation methods are appropriate and consistent with other market participants, the use of different methodologies or assumptions to determine the fair value of certain financial instruments could result in a different fair value measurement at the reporting date.

#### (3) Related Party Transactions

During the years ended December 31, 2024, 2023, and 2022, the Company provided management services to affiliates through common ownership. The total revenue from these services during the years ended December 31, 2024, 2023, and 2022 was \$869,318, \$1,103,251, and \$780,265, respectively.

#### (4) Debt Securities

The Company's marketable securities consist primarily of securities classified as trading securities and are recorded at fair value under ASC 320, *Investments—Debt Securities*. Unrealized gains and losses on trading debt securities are included in other income. Realized gains and losses are included in other income. All debt securities held by the Company are due before one year. As of December 31, 2024 and 2023, the Company had investments in securities of \$2,018,536 and \$1,822,505, respectively. As of December 31, 2022, the Company had no investments.

#### (5) Note Receivable from Member

On December 31, 2024, the Company entered into a promissory note with a member with an initial principal balance of \$1,500,000. The note accrues interest at a rate of 5% per annum and requires monthly payments of \$28,307 through December 2029. As of December 31, 2024, the outstanding balance was as follows:

	2024
Member note receivable, current	\$ 277,295
Member note receivable, non-current	1,222,705
	<u>\$ 1,500,000</u>

#### (6) Franchise Agreements

The Company's franchise agreements generally provide for a payment of initial fees as well as continuing royalty and marketing fees to the Company based on a percentage of sales. Under the franchise agreement, franchisees are granted the right to operate a location using the Toastique system for a period of ten years. Under the Company's revenue recognition policy, franchise fees and any corresponding commissions are recognized when the franchisee begins operations. For any franchisees that have not yet begun operations as of year-end, the Company defers both the revenues and commissions. All locations that are expected to begin operations within the following year are categorized as current, while all others are classified as non-current.

**TOASTIQUE HOLDINGS LLC**  
**NOTES TO THE FINANCIAL STATEMENTS**  
**DECEMBER 31, 2024, 2023, AND 2022**

The Company has estimated the following current and non-current portions of deferred contract costs as of December 31, 2024, 2023, and 2022:

	2024	2023	2022
Deferred commissions, current	\$ 1,157,195	\$ 1,501,485	\$ 423,900
Deferred commissions, non-current	2,209,765	1,358,325	584,200
	<u>\$ 3,366,960</u>	<u>\$ 2,859,810</u>	<u>\$ 1,008,100</u>

The Company has estimated the following current and non-current portions of deferred revenue as of December 31, 2024, 2023, and 2022:

	2024	2023	2022
Deferred revenue, current	\$ 1,606,250	\$ 2,785,000	\$ 810,000
Deferred revenue, non-current	5,162,250	2,276,000	1,030,000
	<u>\$ 6,768,500</u>	<u>\$ 5,061,000</u>	<u>\$ 1,840,000</u>

(7) Gift Card Liability

The gift card liability consists of Company-wide activated gift cards that have not been redeemed as of year-end. The gift cards are recorded as liabilities until activation. As of December 31, 2024 and 2023, the amount of outstanding activated gift cards was \$62,284 and \$27,320, respectively. As of December 31, 2022, there were no outstanding gift cards.

(8) Note Payable

On May 17, 2020, the Company entered into a note payable with the United States Small Business Administration ("SBA"). The loan has an initial principal balance of \$149,900, accrues interest at an annual rate of 3.75%, and requires 360 monthly payments of \$731 beginning June 7, 2022. As of December 31, 2024, the loan had a principal balance of \$89,760. As of December 31, 2023, the loan had a principal balance of \$105,889. As of December 31, 2022, the loan had a principal balance of \$161,130, which included \$11,230 of accrued interest.

(9) Commitments and Contingencies

The Company may be subject to various claims, legal actions and complaints arising in the ordinary course of business. In accounting for legal matters and other contingencies, the Company follows the guidance in ASC 450, *Contingencies*, under which loss contingencies are accounted for based upon the likelihood of incurrence of a liability. If a loss contingency is "probable" and the amount of loss can be reasonably estimated, it is accrued. If a loss contingency is "probable" but the amount of loss cannot be reasonably estimated, disclosure is made. If a loss contingency is "reasonably possible," disclosure is made, including the potential range of loss, if determinable. Loss contingencies that are "remote" are neither accounted for nor disclosed.

In the opinion of management, all matters are of such kind, or involving such amounts of unfavorable disposition, if any, would not have a material effect on the financial position of the Company.

(10) Subsequent Events

Management has reviewed and evaluated subsequent events through January 8, 2025, the date on which the financial statements were issued.



FRANCHISE DISCLOSURE DOCUMENT  
**EXHIBIT E**  
FRANCHISE AGREEMENT



TOASTIQUE HOLDINGS, LLC

## **FRANCHISE AGREEMENT**

FRANCHISEE:

# Toastique Franchise Agreement

## Table of Contents

<u>Article</u>	<u>Page</u>
1. DEFINITIONS .....	1
2. GRANT OF FRANCHISE .....	11
2.A. GRANT OF FRANCHISE .....	11
2.B. TERM.....	13
2.C. GUARANTEES, CONFIDENTIALITY AND RESTRICTIVE COVENANTS .....	13
2.D. RESERVATION OF RIGHTS.....	13
2.E. MODIFICATION OF SYSTEM.....	13
2.F. CORPORATE ENTITY OWNERSHIP.....	13
3. RESTAURANT LOCATION, DEVELOPMENT, 'AND OPERATIONS.....	13
3.A. RESTAURANT LOCATION .....	13
3.B. RESTAURANT DEVELOPMENT .....	14
3.C. RESTAURANT OPENING .....	15
3.D. RESTAURANT OPERATIONS.....	15
3.E. PRICING AND PROMOTIONS .....	16
3.E. BUSINESS MANAGEMENT SYSTEM.....	17
3.F. DIGITAL MEDIA, SYSTEM WEBSITE AND TELEPHONE NUMBERS .....	18
3.G. RELOCATION OF FRANCHISEE'S RESTAURANT .....	19
4. TRAINING AND OPERATING ASSISTANCE .....	19
4.A. INITIAL TRAINING, SUPPLEMENTAL TRAINING AND SYSTEM-WIDE TRAINING .....	19
4.B. OPERATING ASSISTANCE .....	20
4.C. OPERATIONS MANUAL.....	21
5. FEES.....	22
5.A. INITIAL FRANCHISE FEE .....	22
5.B. ROYALTY FEES.....	22
5.C. OTHER FEES .....	23
5.D. PAYMENT NON-COMPLIANCE FEES AND CHARGES.....	24
5.E. APPLICATION OF PAYMENTS .....	25
5.F. WITHHOLDING PAYMENTS UNLAWFUL.....	25
6. RESTRICTIVE COVENANTS AND OBLIGATIONS.....	25
6.A. NECESSITY FOR RESTRICTIVE COVENANTS .....	25
6.B. RESTRICTIVE COVENANTS: KNOW-HOW .....	25
6.C. RESTRICTIVE COVENANTS: CONFIDENTIAL INFORMATION .....	25
6.D. RESTRICTIVE COVENANTS: UNFAIR COMPETITION AND IN-TERM NON-COMPETITION OBLIGATIONS .....	26
6.E. RESTRICTIVE COVENANTS: UNFAIR COMPETITION AND POST-TERMINATION NON-COMPETITION OBLIGATIONS .....	26
6.F. IMMEDIATE FAMILY MEMBERS .....	26
6.G. REASONABLENESS OF RESTRICTIVE COVENANTS AND OBLIGATIONS .....	27
6.H. BREACH OF RESTRICTIVE COVENANTS AND OBLIGATIONS .....	27
6.I. OWNERSHIP OF INNOVATIONS, IMPROVEMENTS, AND INFORMATION.....	27
7. OPERATING STANDARDS .....	28
7.A. OPERATIONS, MAINTENANCE, AND APPEARANCE .....	28
7.B. UPDATING AND UPGRADING.....	28
7.C. FRANCHISOR ENTRY FOR UPDATES, UPGRADES, AND APPEARANCE REQUIREMENTS' .....	28
7.D. DAMAGE CAUSED BY CASUALTY .....	28
7.E. ALTERATIONS .....	29
7.F. BRAND STANDARDS AND FRANCHISOR DESIGNATED REQUIREMENTS.....	29



7.G.	APPROVED SERVICES, PRODUCTS, EQUIPMENT AND SUPPLIERS .....	29
7.H.	MARKET RESEARCH AND TESTING .....	30
7.I.	COMPLIANCE WITH LAWS AND GOOD BUSINESS PRACTICES .....	31
7.J.	MANAGEMENT OF FRANCHISEE’S RESTAURANT .....	31
7.K.	REMEDIES FOR NON-COMPLIANCE WITH ‘OPERATIONAL STANDARDS .....	32
8.	INSURANCE .....	32
9.	BRAND DEVELOPMENT AND MARKETING .....	33
9.A.	BRAND DEVELOPMENT FUND.....	33
9.B.	LOCAL MARKETING.....	35
9.C.	REQUIRED FRANCHISOR APPROVAL OF ALL MARKETING .....	36
9.D.	WAIVERS OR DEFERRALS .....	37
9.E.	DIGITAL MEDIA AND WEBSITE PROHIBITIONS .....	37
9.F.	ADVERTISING COOPERATIVE .....	37
10.	RELATIONSHIP OF THE PARTIES AND INDEMNIFICATION.....	38
10.A.	INDEPENDENT CONTRACTORS AND NO JOINT EMPLOYER RELATIONSHIP .....	38
10.B.	INDEMNIFICATION BY FRANCHISEE .....	39
10.C.	INDEMNIFICATION BY FRANCHISOR .....	40
11.	LICENSED MARKS, SYSTEM, AND INNOVATIONS.....	40
11.A.	OWNERSHIP AND GOODWILL.....	40
11.B.	USE OF THE LICENSED MARKS.....	41
11.C.	NOTIFICATION OF INFRINGEMENT AND CLAIMS .....	41
11.D.	DISCONTINUANCE OF USE OF LICENSED MARKS .....	41
11.E.	INDEMNIFICATION OF FRANCHISEE .....	41
11.F.	OWNERSHIP OF INNOVATIONS, IMPROVEMENTS AND INFORMATION.....	42
12.	RECORDS AND REPORTS .....	42
12.A.	MAINTENANCE AND PRESERVATION OF RECORDS .....	42
12.B.	REPORTING OBLIGATIONS.....	42
12.C.	REMEDIES FOR NON-COMPLIANCE WITH RECORDS AND REPORTING .....	43
13.	INSPECTION AND AUDITS .....	43
13.A.	FRANCHISOR’S RIGHT TO INSPECT.....	43
13.B.	FRANCHISOR’S RIGHT TO EXAMINE BOOKS AND RECORDS .....	44
14.	TRANSFER OF INTEREST.....	44
14.A.	TRANSFER BY THE FRANCHISOR .....	44
14.B.	FRANCHISEE MAY NOT TRANSFER WITHOUT FRANCHISOR APPROVAL .....	44
14.C.	CONDITIONS FOR APPROVAL OF TRANSFER.....	45
14.D.	DEATH OR DISABILITY OF FRANCHISEE OR AN OWNER.....	47
14.E.	TRANSFER TO WHOLLY OWNED CORPORATE ENTITY.....	48
14.F.	FRANCHISOR’S RIGHT OF FIRST REFUSAL.....	48
15.	RENEWAL OF FRANCHISE .....	49
15.A.	FRANCHISEE’S RIGHT TO RENEW .....	49
15.B.	CONDITIONS FOR RENEWAL .....	49
15.C.	RENEWAL FRANCHISE AGREEMENT .....	50
16.	DEFAULTS, TERMINATION AND REMEDIES .....	50
16.A.	DEFAULTS BY FRANCHISEE AND TERMINATION BY FRANCHISOR.....	50
16.B.	TERMINATION BY FRANCHISEE .....	55
16.C.	FRANCHISOR’S ADDITIONAL RIGHTS, REMEDIES, AND DAMAGES .....	56
17.	OBLIGATIONS UPON TERMINATION, EXPIRATION AND CONTINUING OBLIGATIONS.....	57
17.A.	PAYMENT OF AMOUNTS OWED TO FRANCHISOR.....	57
17.B.	CEASE OPERATIONS, USE OF SYSTEM AND PROTECTION OF THE SYSTEM .....	57
17.C.	CONTINUING OBLIGATIONS .....	59
18.	ENFORCEMENT AND CONSTRUCTION .....	60
18.A.	SEVERABILITY AND SUBSTITUTION OF VALID PROVISIONS.....	60
18.B.	WAIVER OF OBLIGATIONS .....	60

18.C.	FORCE MAJEURE.....	61
18.D.	SPECIFIC PERFORMANCE AND INJUNCTIVE RELIEF .....	61
18.E.	RIGHTS OF PARTIES ARE CUMULATIVE .....	61
18.F.	GOVERNING LAW .....	61
18.G.	NON-BINDING MEDIATION AND BINDING ARBITRATION .....	62
18.H.	VARIANCES .....	63
18.I.	LIMITATIONS OF CLAIMS .....	63
18.J.	WAIVER OF PUNITIVE DAMAGES AND LIMITATION OF DAMAGES.....	64
18.K.	WAIVER OF JURY TRIAL .....	64
18.L.	BINDING EFFECT.....	64
18.M.	COMPLETE AGREEMENT .....	64
18.N.	ATTORNEY FEES AND EXPENSES .....	64
18.O.	NO CLASS ACTION OR MULTI-PARTY ACTIONS .....	65
18.P.	ACCEPTANCE BY FRANCHISOR .....	65
18.Q.	OPPORTUNITY FOR REVIEW BY FRANCHISEE’S ADVISORS.....	65
18.R.	NO PERSONAL LIABILITY BY FRANCHISOR’S EMPLOYEES, OFFICERS AND/OR AUTHORIZED AGENTS .....	65
18.S.	NON-UNIFORM AGREEMENTS .....	65
18.T.	NO RIGHT TO OFFSET.....	65
18.U.	HEADINGS .....	65
18.V.	AUTHORITY TO EXECUTE AND BIND .....	66
18.W.	COUNTERPARTS; ELECTRONIC SIGNATURES; MULTIPLE COPIES.....	66
18.X.	JOINT AND SEVERAL LIABILITY .....	66
18.Y.	RECITALS.....	66
19.	NOTICES .....	66

#### Schedules and Exhibits

Schedule 1	Restaurant Location and Designated Territory Acknowledgment
Schedule 2	Statement of Franchise Owners
Exhibit 1	Franchise Owner and Spouse Agreement and Guaranty
Exhibit 2	Confidentiality Agreement
Exhibit 3	Site Selection Acknowledgment
Exhibit 4	Lease Agreement Rider
Exhibit 5	Collateral Assignment of Lease
Exhibit 6	Assignment of Telephone Numbers and Digital Media Accounts
Exhibit 7	ACH Authorization Form
Exhibit 8	General Release



## **TOASTIQUE FRANCHISE AGREEMENT**

This Franchise Agreement (the “Agreement”) is entered into on \_\_\_\_\_ (the “Effective Date”), by and between Toastique Holdings, LLC, an Arizona limited liability company with a principal place of business located at 764 Maine Avenue SW, Washington, D.C. 20024 (the “Franchisor”) and \_\_\_\_\_ (the “Franchisee”).

### **RECITALS**

WHEREAS, Franchisor has developed a distinctive and proprietary system (the “System”) for the development and operation of a Toastique restaurant featuring fresh, seasonal and responsibly sourced menu of toast style meals, fruit bowls, juices, smoothies and other menu items that Franchisor authorizes (the “Approved Services and Products”) for on-premises dining and carryout under the Licensed Marks (defined below) (each, a “Franchised Business” or “Restaurant”);

WHEREAS, the System and, therefore, each Toastique Restaurant, is identified by the Licensed Marks and distinctive trade dress, service offerings, business formats, equipment, products, supplies, operating procedures, programs, methods, procedures, and marketing and advertising standards, all of which are part of the System and all of which Franchisor may modify from time to time; and

WHEREAS, Franchisee desires to obtain the non-exclusive license and right to use the System in the development and operation of one Toastique Restaurant from a single fixed location within a designated territory and pursuant to the terms of this Agreement.

NOW THEREFORE, in consideration of the foregoing recitals and other good and valuable consideration, the receipt and sufficiency of which is hereby mutually acknowledged, the parties do hereby agree, as follows:

### **ARTICLE 1** **DEFINITIONS**

Supplementing the terms and definitions contained in the foregoing “Recitals”:

“**Accounting Period**” means the period of time selected and determined by Franchisor for the required measurement and reporting of financial information and payment of financial obligations by Franchisee. The applicable measurement period will be determined by Franchisor from time to time with respect to Franchisee’s obligations to report financial information and data to Franchisor and Franchisee’s payment of all fees and other obligations under this Agreement. The “Accounting Period” shall be a weekly period commencing not later than the earlier of the (a) Scheduled Business Commencement Date, or (b) the Actual Business Commencement Date of the Franchised Business and shall continue each and every week thereafter throughout the Term of this Agreement and any applicable renewal term. As to fees designated by Franchisor as being payable and due monthly, the Accounting Period shall be a monthly period commencing not later than the earlier of the (a) Scheduled Business Commencement Date, or (b) the Actual Business Commencement Date of the Franchised

Business and shall continue each and every month thereafter throughout the Term of this Agreement and any applicable renewal term.

**“Actual Business Commencement Date”** means the date of the grand opening of the Franchised Business and/or the date upon which the Franchised Business is open to the public.

**“Additional Initial Training Fee”** shall have the meaning defined and set forth in Article 4.A. of this Agreement.

**“Advertising Contributions”** means any and all obligations of Franchisee to contribute to or pay fees to Franchisor, Franchisor’s affiliate and/or designees as set forth in this Agreement including, but not limited to, the Brand Development Fund Fee as set forth in Article 9.A. of this Agreement.

**“Advertising Cooperative”** shall have the meaning defined and set forth in Article 9.F. of this Agreement.

**“Alternative Channels of Distribution”** means E-Commerce, wholesale, and/or retail based stores and outlets that do not include restaurants but do include supermarkets, grocery stores, club stores, curated food marketplaces, wholesale outlets, e-commerce, and other retail and/or wholesale stores, outlets, and/or distribution centers or businesses.

**“Ancillary Agreements”** means, individually and collectively, each and every agreement between: (a) Franchisor and Franchisee, but not including this Agreement; (b) Franchisor and each of Franchisee’s Owners, whether individually and/or collectively; and (c) Franchisor and each Spouse of Franchisee’s Owners, whether individually and/or collectively. Without limitation to the foregoing, the term Ancillary Agreements includes the Franchise Owner and Spouse Agreement and Guaranty, Lease Agreement Rider, Collateral Assignment of Lease and the Assignment of Telephone Numbers and Digital Media Accounts, as said agreements, individually and/or collectively, may have been entered into between the foregoing parties.

**“Annual Conference Attendance Fee”** means an annual conference attendance fee to be paid by Franchisee to Franchisor in an amount determined by Franchisor but not to exceeding \$1,500 per attendee annually.

**“Annual System Conference”** means a conference that may be established and organized by Franchisor for the purpose of facilitating networking among Toastique Restaurant franchisees, and general education. Franchisor shall designate and determine whether or not an Annual System Conference shall occur and, if one is established in any particular year, the dates, content and location of the Annual System Conference. The Annual System Conference shall be for a duration of not more than three consecutive days per calendar year. Franchisee is responsible for all costs and expenses associated with Franchisee’s travel to and attendance at the Annual System Conference.

**“Approved Services and Products”** shall have the meaning defined in the “Recitals” section of this Agreement and shall further refer to and mean those products and services that Franchisor authorizes for sale by Toastique Restaurants. Franchisor shall exclusively designate and determine the Approved Services and Products and Franchisor, in Franchisor’s Reasonable Business Judgment, may change, modify, reduce or supplement the Approved Services and Products that must be offered and sold by the Franchised Business and those products and services that may not be sold by the Franchised Business. The Operations Manual, subject to changes that Franchisor may make from time to time and Franchisor’s right to change and modify the Approved Services and Products, shall designate the

Approved Services and Products that must be offered and sold by the Franchised Business. The Franchised Business may only offer and sell the Approved Services and Products.

**“Assignment of Telephone Numbers and Digital Media Accounts”** means the Assignment of Telephone Numbers and Digital Media Accounts agreement attached to this Agreement as Exhibit 6.

**“Brand Development Fund”** shall have the meaning defined and set forth in Article 9.A. of this Agreement.

**“Brand Development Fund Fee”** shall have the meaning defined and set forth in Article 9.A. of this Agreement.

**“Business Management System”** means the software, internet, web based and/or cloud based system or systems, point of sale system or systems and customer relationship management system or systems as same may be individually, or collectively, designated by Franchisor, in Franchisor’s Reasonable Business Judgment, as being required for use by the Franchised Business.

**“Business Management System Data”** means the forms, data, tools, customer information, inventory, sales, and other information that: (a) is pre-populated or entered into the Business Management System used by Franchisee; (b) is entered by Franchisor or Franchisee into the Business Management System; and/or (c) is related to the Franchised Business.

**“Captive Market”** means any and all facilities, venues, and/or institutions with captive audiences or consumers, workers, members and/or participants. Without limitation to the foregoing, the term Captive Market shall further refer to and include, among other things: indoor malls, airports, transportation stations, factories, government facilities, military bases, hospitals, amusement parks, recreational parks or facilities, sports facilities, convention centers, travel centers, schools, colleges and other academic facilities, seasonal facilities, shopping malls, theaters, workplace cafeterias, hotels, and venues where food service is administered or provided as a concession by a master concessionaire.

**“Closed Market”** means any and all Captive Markets that are presently or, in the future, located within Franchisee’s Designated Territory.

**“Collateral Assignment of Lease”** means the Collateral Assignment of Lease agreement attached to this Agreement as Exhibit 5.

**“Competitive Business”** means any restaurant that is the same as or similar to a Toastique Restaurant including any business or restaurant including, traditional restaurants and outlets, mobile kiosks, food trucks and/or non-traditional outlets, that operate as a restaurant that offers, sells and/or provides gourmet sandwiches, fruit bowls, smoothies and/or fresh juice style menu items.

**“Confidential Information”** means all of Franchisor’s and Franchisor’s affiliates trade secrets, methods, standards, techniques, procedures, data and information, as same may exist as of the Effective Date of this Agreement and as same may be developed, modified and supplemented in the future, constituting and comprising: (a) methods, specifications, recipes, standards, policies, procedures, information, concepts, programs and systems relating to the development, establishment, marketing, promotion and operation of Toastique Restaurants; (b) information concerning consumer preferences for services, products, materials and supplies used or sold by, and specifications for and knowledge of suppliers of certain materials, equipment, products, supplies and procedures used or sold by Toastique Restaurants; (c) information concerning customers, customer lists, email lists, database lists, product sales, operating results, financial performance and other financial data of Toastique

Restaurants; (d) customer lists and information related to Toastique Restaurants and the Franchised Business; (e) Business Management System Data; (f) recipes; (g) current and future information contained in the Operations Manual; and (h) Know-How.

**“Confidentiality Agreement”** means the sample form of Confidentiality Agreement attached to this Agreement as Exhibit 2.

**“Controlling Interest”** shall exist for the following individuals, Owners, partners and/or entities: (a) (If Franchisee is a corporation) a controlling interest shall exist for such shareholders and Owners of the voting shares of stock of Franchisee as (i) shall permit voting control of Franchisee on any issue, and/or (ii) shall prevent any other person, group, combination, or entity from blocking voting control on any issue or exercising any veto power; (b) (If Franchisee is a general partnership) a controlling interest shall exist for such partners and Owners that possess a managing partnership interest or such percentage of the general partnership interests in Franchisee as (i) shall permit determination of the outcome on any issue, and (ii) shall prevent any other person, group, combination, or entity from blocking voting control on any issue or exercising any veto power; (c) (If Franchisee is a limited partnership) a controlling interest shall exist for such partners and Owners that possess a general partnership interest; and (d) (If Franchisee is a limited liability company) a controlling interest shall exist for such members and Owners that possess a percentage of the membership interests as (i) shall permit determination of the outcome on any issue, and (ii) shall prevent any other person, group, combination or entity from blocking voting control on any issue or exercising any veto power.

**“Copyrights”** means all works and materials for which Franchisor or any affiliate of Franchisor has secured common law or registered copyright protection and Franchisor uses and/or allows Toastique Restaurant franchisees to use in the operation of a Toastique Restaurant, whether as of the Effective Date of this Agreement or any time in the future.

**“Corporate Entity”** means a corporation, limited liability company, partnership or other corporate legal entity that is not an individual person.

**“Designated Territory”** means the territory identified and described in Schedule 1 attached to and made a part of this Agreement or, if Schedule 1 is not completed at the time of signing this Agreement, as Schedule 1 is otherwise completed in accordance with this Agreement. Franchisor, in Franchisor’s Reasonable Business Judgment and discretion, shall determine the Designated Territory. If Schedule 1 is not completed and/or is not signed by Franchisor there shall be no Designated Territory.

**“Digital Media”** means any interactive or static digital document, application or media that is connected to and/or in a network of computers and/or other devices linked by communications software, part of the world wide web (including, but not limited to websites), linked by the internet or part of a web based application, software application, smart phone application or social media platform such as Facebook, LinkedIn, X, Pinterest, Instagram, SnapChat, TikTok, and YouTube, and internet based directories and local directories that refers, references, identifies, reviews, promotes and/or relates, in any way, to Toastique Restaurants, the Franchised Business, the Licensed Marks, the System and/or Franchisor. Digital Media further includes the System Website, and all other media and/or publications relating to the System that is displayed and/or transmitted digitally.

**“Due Date”** shall have the meaning defined and set forth in Article 5.B. of this Agreement.

**“E-Commerce”** means the sale, distribution, and/or delivery of menu items, services and/or products including, but not limited to, the Approved Services and Products, through channels of distribution that originate from and include among other things, the System Website, websites, web based portals, e-

commerce platforms, online marketplaces, and other platforms related to the marketing, sale, and/or distribution of menu items, Approved Services and Products, and/or other products and services other than fully prepared and ready for consumption Approved Services and Products prepared and served on-site at Franchisee's Restaurant for direct to customer on-site dining, customer takeout, or local delivery within Franchisee's Designated Territory.

**"Effective Date"** shall be the date set forth, defined and referred to in the first paragraph of this Agreement.

**"Franchise Owner and Spouse Agreement and Guaranty"** means the form of "Franchise Owner and Spouse Agreement and Guaranty" attached to this Agreement as Exhibit 1.

**"Franchised Business"** means the Toastique Restaurant that Franchisee is required to develop, maintain and operate as part of the System and in accordance with the terms, conditions and obligations set forth in this Agreement and the Operations Manual.

**"Franchisee's Restaurant Facility"** means the Restaurant Facility from which Franchisee develops, operates and manages the Franchised Business. Franchisee's Restaurant Facility must be located at a Restaurant Location that has been approved by Franchisor.

**"Franchisee's Restaurant Location"** shall have the meaning defined and set forth in Article 2.A. of this Agreement. Franchisee's Restaurant Location must be designated in accordance with Schedule 1 of this Agreement and must be approved by Franchisor, in Franchisor's Reasonable Business Judgment.

**"Franchisor's Reasonable Business Judgment"** means, and relates to any and all decisions, actions and choices made by Franchisor concerning or relating to this Agreement, the System generally, Toastique Restaurants and/or the Franchised Business where Franchisor undertakes or makes such decision with the intention of benefitting or acting in a way that could benefit the System. When making decisions and/or taking actions in Franchisor's Reasonable Business Judgment, Franchisor may, in addition to all other rights afforded to Franchisor under this Agreement, consider factors, in whole or in part, that include: Franchisor's profits, enhancing the value of the Licensed Marks; increasing customer satisfaction, minimizing potential customer confusion as to the Licensed Marks, determining designated territory markets, minimizing potential customer confusion as to the location of Toastique Restaurants, expanding brand awareness of the Licensed Marks, implementing marketing and accounting control systems, approving products, services, supplies and equipment. Franchisee agrees that when a decision, determination, action and/or choice is made by Franchisor in Franchisor's Reasonable Business Judgment that such decision, determination, action or choice shall take precedence and prevail, even if other alternatives, determinations, actions and/or choices are reasonable or arguably available and/or preferable. Franchisee agrees that in connection with any decision, determination, action and/or choice made by Franchisor in Franchisor's Reasonable Business Judgment that: (a) Franchisor possesses a legitimate interest in seeking to maximize Franchisor's profits; (b) Franchisor shall not be required to consider Franchisee's individual economic or business interests as compared to the overall System; and (c) should Franchisor economically benefit from such decision, determination, action and/or choice that such economic benefit to Franchisor shall not be relevant to demonstrating that Franchisor did not exercise reasonable business judgment with regard to Franchisor's obligations under this Agreement and/or with regard to the System. Franchisee agrees that neither Franchisee and/or any third party, including, but not limited to, any third party acting as a trier of fact, shall substitute Franchisee's or such third party's judgment for Franchisor's Reasonable Business Judgment. Franchisee further agrees that should Franchisee challenge Franchisor's Reasonable Business Judgment in any legal proceeding that Franchisee possesses the burden of

demonstrating, by clear and convincing evidence, that Franchisor failed to exercise Franchisor's Reasonable Business Judgment.

**"GAAP"** means United States Generally Accepted Accounting Principles.

**"Gift Cards"** means any and all gift cards, vouchers, receipts, cards and other record of a pre-paid purchase transaction or credit that Franchisor authorizes or designates concerning a Toastique Restaurant.

**"Go to Market Launch Fee"** shall have the meaning defined and set forth in Article 5.C. of this Agreement.

**"Gross Sales"** means the total dollar sales from all business and customers of the Franchised Business and includes the total gross amount of revenues, receipts, and sales from whatever source derived, whether in form of cash, credit, agreements to pay or other consideration including the actual retail value of any goods or services traded, borrowed, or received by Franchisee in exchange for any form of non-money consideration (whether or not payment is received at the time of the sale), from or derived by Franchisee or any other person or Corporate Entity from business conducted or which started in, on, from or through the Franchised Business, Franchisee's Restaurant Location, and/or Franchisee's Restaurant Facility whether such business is/was conducted in compliance with or in violation of the terms of this Agreement. Supplementing the foregoing, Gross Sales further includes the total gross amount of revenues, receipts, and sales from whatever source derived from and/or derived by Franchisee (including any person and/or Corporate Entity acting on behalf of Franchisee) from business conducted within and/or outside the Designated Territory that is related to the Franchised Business and/or a Competitive Business located and/or operated at Franchisee's Restaurant Location, at Franchisee's Restaurant Facility, within the Designated Territory, outside the Designated Territory, and/or otherwise (the foregoing does not constitute approval for Franchisee's operation of a Competitive Business and/or the operation of a Toastique Restaurant outside of the Designated Territory). Gross Sales do not include (a) sales taxes that Franchisee collects and remits to the proper taxing authority, and (b) authorized promotional discounts that Franchisee provides to Restaurant customers.

**"Immediate Family Member"** means the spouse of a person and any other member of the household of such person, including, without limitation, children, and grandchildren of such person. Immediate Family Member shall further refer to and mean the spouse, children, grandchildren, and other members of the household of each Franchisee, if Franchisee is an individual, or each Owner of Franchisee if Franchisee is a Corporate Entity.

**"IP Claim"** shall have the meaning defined and set forth in Article 11.E. of this Agreement.

**"Know-How"** means Franchisor's trade secrets and proprietary information relating to the development, establishment, marketing, promotion and/or operation of a Toastique Restaurant including, but not limited to, methods, techniques, recipes, specifications, food preparation, procedures, policies, marketing strategies and information reflected in, included in, comprising and/or constituting a part of the System. Without limitation to the foregoing, Know-How shall further include information contained in the Operations Manual and the Confidential Information.

**"Lease Agreement Rider"** means the form Lease Agreement Rider attached to this Agreement as Exhibit 4.



**“Licensed Marks”** means the trademarks, service marks, indicia of origin, including the “Toastique” trademark, the Toastique logo, Trade Dress, and other trademarks, service marks, logos, slogans and designs authorized by Franchisor in connection with the identification of Toastique Restaurants and the Approved Services and Products, provided that such trade names, trademarks, service marks, logos and designs are subject to modification, replacement and discontinuance by Franchisor at any time in Franchisor’s Reasonable Business Judgment.

**“Managers”** means the Managing Owner plus all assistant managers of the Franchised Business and all other employees, independent contractors, consultants, directors, officers and board members who may possess access to the Confidential Information.

**“Managing Owner”** means, if Franchisee is a partnership or Corporate Entity, the Owner responsible for the day-to-day oversight, management and operation of the Franchised Business. The Managing Owner must possess, maintain and own not less than 25% of the equity and ownership interests in Franchisee. At all times, the Managing Owner must manage the operations of the Franchised Business.

**“Operating Manager”** means the Manager designated by Franchisee or Franchisee’s Managing Owner, that is charged with the obligation and responsibility to supervise and manage (on-site at Franchisee’s Restaurant Facility) the day-to-day operations of the Franchised Business. At all times, the Operating Manager must: (a) meet all of Franchisor’s minimum training and brand quality control standards and criteria for managers as may be set forth in the Operations Manual; (b) successfully complete Franchisor’s initial training program; (c) sign the Confidentiality Agreement; and (d) agree, in writing, to assume responsibility for the on-site management and supervision of the Franchised Business.

**“Operations Manual”** means, individually and collectively, the manual(s) designated by Franchisor and relating to the development and/or operations of Toastique Restaurants including, but not limited to, the policies, procedures and requirements for the development and operation of Toastique Restaurants. The Operations Manual may consist of one or more volumes, handbooks, manuals, written materials, videos, electronic media files, cloud/internet based list-service, intranet, internet based and accessed databases, computer media, email, webinars and other materials as may be modified, added to, replaced or supplemented by Franchisor from time to time in Franchisor’s Reasonable Business Judgment, whether by way of supplements, replacement pages, franchise bulletins, or other official pronouncements or means. Subject to Franchisor’s modification from time to time and based on Franchisor’s Reasonable Business Judgment, the Operations Manual shall, among other things, designate the Approved Services and Products that must be offered and provided by the Franchised Business. Only Approved Services and Products may be offered and sold by the Franchised Business. Only System Supplies may be utilized by Franchisee in the operations of the Franchised Business.

**“Operations Non-Compliance Fee”** shall have the meaning defined and set forth in Article 7.K. of this Agreement.

**“Operations Violation”** shall have the meaning defined and set forth in Article 7.K. of this Agreement.

**“Owner”** means collectively, individually and jointly: (a) the officers and directors of Franchisee (including the officers and directors of any general partner of Franchisee) who hold an ownership interest in Franchisee; (b) the managing member or manager of Franchisee, if franchisee is a limited liability company; (c) all holders of a 5% or more direct or indirect ownership interest in Franchisee and/or of any entity directly or indirectly controlling Franchisee; and (d) the Managing Owner(s). Franchisee’s Owners are identified in Schedule 2 to this Agreement.

**“Payment Non-Compliance Fee”** shall have the meaning defined and set forth in Article 5.D. of this Agreement.

**“Post-Term Restricted Period”** means the 24 month period after the earliest to occur of the following: (a) the expiration or termination of this Agreement for any reason; or (b) the date on which Franchisee, in compliance with the terms of this Agreement, Transfers this Agreement to another person or Corporate Entity. Provided however, that if a court of competent jurisdiction determines that this period of time is too long to be enforceable, then the “Post-Term Restricted Period” means the 18 month period after the earliest to occur of the following: (a) the expiration or termination of this Agreement for any reason; or (b) the date on which Franchisee, in compliance with the terms of this Agreement, Transfers this Agreement to another person or Corporate Entity.

**“Prohibited Activities”** shall have the meaning defined and set forth in Article 6.D. of this Agreement.

**“Published Content”** means any and all information, data, articles, communications, videos and other information relating to or concerning the Franchised Business, the System, or the Licensed Marks that is or was made available by Franchisee or Franchisee’s agents to the public in print or electronic media that is published, listed, made available, uploaded on, downloaded to, posted or distributed through Digital Media.

**“Renewal Ancillary Agreements”** shall have the meaning defined and set forth in Article 15.B. of this Agreement.

**“Renewal Fee”** is a fixed sum of \$10,000.

**“Renewal Franchise Agreement”** shall have the meaning defined and set forth in Article 15.B. of this Agreement.

**“Renewal Notice”** shall have the meaning defined and set forth in Article 15.B. of this Agreement.

**“Renewal Term”** shall have the meaning defined and set forth in Article 15.A. of this Agreement.

**“Reporting Non-Compliance Fee”** shall have the meaning defined and set forth in Article 12.C. of this Agreement.

**“Reporting Violation”** shall have the meaning defined and set forth in Article 12.C. of this Agreement.

**“Reputation Management Services”** means the customer review, review monitoring, reporting and/or reputation management services designated by Franchisor. Franchisor, in Franchisor’s Reasonable Business Judgement, shall exclusively select the Reputation Management Services to be used by Franchisee and to determine and select the websites, social media sites, reporting services, surveys, and service platforms to be included in any evaluation and/or determination of Franchisee’s customer satisfaction or approval ratings.

**“Reserved Rights”** shall have the meaning defined and set forth in Article 2.D. of this Agreement.

**“Restaurant Facility”** means the fixed commercial restaurant facilities including, the fixtures and improvements, from which Toastique Restaurants are established, operated and managed.

**“Restaurant Location(s)”** means the fixed locations from which Toastique Restaurants are developed, operated and managed.

**“Restricted Territory”** means the geographic area: (a) comprising Franchisee’s Designated Territory; (b) comprising a 25 mile radius surrounding Franchisee’s Designated Territory or, if Franchisee is not granted or designated a designated territory, then a 25 mile radius surrounding Franchisee’s Restaurant Location; (c) comprising a 10 mile radius surrounding the Restaurant Locations for all other Toastique Restaurants operating and/or under development as of the Effective Date of this Agreement; and (d) comprising a 10 mile radius surrounding the Restaurant Locations for all other Toastique Restaurants that are in operation or under development during all or any part of the Post-Term Restricted Period; provided, however, that if a court of competent jurisdiction determines that the foregoing Restricted Territory is too broad to be enforceable, then the “Restricted Territory” means the geographic area comprising Franchisee’s Designated Territory plus a 25 mile radius surrounding Franchisee’s Designated Territory or, if Franchisee is not granted or designated a designated territory, then a 25 mile radius surrounding Franchisee’s Restaurant Location.

**“Royalty and Activity Report”** shall have the meaning defined and set forth in Article 5.B. of this Agreement.

**“Royalty Fee”** shall have the meaning defined and set forth in Article 5.B. of this Agreement.

**“Royalty Rate”** shall have the meaning defined and set forth in Article 5.B. of this Agreement.

**“Scheduled Business Commencement Date”** means the date that occurs on the 18 month anniversary of the Effective Date of this Agreement.

**“Site Selection Acknowledgment”** means the form Site Selection Acknowledgment attached to this Agreement as Exhibit 3.

**“Site Selection Area”** shall have the meaning defined and set forth in Article 2.A.(4) of this Agreement.

**“Site Selection Period”** means the period of time commencing on the Site Selection Acknowledgment Date (as such date may be set forth by Franchisor, and only Franchisor, in the Site Selection Acknowledgment) and automatically expiring 60 calendar days after the Site Selection Acknowledgment Date. If the Site Selection Acknowledgment Date is not set forth and acknowledged by Franchisor in the Site Selection Acknowledgment then, the Site Selection Period shall be 0 days. If the Site Selection Acknowledgment is not signed by Franchisor, then there shall be no Site Selection Period.

**“Spouse”** means the legal spouse of an Owner as of the Effective Date.

**“Supplemental Training”** shall have the meaning defined and set forth in Article 4.A. of this Agreement.

**“Supplemental Training Fee”** shall have the meaning defined and set forth in Article 4.A. of this Agreement.

**“Supplier Evaluation Fee”** means the fee determined by Franchisor, in Franchisor’s Reasonable Business Judgment, and based upon the fees and/or expenses incurred by Franchisor in connection with the evaluation of a request by Franchisee for Franchisor’s consideration and/or review of a potential supplier. Under no circumstance is Franchisor required to approve of suppliers requested by Franchisee.

**“System”** shall have the meaning defined in the “Recitals” section of this Agreement and is further supplemented, as follows: without limitation to the Recitals section of this Agreement and

supplementing the definition and meaning of the term “System”, System shall be defined to further include and mean: (a) the Approved Services and Products, System Supplies and the services, procedures and systems that are designated by Franchisor, whether presently or in the future, for use in connection with the development, establishment, marketing, promotion and operation of a Toastique Restaurant; (b) the Licensed Marks; (c) the Trade Dress; (d) Copyrights; (e) other trade names, service marks, signs, and logos, copyrights and trade dress that is designated by Franchisor, whether presently or in the future, for use in connection with the development, establishment, marketing, promotion and operation of a Toastique Restaurant; (f) Operations Manual; (g) Business Management System Data; (h) Know-How; (i) Confidential Information; and (j) Digital Media. All determinations as to the system including components to the system and modifications and replacements thereto shall be determined by Franchisor in Franchisor’s Reasonable Business Judgment.

**“System Supplies”** means, as designate by Franchisor, those ingredients, food products, beverages, packaging materials, and supplies including, but not limited to, juices, bread, toppings, and bowl ingredients used to prepare menu items and Approved Services and Products, and, as designated by Franchisor, all other supplies and equipment including, but not limited to, branded packaging, paper goods, materials, uniforms, displays, menu boards, merchandise, furniture, fixtures, and equipment designated by Franchisor in the Operations Manual and as may be modified and supplemented by Franchisor from time to time in Franchisor’s Reasonable Business Judgment, as being required for the development and operation of the Franchised Business.

**“System Website”** means the web page and pages located on the world wide web at the [www.toastique.com](http://www.toastique.com) URL and shall further include all webpages and subdomains, including those that are franchisee and/or geography specific, that are a part of [www.toastique.com](http://www.toastique.com), or as designated by Franchisor being associated with the URL of [www.toastique.com](http://www.toastique.com) and/or Toastique Restaurants.

**“Technology Fee”** shall have the meaning defined and set forth in [Article 5.C.](#) of this Agreement.

**“Term”** means the period of time set forth and defined in [Article 2.B.](#) of this Agreement and, the Renewal Term if Franchisee invokes Franchisee’s renewal rights in accordance with the terms of this Agreement.

**“Third Party Ordering and/or Delivery Services”** means businesses, Corporate Entities and individuals other than Franchisor or Franchisee that offer and provide, in whole or in part, food delivery services and/or online ordering services.

**“Toastique Restaurant(s)”** shall have the meaning defined in the Recitals section of this Agreement and, without limitation to the Recitals section definition of “Toastique Restaurants”, shall further include, refer to and mean: every business and all businesses owned and/or operated by Franchisor, Franchisor’s affiliates and/or authorized franchisee(s) that utilize and/or is/are required to utilize the System and/or Licensed Marks including, but not limited to, the Franchised Business.

**“Trade Dress”** means the Toastique Restaurant designs, images, marketing materials, packaging, branding and/or branding images which Franchisor authorizes and requires Franchisee to use in connection with the operation of the Franchised Business and as may be revised and further developed by Franchisor from time to time.

**“Training Program”** shall have the meaning defined and set forth in [Article 4.A.](#) of this Agreement.

**“Transfer”** means and shall include, without limitation, the following, whether voluntary or involuntary, conditional or unconditional, and/or direct or indirect: (a) an assignment, sale, gift,

transfer, pledge or sub-franchise; (b) the grant of a mortgage, charge, lien or security interest, including, without limitation, the grant of a collateral assignment; (c) a merger, consolidation, exchange of shares or other ownership interests, issuance of additional ownership interests or securities representing or potentially representing ownership interests, or redemption of ownership interests; (d) a sale or exchange of voting interests or securities convertible to voting interests, or an agreement granting the right to exercise or control the exercise of the voting rights of any holder of ownership interests or to control the operations or affairs of Franchisee; and/or (e) the legal and/or equitable transfer and/or sale of an Owners interests and/or voting rights in Franchisee.

**“Transfer Fee”** is a fixed sum of \$20,000.

## **ARTICLE 2**

### **GRANT OF FRANCHISE**

#### **2.A. GRANT OF FRANCHISE**

Franchisee has requested that Franchisor grant to Franchisee the non-exclusive license and right to develop, own and operate a Toastique Restaurant from a fixed Restaurant Location located within a specified territory. Relying on the representations made by Franchisee and/or Franchisee’s Owners in any submitted application and during the application process, and, subject to the terms and conditions of this Agreement, Franchisee’s request has been approved by Franchisor, subject to each of the following terms and conditions:

(1) During the Term of this Agreement and subject to the rights of Franchisor including, but not limited to, the Reserved Rights, Franchisor grants to Franchisee and Franchisee accepts, the non-exclusive license, right and obligation to develop and operate, one Toastique Restaurant in conformity with the System and this Agreement from a single fixed restaurant location, selected by Franchisee but requiring the approval of Franchisor (“Franchisee’s Restaurant Location”) and, as designated by Franchisor in Franchisor’s discretion and Franchisor’s Reasonable Business Judgment, within a Designated Territory;

(2) If, as of the Effective Date, Franchisee has selected a proposed Restaurant Location that Franchisor approves as Franchisee’s Restaurant Location, then Franchisee’s Restaurant Location and Designated Territory, if any, shall be identified in Schedule 1 of this Agreement. To be effective, Schedule 1 must be completed and signed by Franchisor. Franchisee’s execution of Schedule 1 with a specific location for Franchisee’s Restaurant Location shall constitute Franchisee’s obligation to develop and operate the Franchised Business at the designated Franchisee Restaurant Location;

(3) If, as of the Effective Date, Franchisee has not selected a proposed Restaurant Location, and/or has not obtained Franchisor’s approval of the proposed Restaurant Location, and/or Schedule 1 to this Agreement is left incomplete or is not signed by Franchisor, Franchisee must locate, identify and secure a Restaurant Location for the Franchised Business in accordance with the terms of this Agreement, including the requirement that Franchisee must obtain Franchisor’s approval of Franchisee’s Restaurant Location. If, after the Effective Date, Franchisee proposes and Franchisor approves of Franchisee’s proposed Restaurant Location, such approval must be in writing and must be evidenced by Franchisor’s execution of Schedule 1 with a specific Restaurant Location designated and identified in Schedule 1. At the time of executing a completed Schedule 1 and, thereby, approving Franchisee’s proposed Restaurant Location, Franchisor, in Franchisor’s discretion and Franchisor’s Reasonable Business Judgment, shall designate and determine Franchisee’s Designated Territory;

(4) If, as of the Effective Date or other appropriate periods after the Effective Date, Franchisee has not selected a proposed Restaurant Location that is approved by Franchisor but, Franchisee has identified

an area in which Franchisee may look to secure a restaurant location for the Franchised Business, Franchisor, in Franchisor's discretion and Franchisor's Reasonable Business Judgment, may enter into the Site Selection Acknowledgment attached to this Agreement as Exhibit 3. If executed by Franchisor, within the Exhibit 3 Site Selection Acknowledgment, Franchisor shall designate a geographic area (the "Site Selection Area") within which Franchisor, during the Site Selection Period, shall not, on behalf of any third party, approve any new Restaurant Location. Franchisee agrees that the Site Selection Acknowledgment does not constitute Franchisor's approval of a proposed Restaurant Location, does not constitute Franchisor's designation of Franchisee's Designated Territory, does not afford Franchisee any territorial rights in or to the Site Selection Area, and does not extend and/or modify any obligation on the part of Franchisee to timely secure an approved Restaurant Location in accordance with the terms of this Agreement;

(5) At all times, Franchisee's rights in and to the real property and the business premises of Franchisee's Restaurant Location shall be subordinate and subject to Franchisee's and Franchisee's landlord's agreement to and execution of the Restaurant Location Lease Agreement Rider attached to this Agreement as Exhibit 4, and Franchisee's agreement and execution of the Collateral Assignment of Lease attached to this Agreement as Exhibit 5;

(6) Franchisee may only offer and sell the Approved Services and Products from Franchisee's Restaurant Location in accordance with the requirements set forth in the Operations Manual and only to retail customers for: (a) on-premises dining and consumption at Franchisee's Restaurant Location; (b) in-person carryout from Franchisee's Restaurant Location; (c) delivery within Franchisee's Designated Territory; and (d) catering to customers located within Franchisee's Designated Territory.

(7) Franchisee may not directly or, indirectly such as through third party vendors or delivery services, deliver Approved Services and Products to customers located outside Franchisee's Designated Territory;

(8) Franchisor, in Franchisor's Reasonable Business Judgment and for any reason or no reason at all, may prohibit Franchisee from soliciting customers located outside Franchisee's Designated Territory;

(9) Except as otherwise provided in this Agreement including, but not limited to, the Reserved Rights, provided that, at all times Franchisee is and remains in compliance with all of the terms of this Agreement, during the Term of this Agreement, neither Franchisor nor any affiliate of Franchisor will establish or operate, or grant a franchise to any third party to establish a Restaurant using the Licensed Marks and System at a Restaurant Location that is located within Franchisee's Designated Territory (provided that a Designated Territory has been designated and approved by Franchisor in accordance with the terms of this Agreement) but excluding Closed Markets.

(10) The foregoing rights granted in this Article 2.A. are subject to and contingent on the terms and conditions of this Agreement, the rights of any prior user, and are non-exclusive and subordinate to the Reserved Rights. Without limitation to the foregoing, Franchisee agrees that Franchisee, without any compensation to Franchisee, may face competition from other Toastique Restaurants and distribution channels as set forth in this Agreement including, but not limited to: (a) Restaurants that are located within Closed Markets and/or located adjacent to and/or within a close proximity to Franchisee's Restaurant Location or Designated Territory; (b) the sale of Approved Services and Products to customers located within and outside Franchisee's Designated Territory through Alternative Channels of Distribution; and (c) from all other marketing, sales, distribution, and delivery rights, restrictions, and/or other obligations otherwise set forth in this Agreement. Although Franchisor may disapprove of any marketing medium that is distributed and/or reaches inside or outside of Franchisee's Designated Territory, Franchisor is not obligated to do so.

## **2.B. TERM**

Unless previously terminated pursuant to the terms of this Agreement, the term of this Agreement will be for a period of 10 consecutive years, commencing from the Effective Date (the “Term”).

## **2.C. GUARANTEES, CONFIDENTIALITY AND RESTRICTIVE COVENANTS**

If Franchisee is, at any time, a Corporate Entity, Franchisee agrees that each Owner and their respective Spouse shall execute, sign and deliver to Franchisor the Franchise Owner and Spouse Agreement and Guaranty attached to this Agreement as Exhibit 1 and, in doing so, among other things, will jointly and severally guarantee Franchisee’s obligations under this Agreement and personally bind themselves to confidentiality and non-competition covenants and restrictions.

## **2.D. RESERVATION OF RIGHTS**

Franchisor on behalf of itself, its affiliates and its assigns retains all rights, on any and all terms and conditions that Franchisor deems advisable and without any compensation or consideration to Franchisee to engage in the following activities (the “Reserved Rights”): (a) operate and grant to others the right to operate a Franchised Business, Toastique Restaurant and/or other restaurants using the System and Licensed Marks at locations outside Franchisee’s Designated Territory; (b) acquire, be acquired, develop, or merge with or otherwise affiliate with one or more businesses of any kind, including businesses that are Competitive Businesses, and after such acquisition, development, merger or affiliation to own and operate and to franchise or license others to own and operate and to continue to own and operate such businesses, including Competitive Businesses but, not using the Licensed Marks, within Franchisee’s Designated Territory; (c) operate and grant to others the right to develop and operate a Toastique Restaurant at Captive Market locations within and/or outside Franchisee’s Designated Territory; (d) use the Licensed Marks and System to distribute the Approved Services and Products or products and services similar to the Approved Services and Products in Alternative Channels of Distribution within and/or outside Franchisee’s Designated Territory; and (e) use the Licensed Marks and System and to license others to use the Licensed Marks and System to engage in all other activities not expressly prohibited by this Agreement.

## **2.E. MODIFICATION OF SYSTEM**

Franchisor, in Franchisor’s Reasonable Business Judgment, reserves the right at all times to supplement, modify, alter and/or amend the System. Franchisee shall promptly comply with all such modifications to the System whether such modification(s) results in the addition, subtraction, modification and/or enhancement to any and/or all components of the System. Franchisor shall provide Franchisee with a reasonable time period to comply with any change or modification to the System which shall be communicated in writing by Franchisor to Franchisee, including, but not limited to, modifications, updated, amendments, and changes made by Franchisor to the Operations Manual. Franchisor’s modifications to the System shall not materially alter Franchisee’s fundamental rights under this Agreement.

## **2.F. CORPORATE ENTITY OWNERSHIP**

If Franchisee is a Corporate Entity, Franchisee represents that the information contained in Schedule 2 to this Agreement is and shall remain complete, true and accurate throughout the Term of this Agreement.

# **ARTICLE 3** **RESTAURANT LOCATION, DEVELOPMENT, AND OPERATIONS**

## **3.A. RESTAURANT LOCATION**

Franchisee shall develop, operate and manage the Franchised Business from a Restaurant Facility that is developed and established at a Restaurant Location, that: (a) was identified and evaluated by Franchisee; (b) complies with the terms and conditions of this Agreement; (c) satisfies and meets Franchisor’s standards and specifications; (d) is timely presented by Franchisee to Franchisor for approval as Franchisee’s proposed Restaurant Location; (e) is approved by Franchisor as Franchisee’s Restaurant Location; (f) is

timely secured by Franchisee within 180 days of the Effective Date of this Agreement, as evidenced by a binding lease with a duration equal to the full Term of this Agreement; (g) is and, at all times, shall be exclusively dedicated to the operation of the Franchised Business; (h) is located within the Designated Territory, if Franchisor previously designated and approved, in writing, a Designated Territory; and (i) otherwise meets the terms and conditions of this Agreement and Franchisor's standards and specifications.

Franchisee will not lease, purchase or otherwise acquire a proposed Restaurant Location until such information as Franchisor may require as to the proposed Restaurant Location has been provided to Franchisor by Franchisee and, Franchisor has approved the location in accordance with the terms and conditions of this Agreement including, but not limited to, Article 2.A. of this Agreement. Franchisor shall respond to Franchisee's request for approval of a proposed Restaurant Location within a reasonable time period but not exceeding 30 days following Franchisor's receipt, from Franchisee, of complete written information about Franchisee's proposed Restaurant Location. If Franchisor rejects or disapproves Franchisee's proposed Restaurant Location, Franchisee must nevertheless identify and obtain Franchisor's approval of a proposed Restaurant Location within the time requirements set forth in this Agreement. Franchisor's disapproval of a proposed Restaurant Location shall not serve as a basis to extend any deadline or requirement set forth in this Agreement.

Franchisor's approval of Franchisee's proposed Restaurant Location is not and does not constitute a representation or warranty by Franchisor of any kind other than that Franchisor does not object to or disapprove of Franchisee's proposed Restaurant Location. No provision of this Agreement shall be construed or interpreted to impose an obligation on Franchisor to locate a Restaurant Location for the Franchised Business, to assist Franchisee in the selection of a suitable Restaurant Location for the Franchised Business or to provide assistance to the Franchisee in the purchase or lease of a Restaurant Location. If Franchisee leases Franchisee's Restaurant Location, Franchisee must use Franchisee's best efforts to ensure that the landlord signs the Lease Agreement Rider that is attached to this Agreement as Exhibit 4. If Franchisee's landlord refuses to sign the Lease Agreement Rider in substantially the same form as the attached Exhibit 4, such refusal may constitute grounds upon which Franchisor refuses to approve Franchisee's proposed Restaurant Location or withdraws such approval.

### **3.B. RESTAURANT DEVELOPMENT**

Franchisee shall develop and construct Franchisee's Restaurant Facility and Restaurant Location in accordance with Franchisor's standards and specifications and using only those types of construction materials, decorating materials, furniture, fixtures, equipment, trade dress signs, suppliers, advisors and contractors that Franchisor has approved in the Operations Manual, in supplements to the Operations Manual or as Franchisor otherwise designates and approves of in a writing specifically directed to Franchisee and signed by Franchisor.

Franchisee's Restaurant Facility and Franchisee's Restaurant Location must be constructed and established in accordance with Franchisor's plans and specifications. Promptly after signing a lease or closing on a purchase of the premises of Franchisee's Restaurant Location, Franchisor shall provide Franchisee with Franchisor's generalized prototype plans and specifications. Prior to constructing, equipping and building out Franchisee's Restaurant Facility and Franchisee's Restaurant Location, Franchisee shall:

- (1) Prepare and submit to Franchisor for approval, which approval, specific plans and specifications prepared by the design consultants designated or approved by Franchisor and hired by Franchisee, at Franchisee's sole expense, whereby such plans and specifications are prepared specifically for Franchisee's Restaurant Facility and Franchisee's Restaurant Location and shall reflect and comply with Franchisor's generalized plans and specifications and otherwise satisfy the specifications and requirements set forth in the Operations Manual. If Franchisor determines, in Franchisor's Reasonable



Business Judgment, that any plans are not consistent with Franchisor's prototype plans and specifications, Franchisor may prohibit implementation of the plans and disapprove the plans;

(2) Obtain all required building, utility, sign, health, sanitation, liquor (if the System Products and Service include and permit the service of alcohol), and business permits and licenses, and any other required permits and licenses;

(3) Construct all required improvements to Franchisee's Restaurant Location, purchase and install all required furniture, fixtures and equipment and decorate the premises in compliance with the plans and specifications approved in writing by Franchisor and all applicable ordinances, building codes, permit requirements and lease or deed requirements and restrictions;

(4) Provide Franchisor timely written reports regarding the process of construction and remodeling in compliance with Franchisor's then current specifications; and

(5) Establish filing, accounting, and inventory control systems, conforming to the requirements prescribed by Franchisor, if any.

At all times, in the construction and operation of the Franchised Business, Franchisee shall exclusively install, use, attach, maintain, replenish and replace only those types of construction and decorating materials, furniture, fixtures, equipment, and signs that Franchisor has approved or designated in the Operations Manual for Toastique Restaurants as meeting Franchisor's specifications and standards for appearance, function and performance. Franchisee only may purchase approved or designated types of construction and decorating materials, fixtures, equipment, furniture and signs from any supplier approved or designated by Franchisor, which may include Franchisor and Franchisor's affiliates.

### **3.C. RESTAURANT OPENING**

Franchisee must develop and open the Franchised Business to the public and, commence the day-to-day operations of the Franchised Business, on or before the Scheduled Business Commencement Date. Notwithstanding the foregoing, Franchisee agrees that prior to opening the Franchised Business to the Public, Franchisee must, as determined by Franchisor: (a) be in compliance with the terms and conditions of this Agreement; (b) have satisfied the pre-opening obligations set forth by Franchisor in the Operations Manual; (c) have completed and satisfied the training obligations designated by Franchisor; and (d) obtained Franchisor's written consent to open.

### **3.D. RESTAURANT OPERATIONS**

At all times, the Franchised Business shall: (a) be exclusively operated from Franchisee's Restaurant Location approved by Franchisor; (b) be exclusively operated from a Restaurant Facility approved by Franchisor; (c) exclusively offer and sell the Approved Services and Products as designated by Franchisor, in Franchisor's Reasonable Business Judgment, and as modified by Franchisor from time to time; (d) ensure that the Approved Services and Products are only offered and provided by Franchisee through employees and/or Owners that have, to Franchisor's satisfaction, completed brand standard related training requirements and Training Programs required by Franchisor, in Franchisor's Reasonable Business Judgment and as may be modified and supplemented by Franchisor from time to time; (e) exclusively use, maintain and stock in inventory the System Supplies in such quantities and as designated by Franchisor, in Franchisor's Reasonable Business Judgment, and as modified by Franchisor from time to time; (f) exclusively purchase the System Supplies from the suppliers and vendor(s) approved by Franchisor and designated by Franchisor, in Franchisor's Reasonable Business Judgment, and as modified by Franchisor from time to time; (g) participate in all online and Digital Media ordering programs as designated by Franchisor, in Franchisor's Reasonable Business Judgment, and as may be modified by Franchisor from time to time; (h) exclusively use, if at all permitted by Franchisor, Third party Ordering and/or Delivery

Services in accordance with Franchisor's standards and specifications; (i) comply with all pricing and promotion requirements as designated by Franchisor in accordance with Article 3.E., below; (j) issue, sell, redeem, honor, and accept, without the offset to any fees due to Franchisor, all Gift Cards designated by Franchisor and participate in, offer, redeem, and honor, without the offset to any fees due to Franchisor, all Gift Card and customer loyalty programs designated by Franchisor and in accordance with the rules and regulations adopted by Franchisor and as may be modified by Franchisor from time to time in Franchisor's Reasonable Business Judgment; (k) maintain openings and operating hours in conformity with Franchisor's then current standards and requirements, as designated by Franchisor in Franchisor's Reasonable Business Judgment, respecting, among other things, days, hours, and time of Restaurant operations and service offered to the public, and days, times, and holidays for opening and closing; and, without limitation to the foregoing, (l) be operated in conformity with the Operations Manual as such Operations Manual exists as of the Effective Date of this Agreement and as the Operations Manual may be modified and supplemented from time to time in the future by Franchisor, in Franchisor's Reasonable Business Judgment. At all times Franchisee must maintain the necessary licenses and permits and those licenses and permits recommended and/or required by Franchisor in connection with Franchisee's ownership and operation of the Franchised Business.

Franchisee agrees that control over the nature, quality, branding and source of the System Supplies is critical to the System and that irrespective of the availability of substitute products, ingredients, supplies, inventory, uniforms and/or accessories, Franchisee shall only utilize the System Supplies as designated by Franchisor and only from those suppliers approved by Franchisor. Franchisee agrees that in many instances Franchisor and/or Franchisor's affiliates may be or may become the exclusive supplier of System Supplies.

Notwithstanding anything contained in this Article 3.D. or otherwise in this Agreement, Franchisee agrees that Franchisor possesses the right and discretion, in Franchisor's Reasonable Business Judgment, to grant other System franchisees and Toastique Restaurants variances from System standards, menu item offerings, ingredients, supply chain requirements, and operational requirements for the purpose of accommodating local or regional consumer preferences, supply chain availability, and/or operational conditions and that Franchisor may do so without affording similar variances or rights to Franchisee.

### **3.E. PRICING AND PROMOTIONS**

Where permitted by applicable law and, to the fullest extent permitted by law, Franchisor reserves the right to designate and establish, maximum, minimum, promotional, and other pricing requirements that Franchisee must comply with respecting prices charged to customers of the Franchised Business and promotions that Franchisee may and/or must offer to customers of the Franchised Business. Franchisee agrees that Franchisor's pricing and promotion requirements may change from time to time and may vary depending on geography (towns, cities, states, regions) and other factors designated by Franchisor including, Franchisor's designation of any local, regional, or national promotional campaigns. Franchisee agrees that Franchisor's pricing and promotional requirements may directly or indirectly impact Franchisee's Restaurant and that Franchisor may designate specific pricing to be included in advertisements and promotional materials. Franchisee agrees that nothing contained in this Article 3.E. shall be deemed a representation by Franchisor that if Franchisee follows Franchisor's pricing or promotion requirements that Franchisee will generate a profit. Franchisee agrees that pricing and/or promotional requirements designated by Franchisor may or may not optimize the revenues or profitability of Franchisee's Restaurant. Franchisee waives any and all claims related to Franchisor's establishment of prices charged and/or promotions offered at Franchisee's Restaurant. At all times, Franchisee agrees to inform Franchisor of all prices charged for menu items and all services and/or products offered and sold by Franchisee's Restaurant and to inform Franchisor of any modifications of Franchisee's prices and/or promotional offerings.

### **3.E. BUSINESS MANAGEMENT SYSTEM**

Franchisee shall exclusively use the Business Management Systems designated by Franchisor, in Franchisor's Reasonable Business Judgment, and as may be modified, supplemented or replaced by Franchisor from time to time. Franchisee cannot substitute or replace the Business Management System in favor of any substitutes or other systems. To the extent that the Business Management System is hosted, maintained, licensed or operated by third party suppliers, Franchisee shall purchase, license and maintain such Business Management System and/or systems from such third party suppliers designated by Franchisor and subject to Franchisor's standards and specifications. Franchisor may require that Franchisee's license, and use of the Business Management System occur through accounts registered to Franchisor, controlled by Franchisor or licensed through Franchisor and that Franchisee provide Franchisor with internet and complete remote access to such systems.

Franchisee is responsible for initial license fees, training fees and continuing monthly license fees required for use of the Business Management System as specified by Franchisor, in Franchisor's Reasonable Business Judgment or by the suppliers designated by Franchisor. Franchisee must complete training, purchase and license the Business Management Systems no later than 45 days prior to the earlier of the Actual Business Commencement Date or the Scheduled Business Commencement Date.

Supplementing the foregoing, Franchisee agrees that the Business Management System will contain proprietary and confidential information owned by Franchisor and related to the System, and that:

- (1) Franchisee shall use the Business Management System and the Business Management System Data for the exclusive benefit of the Franchised Business and in accordance with the terms of this Agreement and Franchisor's standards and specifications as set forth in the Operations Manual;
- (2) All rights in and to the Business Management System are non-transferable and non-assignable to Franchisee and shall be utilized by Franchisee subject to the terms and conditions of this Agreement, Business Management System licenses that Franchisor may approve of and otherwise as determined by Franchisor in Franchisor's Reasonable Business Judgment;
- (3) As between Franchisee and Franchisor, Franchisor is and shall be the exclusive owner of the Business Management System Data, except that Franchisee shall store and maintain such data in accordance with all applicable local, state and federal privacy, data collection and solicitation laws. Among other things, upon expiration or termination of this Agreement for any reason, Franchisee shall preserve and maintain the Business Management System data for the purpose of transferring such data to Franchisor;
- (4) At all times, Franchisee shall provide and permit Franchisor to maintain direct and independent access to the Business Management System and Franchisee shall electronically transfer and transmit to Franchisor all Business Management System Data;
- (5) When instructed by Franchisor, Franchisee shall upgrade, replace and modify the Business Management System;
- (6) Franchisee shall promptly disclose to Franchisor all ideas and suggestions for modifications or enhancements to the Business Management System, to the configuration and templates associated with the Business Management System and that Franchisor shall have the right to use such ideas and suggestions and that Franchisee shall not receive or obtain any ownership rights or interests in any modifications or enhancements to the Business Management Software;

(7) Other than permitting access to employees of the Franchised Business for the purpose of conducting the authorized operations of the Franchised Business, Franchisee shall not permit nor allow any third party to access, utilize or duplicate the Business Management System or the Business Management System Data without Franchisor's prior written consent;

(8) Franchisee shall keep and maintain the Business Management System and the Business Management System Data as secret and confidential, and Franchisee shall maintain security precautions to maintain the confidentiality and secrecy of the Business Management System Data and to prevent the unauthorized access or use; and

(9) In no event shall Franchisor be liable to Franchisee for any damages, including any lost profits, lost savings, or other incidental or consequential damages, relating to Franchisee's use or, Franchisee's inability to use, the Business Management System even if Franchisor has been advised of the possibility of such damages, or for any claim by any other party including the software manufacturer. The foregoing limitations of liability are intended to apply without regard to whether other provisions of the Agreement have been breached or proven ineffective.

### **3.F. DIGITAL MEDIA, SYSTEM WEBSITE AND TELEPHONE NUMBERS**

As between Franchisor and Franchisee, Franchisee agrees that Franchisor is the absolute owner of the Digital Media. Franchisee shall not use, access or open accounts regarding or related to Digital Media unless expressly approved by Franchisor in writing which approval Franchisor may withhold, condition or limit as determined by Franchisor in Franchisor's Reasonable Business Judgment and which approval, if given, shall be limited to the marketing and promotion of the Franchised Business in accordance with Franchisor's standards and specifications. Upon expiration or termination of this Agreement for any reason, any prior authorization by Franchisor as to Franchisee's right to use the Digital Media and/or otherwise as to any rights of Franchisee in or to the Digital Media shall be automatically terminate and, at Franchisor's election, the right to any and all accounts and/or sites (if any) associated with Digital Media utilized by Franchisee shall be transferred to Franchisor. Under no circumstance shall Franchisee utilize the Digital Media for purposes of or with the effect of libeling or disparaging another nor shall Franchisee violate any copyrights – as to such actions as between Franchisee and any third party, Franchisee is exclusively responsible for disparagement, libel and/or copyright infringement if Franchisee published and/or caused such content to be published.

Franchisee agrees that Digital Media must be approved by Franchisor prior to publication or use in any form. Digital Media and Published Content that is approved by Franchisor or that otherwise is acceptable to Franchisor as meeting Franchisor's standards shall be owned by Franchisor. As between Franchisor and Franchisee, any and all interest and right in or to the Digital Media and/or Published Content shall, at all times, be and is the exclusive property of Franchisor both during the Term of this Agreement and upon the expiration or termination of this Agreement. Franchisee agrees that the System Website and all improvements and modifications made to the System Website, Digital Media, and Published Content is and shall be the exclusive property of Franchisor. During the Term of this Agreement and subject to Franchisee's compliance with the terms and conditions of this Agreement, the System Website, shall include information related to the Franchised Business as shall be determined and designated by Franchisor in Franchisor's Reasonable Judgment.

In the event of the termination of this Agreement, for any reason, that the accounts related to all telephone numbers associated with the Franchised Business and all rights in and to the telephone numbers associated with the Franchised Business, shall, at Franchisor's election, be transferred to Franchisor.

Without limitation to the foregoing, Franchisee shall, upon the request of Franchisor, execute and deliver to Franchisor the Assignment of Telephone Numbers and Digital Media Accounts attached to this

Agreement as Exhibit 6. Upon the request of Franchisor, Franchisee shall execute, update, and/or re-execute the Assignment of Telephone Numbers and Digital Media agreement upon the request of Franchisor. As between Franchisor and all third parties, Franchisee does hereby represent and acknowledge that such third party is authorized to rely on the Assignment of Telephone Numbers and Digital Media agreement, irrespective of any dispute and/or controversy between Franchisor and Franchisee and irrespective of any contrary instructions of Franchisee.

### **3.G. RELOCATION OF FRANCHISEE'S RESTAURANT**

To the extent that Franchisee wishes to relocate the Franchised Business and, thereby, Franchisee's Restaurant Location and Franchisee's Restaurant Facility, Franchisee must obtain Franchisor's prior written consent, which Franchisor may refuse in Franchisor's Reasonable Business Judgment. Franchisee agrees that if Franchisor does consent to the relocation of the Franchised Business, that Franchisor may condition Franchisor's consent to Franchisee's relocation request on requirements imposed by Franchisor which may include, among other things: (a) that the proposed Restaurant Location meet and satisfy Franchisor's then current standards for Restaurant Locations; (b) that the proposed Restaurant Facility meet and satisfy Franchisor's then current standards for Restaurant Facilities; (c) that the proposed Restaurant Facility be constructed and established in accordance with Franchisor's current standards and specifications; (d) that the proposed Restaurant Location be located within Franchisee's Designated Territory; (e) that the proposed Restaurant Location (even if it is located within the Designated Territory) not be within a close proximity to the Designated Territory and/or Restaurant Location of another Toastique Restaurant; and (f) that, as to the proposed Restaurant Facility and proposed Restaurant Location, Franchisee satisfy the terms and conditions set forth in this Agreement for Restaurant Facilities, and Restaurant Locations including, but not limited to, the requirements set forth in Articles 2.A. and 3.B. of this Agreement. Franchisee agrees that Franchisor possesses sole discretion as to whether or not Franchisor approves of Franchisee's relocation request.

## **ARTICLE 4**

### **TRAINING AND OPERATING ASSISTANCE**

#### **4.A. INITIAL TRAINING, SUPPLEMENTAL TRAINING AND SYSTEM-WIDE TRAINING**

(1) Within 45 days of the earlier of the Scheduled Business Commencement Date or the Actual Business Commencement Date, Franchisee's Managing Owner and one manager must complete, to Franchisor's satisfaction, Franchisor's initial training program (the "Training Program"). Franchisor will provide Franchisee (comprised of Franchisee's Managing Owner, and one designated manager) with Franchisor's Training Program. If Franchisee would like more than two individuals to attend the Training Program, subject to Franchisor's approval, Franchisee shall pay to Franchisor an additional fee of \$300 per additional person attending the Training Program (the "Additional Initial Training Fee"). Additional Initial Training Fees shall be pre-paid in advance of training and upon submission of invoice by Franchisor to Franchisee.

Prior to opening and commencing the operations of the Franchised Business, the Managing Owner and other personnel as designated or determined by Franchisor, must attend and successfully complete the Training Program designated by Franchisor. The training will include classroom and on-the-job instruction at a location or facility designated by Franchisor. Following completion of the Training Program, Franchisee shall be responsible for the ongoing training of Franchisee's employees, staff and all other employees of the Franchised Business. Said on-going training must conform to Franchisor's standards and specifications. The Training Program shall be structured, configured and established by Franchisor from time to time. The Training Program may be structured so that it is offered and completed by Franchisee in various phases which may require participation in interactive Webinar type sessions and on-site training at a training site designated by the Franchisor.

(2) Franchisee or, if Franchisee is a Corporate Entity, Franchisee's Managing Owner and Manager, at Franchisee's sole cost and expense, must attend and successfully complete all refresher training courses or system-wide training courses, additional training programs and seminars as Franchisor periodically may designate or offer in Franchisor's Reasonable Business Judgment. Franchisor provides instructors and training materials for those programs and seminars, but Franchisor reserves the right to assess Franchisee reasonable charges for such training. Franchisee is responsible for all expenses Franchisee and Franchisee's employee incurs in connection with attendance and participation in these programs and seminars, including, without limitation, the cost of transportation, lodging, meals and any salaries and other wages.

(3) Franchisee shall pay the salaries, fringe benefits, payroll taxes, unemployment compensation, workers' compensation insurance, lodging, food, automobile rental, travel costs and all other expenses for those persons who, on behalf of Franchisee, attend and participate in the Training Program. If the Training Program is provided at the Franchised Business by a representative of Franchisor (provided that Franchisor, in Franchisor's sole discretion, elects to do so), then the Franchisee will pay for the reasonable travel costs, lodging, food, automobile rental and other expenses incurred by Franchisor's representative in connection with such training.

(4) Subject to Franchisor's approval and agreement, Franchisor may offer supplemental training to Franchisee at Franchisee's Restaurant Location (hereinafter referred to as "Supplemental Training"). Franchisor, in Franchisor's Reasonable Business Judgment, reserves the right to reject or approve of any request by Franchisee for Supplemental Training. If Franchisor does agree to offer and provide Supplemental Training, Franchisee shall pay to Franchisor a supplemental training fee at the rate of \$300 per on-site trainer per day plus reimbursement of the travel and hotel accommodation expenses that Franchisor's trainers reasonably incur (the "Supplemental Training Fee"). Franchisee agrees that if Franchisee is in breach of this Agreement due to the operations of the Franchised Business, Franchisor may require that Franchisee participate in and pay for Supplemental Training.

(5) If the Franchised Business experiences turnover, each newly hired Manager must, prior to being able to work in the Franchised Business complete, at Franchisee's expense, Franchisor's initial Training Program at a location and facility designated by Franchisor. In connection with such training, if training occurs (subject to Franchisor's discretion) at a Restaurant Facility designated by Franchisor, Franchisee shall pay to Franchisor a training fee of \$300 per Manager, per day for each Manager attending Franchisor's Training Program. Notwithstanding the foregoing, Franchisor, in Franchisor's sole discretion, may treat such training as Supplemental Training and provide the Training Program on-site at Franchisee's Restaurant Facility wherein, Franchisee shall pay to Franchisor the fees and reimburse Franchisor of the expenses set forth in Article 4.A.(4), above.

(6) Franchisor, in Franchisor's Reasonable Business Judgment must approve of all individuals attending and participating in the Training Program and all Supplemental Training programs. All participants in the Training Program must qualify as either an Owner or Operating Manager and, prior to training, among other things, must have executed the Franchise Owner and Spouse Agreement and Guaranty or the Confidentiality Agreement, respectively.

#### **4.B. OPERATING ASSISTANCE**

From time to time, as determined by Franchisor in Franchisor's Reasonable Business Judgment, Franchisor shall advise Franchisee of those applicable standards, procedures and System requirements in connection with Franchisee's operation of the Franchised Business. Operating assistance may, as determined by Franchisor, in Franchisor's sole discretion, be comprised of:

- (1) Establishing and communicating to franchisee operating procedures, improvements to the System and modifications to the System in connection with the Franchisee's operation of the Franchised Business, the Approved Services and Products, equipment to be purchased and utilized by Franchisee and those systems and procedures to be utilized by Franchisee in connection with Franchisee's training of service employees and Franchisee's marketing and promotion of the Franchised Business;
- (2) Establishing and communicating additional and/or modified Approved Services and Products that may be authorized for Toastique Restaurants;
- (3) Modifying the Approved Services and Products authorized for Toastique Restaurants;
- (4) Establishing and communicating marketing and promotion standards and base campaigns that are authorized for use by franchisees in connection with the operation and promotion of Toastique Restaurants;
- (5) Establishing and communicating advertising and promotional programs and standards for use by franchisees in connection with the operation and promotion of Toastique Restaurants;
- (6) Approving or disapproving of Franchisee request to utilize marketing and promotion materials and media not previously authorized by Franchisor;
- (7) Establishing and communicating administrative and general operating procedures for use by franchisees in connection with the operation of Toastique Restaurants;
- (8) Establishing, updating, revising and communicating a list(s) of approved suppliers of products, supplies, equipment, software systems and marketing related services including, but not limited to the System Supplies, as Franchisor deems appropriate and as may be otherwise designated by Franchisor in Franchisor's Reasonable Business Judgment;
- (9) Coordinating an Annual System Conference for System franchisees that are in good standing with Franchisor. Franchisee shall be responsible for all expenses of its personnel attending the annual meeting including travel, meals and lodging. Franchisee shall be required to pay to Franchisor an Annual Conference Attendance Fee. Franchisee agrees that if Franchisee fails to attend the Annual System Conference that Franchisor shall, nevertheless, charge and Franchisee shall pay the Annual Conference Attendance Fee – even if Franchisor waives such fee for franchisees who attend the Annual System Conference. No more than two individuals may attend the Annual System Conference on behalf of Franchisee; and
- (10) Establish and communicate guidance to Franchisee in the form of the Operations Manual and as Franchisor, in Franchisor's sole discretion, deems appropriate in the form bulletins or other written materials, telephonic consultations and/or consultations at the offices of Franchisor.

#### **4.C. OPERATIONS MANUAL**

In connection with Franchisees development and operation of the Franchised Business, Franchisor shall provide and make available to Franchisee, in digital, print, or other format and/or media as designated by Franchisor from time to time, the Operations Manual. Franchisee must operate the Franchised Business in accordance with the specifications and requirements set forth in the Operations Manual and as same may be modified, supplemented and/or changed by Franchisor from time to time. At all times, Franchisor possesses the right to add to, supplement, modify, and/or change the content, standards, specifications and requirements contained in the Operations Manual to, among other things, reflect changes in the Approved Services and Products, Restaurant System Supplies, specifications, standards and operating procedures that

Franchisee must comply with in developing, maintaining, and operating the Franchised business. Franchisee shall not duplicate or distribute the Operations Manual and/or its content and, at all times, Franchisee must keep and maintain all media containing the Operations Manual and its content in a secure location at Franchisee's Restaurant that is not accessible to any individual not authorized to view or access same. The master copy of the Operations Manual maintained by Franchisor, whether in digital or print format, is and shall be the controlling document / Operations Manual version in the event of any dispute relative to the contents of the Operations Manual.

## **ARTICLE 5**

### **FEES**

#### **5.A. INITIAL FRANCHISE FEE**

Upon execution of this Agreement Franchisee shall pay to Franchisor a non-recurring initial franchisee fee (the "Initial Franchise Fee") of \$55,000. The Initial Franchise Fee is fully earned by Franchisor upon execution of this Agreement and is not refundable.

#### **5.B. ROYALTY FEES**

Throughout the Term of this Agreement, Franchisee shall pay to Franchisor a continuing weekly non-refundable royalty fee (the "Royalty Fee") in an amount equal to 6% (the "Royalty Rate") of Franchisee's weekly Gross Sales. The Royalty Fee shall be calculated on a weekly basis for each respective weekly Accounting Period and shall be otherwise subject to the terms of this Agreement. The Royalty Fee during any Renewal Term shall be determined by Franchisor but shall not be less than the Royalty Fee and Royalty Rate set forth in this Agreement.

On-Going Obligation: The Royalty Fee is an on-going obligation due from Franchisee to Franchisor, is payable in United States Dollars and, as designated by Franchisor, is to be calculated and paid weekly (unless another recurring Accounting Period is designated by Franchisor) on the Gross Sales for the previous weekly Accounting Period for each and every week throughout the Term of this Agreement and any applicable renewal term.

Payment and Due Date: Royalty Fee payments will be paid weekly and sent by ACH, electronic funds transfer, or as otherwise designated by Franchisor and shall be due on the Thursday of each weekly Accounting Period (for the preceding week and each week thereafter throughout the entire Term of this Agreement) or such other specific day of the week that Franchisor designates from time to time or for such other period that Franchisor may designate (the "Due Date")(the term Due Date is further defined in Article 1 of this Agreement).

Tax Obligations: If any federal, state or local tax, other than an income tax, is imposed on the Royalty Fee paid by Franchisee to Franchisor that, Franchisor cannot directly and, dollar for dollar, offset against taxes required to be paid by Franchisor under any applicable federal or state laws, Franchisee must compensate Franchisor in the manner prescribed by Franchisor so that the net amount or net rate received by Franchisor for the Royalty Fee is not less than that which has been established by this Agreement and which was due to Franchisor on the effective date of this Agreement.

Government Restrictions on Alcohol: Supplementing the foregoing, if the System Products and Services, as authorized and designated by Franchisor and, as may be modified by Franchisor from time to time, includes and authorizes the sale and/or service of alcohol or alcoholic beverages and, if any federal, state, and/or local government agency, entity, law, rule and/or regulation prohibits Franchisee's payment of Royalty Fees based on Gross Sales related to the sale of alcohol or alcoholic beverages, then Franchisor, in Franchisor's Reasonable Business Judgment, may increase the Royalty Rate, as applied to the permissible portion of Franchisee's Gross Sales (*i.e.* the portion of Franchisee's Gross Sales that do not



include the sale of alcohol or alcoholic beverages and/or, that is not otherwise prohibited), so that the dollar amounts of the aggregate and on-going Royalty Fees payable and due to Franchisor are not less than such amounts that would have been payable, due to and received by Franchisor if such prohibition or restriction did not exist.

Payment Authorization: Upon the request of Franchisor and in no event not later than 30 days prior to the earlier of the Actual Business Commencement Date or the Scheduled Business Commencement Date, Franchisee shall execute Franchisor's designated ACH Authorization Form and such other authorization agreements, in the form proscribed by Franchisor and permitting Franchisor's direct withdrawal and/or electronic transfer of sums from Franchisee's designated business bank account, for the on-going payment of Royalty Fees, and other fees and sums due from Franchisee under this Agreement. As of the Effective Date, Franchisor's current ACH Authorization that must be executed and complied with by Franchisee is attached to this Agreement as Exhibit 7. Franchisor may require Franchisee to pay the Royalty Fees and other amounts due under this Agreement by means other than ACH and/or automatic debit whenever Franchisor deems appropriate, and Franchisee agrees to comply with Franchisor's payment instructions.

Royalty and Activity Reports: On the Due Date each week, Franchisee shall report, transmit, confirm, and/or otherwise make available to Franchisor, as designated by Franchisor, a Royalty and Activity Reports containing information as designated by Franchisor and relating to the Gross Sales, financial performance, and operations of the Franchised Business for the preceding weekly Accounting Period (the "Royalty and Activity Report"). Franchisor shall have the right to verify such royalty payments from time to time, as it deems necessary in any reasonable manner.

#### **5.C. OTHER FEES**

As designated by Franchisor in this Agreement, the Operations Manual, or otherwise, Franchisee shall pay to Franchisor and/or as otherwise directed by Franchisor, each of the following additional fees:

(1) Technology Fee – Throughout the Term of this Agreement, Franchisee shall pay to Franchisor a continuing monthly non-refundable Technology Fee. Franchisor, in Franchisor's Reasonable Business Judgment, possesses the right, at any and all times throughout the Term of this Agreement, to implement and charge Franchisee a monthly Technology Fee in an amount designated by Franchisor but provided that such monthly fee does not exceed \$750 per month. The Technology Fee is a general administrative fee and is not connected to any particular service. The Technology Fee shall be paid to Franchisor each and every month on the Due Date.

(2) Brand Development Fund Fee – Franchisee shall pay to Franchisor, Franchisor's affiliates, or Franchisor's designees the Brand Development Fund Fee as set forth in Article 9.A. of this Agreement.

(3) Point of Sale System Fee – Franchisee shall pay to Franchisor, Franchisor's affiliates, or Franchisor's designees on-going weekly, monthly, and/or per use point of sale system fee throughout the Term of this Agreement respecting Franchisee's license and use of the point of sale system as designated and specified by Franchisor, in Franchisor's Reasonable Business Judgment.

(4) Online Ordering, Customer Rewards, Customer Reviews, and Gift Card System Fees – Franchisee shall pay to Franchisor, Franchisor's affiliates, or Franchisor's designees on-going weekly, monthly, and/or per use fees related to licensing and utilizing the technology systems and platforms used for facilitating, managing, and integrating online ordering, customer rewards, customer reviews, and/or gift card processing as designated and specified by Franchisor, in Franchisor's Reasonable Business Judgment.

(5) Quality Assurance Audit Fees – Franchisee shall pay to Franchisor, Franchisor’s affiliates, or Franchisor’s designees on-going weekly, monthly, and/or per use fees related to quality assurance programs designated by Franchisor related to periodic inspections of Franchisee’s Restaurants and secret shopper evaluations.

(6) Annual Conference Fees – Franchisee shall be responsible for all expenses of its personnel attending the Annual System Conference including travel, meals and lodging. Franchisee shall be required to pay to Franchisor an Annual Conference Attendance Fee. **Franchisee agrees that if Franchisee fails to attend the Annual System Conference that Franchisor shall, nevertheless, charge and Franchisee shall pay the Annual Conference Attendance Fee – even if Franchisor waives such fee for franchisees who attend the Annual System Conference.**

(7) Supplemental Training Fees – Franchisee shall pay to Franchisor all training fees in accordance with the terms of this Agreement including, but not limited to, Additional Initial Training Fees and Supplemental Training Fees.

(8) Non-Compliance Fees – Franchisee shall pay to Franchisor all non-compliance fees in accordance with the terms of this Agreement including, but not limited to, Payment Non-Compliance Fees, Operations Non-Compliance Fees, and Reporting Non-Compliance Fees.

(9) Go to Market Launch Fee – At the time of signing the Franchise Agreement, Franchisee shall pay to Franchisor a Go to Market Launch Fee in the amount of \$8,000. This is an administrative fee used by Franchisor to defray some of the costs incurred by Franchisor associated with the opening of Franchisee’s Restaurant.

(10) All Other Fees and Obligations Set Forth in this Agreement – Franchisee shall pay to Franchisor, Franchisor’s affiliates, or Franchisor’s designees all other fees, charges, and/or expenses set forth in this Agreement and in accordance with the terms of this Agreement. If no particular due date is stated in this Agreement, then such date or dates shall be determined by Franchisor in Franchisor’s Reasonable Business Judgment.

#### **5.D. PAYMENT NON-COMPLIANCE FEES AND CHARGES**

In addition to all other rights afforded to Franchisor under this Agreement, in connection with each and every fee, charge, and/or obligation payable and due from Franchisee to Franchisor under the terms of this Agreement including, but not limited to, this Article 5, within 14 days of Franchisor’s invoice, Franchisee shall pay to Franchisor: (a) a payment non-compliance fee in the amount of \$150 (the “Payment Non-Compliance Fee”) for each and every instance where a fee, charge, and/or obligation payable to Franchisor under this Agreement is not paid in full when due; plus (b) interest on all unpaid fees, sums, and/or obligations payable and due from Franchisee to Franchisor at an interest rate equal to the lesser of either 18% per annum, or the maximum interest rate allowed by applicable law and with interest accruing on the date when such fee, sum, or obligation was due; plus (c) all costs incurred by Franchisor in the collection of such unpaid and past due obligations including, but not limited to, reasonable attorney’s fees, costs, and expenses. Additionally, if Franchisee’s bank account possesses insufficient funds and/or fails to process a payment related to any fee due to Franchisor, Franchisor may charge the greater of either (i) 5% of the amount; (ii) \$50 for each instance; or (iii) the maximum amount allowed by law. The foregoing does not constitute Franchisor’s agreement to accept payments after they are due or a commitment by Franchisor to extend credit to, or otherwise finance Franchisee’s operation of the Franchised Business. Nothing contained in this Article 5.D. shall be interpreted as interfering with and/or negating Franchisor’s rights and remedies as set forth in Article 16, and as otherwise set forth in this Agreement. All rights and remedies of Franchisor are cumulative and shall be interpreted as cumulative to one another.

#### **5.E. APPLICATION OF PAYMENTS**

Franchisor has sole discretion to apply any payments received from Franchisee or to offset any indebtedness of Franchisee to Franchisor to any past due indebtedness of Franchisee for Royalty Fees and Advertising Contributions, purchases from Franchisor or its affiliates, interest or any other indebtedness of Franchisee to Franchisor or its affiliates.

#### **5.F. WITHHOLDING PAYMENTS UNLAWFUL**

Franchisee agrees that under no circumstance is Franchisee entitled to withhold payments due to Franchisor under this Agreement. Among other things and without limitation to the foregoing, Franchisee expressly agrees that any claim by Franchisee as to the alleged non-performance of Franchisor's obligations shall not permit and/or entitle Franchisee to withhold payments due Franchisor under this Agreement.

### **ARTICLE 6**

### **RESTRICTIVE COVENANTS AND OBLIGATIONS**

#### **6.A. NECESSITY FOR RESTRICTIVE COVENANTS**

Franchisee agrees that only through the course of entering into this Agreement is Franchisee being provided with access to the System, Franchisor's training, use of the Licensed Marks and access to the Operations Manual and Confidential Information. Franchisee agrees that competition by Franchisee, Owners, Spouses and Immediate Family Members could jeopardize the entire System and cause irreparable harm to Franchisor and franchisees of Toastique Restaurants. Accordingly, Franchisee and Franchisee's Owners and Spouses agree to comply with the restrictive covenants set forth in this Article 6 and throughout this Agreement.

#### **6.B. RESTRICTIVE COVENANTS: KNOW-HOW**

Franchisee agrees that, at all times, both during the Term of this Agreement and after its expiration or termination, Franchisee: (a) shall not use the Know-How in any business or capacity other than the operation of the Franchised Business pursuant to this Agreement; (b) shall maintain the confidentiality of the Know-How at all times; (c) shall not make unauthorized copies of documents containing any Know-How; (d) shall take all reasonable steps that Franchisor requires from time to time to prevent unauthorized use or disclosure of the KI-How; and (e) shall stop using the Know-How immediately upon the expiration, termination or Transfer of this Agreement. Franchisee agrees that the foregoing covenants and obligations shall also apply to: (a) Franchisee's Owners and Spouses and that Franchisee's Owners and Spouses shall each execute and deliver to Franchisor the Franchise Owner and Spouse Agreement and Guaranty in the form attached to this Agreement as Exhibit 1; and (b) Franchisee's directors, officers, employees and agents where disclosure of the Know-How was necessary for the operations of the Franchised Business and where such director, officer, employee and/or agent previously executed and delivered to Franchisor the Confidentiality Agreement.

#### **6.C. RESTRICTIVE COVENANTS: CONFIDENTIAL INFORMATION**

Franchisee agrees that Franchisee: (a) shall not use the Confidential Information in any business or capacity other than the Toastique Restaurant operated by Franchisee; (b) shall maintain the confidentiality of the Confidential Information at all times; (c) shall not make unauthorized copies of documents containing any Confidential Information; (d) shall take such reasonable steps as Franchisor may ask of Franchisee from time to time to prevent unauthorized use or disclosure of the Confidential Information; and (e) shall stop using the Confidential Information immediately upon the expiration, termination or Transfer of this Agreement. Franchisee agrees that the foregoing covenants and obligations shall also apply to: (a) Franchisee's Owners and Spouses and that Franchisee's Owners and Spouses shall each execute and deliver to Franchisor the Franchise Owner and Spouse Agreement and Guaranty in the form attached to this Agreement as Exhibit 1; and (b) Franchisee's directors, officers, employees and agents where disclosure of

the Confidential Information was necessary for the operations of the Franchised Business and where such director, officer, employee and/or agent previously executed and delivered to Franchisor the Confidentiality Agreement in the form attached to this Agreement as Exhibit 2.

#### **6.D. RESTRICTIVE COVENANTS: UNFAIR COMPETITION AND IN-TERM NON-COMPETITION OBLIGATIONS**

Franchisee agrees that during the Term of this Agreement, Franchisee shall not engage in the following activities (the “Prohibited Activities”): (a) owning and/or having any legal or equitable interest (whether as an individual proprietor, owner, partner, member or shareholder of a Corporate Entity, or in any similar capacity) in a Competitive Business (other than owning an interest of 3% or less in a publicly traded company that is a Competitive Business); (b) operating, managing, funding and/or performing services (whether as an employee, officer, director, manager, consultant, representative, agent, and/or creditor or in any similar capacity) for a Competitive Business; (c) diverting or attempting to divert any business or customers from Franchisor (or one of Franchisor’s affiliates or franchisees); and/or (d) inducing any customer or client of Franchisor’s (or of one of Franchisor’s affiliates or franchisees) or of Franchisee to any other person or business that is not a Toastique Restaurant. Franchisee agrees that if Franchisee were to engage in the Prohibited Activities that such actions would be unfair, would constitute unfair competition and would cause harm to Franchisor, the System and other Toastique Restaurant Franchisees. Franchisee agrees that the foregoing covenants and obligations shall also apply to Franchisee’s Owners and Spouses and that Franchisee’s Owners and Spouses shall each execute and deliver to Franchisor the Franchise Owner and Spouse Agreement and Guaranty in the form attached to this Agreement as Exhibit 1.

#### **6.E. RESTRICTIVE COVENANTS: UNFAIR COMPETITION AND POST-TERMINATION NON-COMPETITION OBLIGATIONS**

Franchisee agrees that during the Post-Term Restricted Period Franchisee will not engage in any Prohibited Activities; provided, however, that the Prohibited Activity relating to having an interest in a Competitive Business will only apply with respect to a Competitive Business that is located within or provides competitive goods or services to customers/clients who are located within the Restricted Territory. If Franchisee is engaged in any Prohibited Activities during the Post-Term Restricted Period, Franchisee agrees that Franchisee’s Post-Term Restricted Period will be extended by the period of time during which Franchisee was engaging in the Prohibited Activity (any such extension of time will not be construed as a waiver of Franchisee’s breach or otherwise impair any of Franchisor’s rights or remedies relating to Franchisee’s breach). Franchisee agrees that the foregoing covenants and obligations shall also apply to Franchisee’s Owners and Spouses and that Franchisee’s Owners and Spouses shall each execute and deliver to Franchisor the Franchise Owner and Spouse Agreement and Guaranty in the form attached to this Agreement as Exhibit 1. Franchisee agrees that this restriction is fair and reasonable and that if Franchisee did engage in a Prohibited Activity that such actions would constitute acts of unfair competition and will irreparably harm Franchisor and the System.

#### **6.F. IMMEDIATE FAMILY MEMBERS**

Franchisee agrees and represents that should Franchisee attempt to circumvent the restrictive covenants and obligations due to Franchisor under this Article 6 by disclosing Confidential Information or Know-How to an immediate family member (*i.e.*, parent, sibling, child, or grandchild) that Franchisor will, and the System will be irreparably harmed. Franchisee agrees that if Franchisee or one of Franchisee’s Owners did disclose the Confidential Information or Know-How to an immediate family member and the immediate family member of Franchisee or an Owner used the Confidential Information or Know-How to engage in activities that, for Franchisee, qualify as Prohibited Activities as defined above, that Franchisor and the System will be irreparably harmed. Franchisee agrees that as between Franchisee and Franchisor that Franchisee and Franchisee’s Owners are in a better position to know if Franchisee permitted and/or provided an immediate family member with access to the Confidential Information and/or Know-How. Therefore, Franchisee agrees that Franchisee will be presumed to have violated the terms of this Agreement and, in particular, the

restrictive covenants and obligations set forth in this Article 6 if any member of Franchisee's immediate family or the immediate family of an Owner: (a) engages in any Prohibited Activities during any period of time during which Franchisee is prohibited from engaging in the Prohibited Activities; and/or (b) uses or discloses the Confidential Information and/or Know-How. However, Franchisee may rebut this presumption by providing evidence conclusively demonstrating that neither Franchisee nor Franchisee's Owner(s) did not disclose the Confidential Information and Know-How and did not permit disclosure of the Confidential Information or Know-How to the family member of Franchisee or Franchisee's Owners. Franchisee agrees that the foregoing covenants, obligations, representations, and burden of proof shall also apply to Franchisee's Owners and Spouses and that Franchisee's Owners and Spouses shall each execute and deliver to Franchisor the Franchise Owner and Spouse Agreement and Guaranty attached to this Agreement as Exhibit 1.

#### **6.G. REASONABLENESS OF RESTRICTIVE COVENANTS AND OBLIGATIONS**

Franchisee agrees that: (a) the terms of this Article 6 are reasonable both in time and in scope of geographic area; and (b) Franchisee has sufficient resources and business experience and opportunities to earn an adequate living while complying with the terms of this Article 6. **Franchisee hereby waives any right to challenge the terms of this Article 6 as being overly broad, unreasonable or otherwise unenforceable.** Although Franchisee and Franchisor both believe that the restrictive covenants and obligations of this Article 6 to be reasonable in terms of scope, duration and geographic area, Franchisor may at any time unilaterally modify the terms of this Article 6 (provided that such modification is in writing and signed by Franchisor) by limiting the scope of the Prohibited Activities, narrowing the definition of a Competitive Business, shortening the duration of the Post-Term Restricted Period, reducing the geographic scope of the Restricted Territory and/or reducing the scope of any other covenant imposed upon Franchisee under this Article 6 to ensure that the terms and covenants are enforceable under applicable law.

#### **6.H. BREACH OF RESTRICTIVE COVENANTS AND OBLIGATIONS**

Franchisee agrees that Franchisee's failure and/or Franchisee's Owner(s) failure to comply with the restrictive covenants and obligations set forth in this Article 6 will cause irreparable harm to Franchisor and/or other Toastique Restaurant franchisees for which there is no adequate remedy at law. Therefore, Franchisee agrees that any violation of these Article 6 covenants and obligations by either Franchisee and/or any Owner(s) will entitle Franchisor to injunctive relief. Franchisee agrees that Franchisor may apply for such injunctive relief, without bond, but upon due notice, in addition to such further and other relief as may be available at equity or law, and the sole remedy of Franchisee, in the event of the entry of such injunction, will be the dissolution of such injunction, if warranted, upon a hearing duly held (all claims for damages by reason of the wrongful issuance of any such injunction being expressly waived hereby). If a court requires the filing of a bond notwithstanding the preceding sentence, the Franchisee and Franchisor agree that the amount of the bond shall not exceed \$1,000. Franchisor's remedies under this Article 6.H are not exclusive of any other, but may be combined with others under this Agreement, or at law or in equity, including injunctive relief, specific performance and recovery of monetary damages.

#### **6.I. OWNERSHIP OF INNOVATIONS, IMPROVEMENTS, AND INFORMATION**

Franchisee agrees that with regard to the Franchised Business all customer lists and their contents and information represent Confidential Information and constitute an asset of Franchisor whether or not such information was supplied by Franchisor. During the Term of this Agreement and in connection with the development, establishment, marketing, promotion and operation of the Franchised Business, Franchisee shall disclose to Franchisor all of Franchisee's ideas, concepts, recipes, methods and products conceived or developed by Franchisee and Franchisee's affiliates, Owners, agents, and employees relating to the development and operation of Toastique Restaurants. Franchisee hereby assigns to Franchisor and Franchisee agrees to procure from Franchisee's Owners, affiliates and employees assignment of any such ideas, concepts, recipes, methods, and products that Franchisee is required to disclose to Franchisor under this Article 6.I. Franchisor shall have no obligation to make any lump sum or on-going payments to

Franchisee or Franchisee's Owners, affiliates or employees with respect to any such idea, concept, method, technique or product. Franchisee agrees that Franchisee will not use, nor will Franchisee allow any other person or entity to use any such concept, method or product without obtaining Franchisor's prior written approval.

## **ARTICLE 7**

### **OPERATING STANDARDS**

#### **7.A. OPERATIONS, MAINTENANCE, AND APPEARANCE**

At all times, Franchisee and the Franchised Business shall: (a) exclusively offer and sell the Approved Services and Products as designated by Franchisor in the Operations Manual and/or as otherwise designated by Franchisor in writing and as may be modified by Franchisor from time to time; (b) exclusively operate the Restaurant in accordance with the standards, specifications, and operational requirements as designated by Franchisor in this Agreement, the Operations Manuals, and/or as otherwise designated by Franchisor in writing and as may be modified by Franchisor from time to time; (c) exclusively purchase and use the System Supplies as designated by Franchisor in the Operations Manual and as may be modified by Franchisor from time to time; (d) maintain a complete and updated inventory and supply of System Supplies as designated by Franchisor in the Operations Manual and as may be modified by Franchisor from time to time; (e) maintain Franchisee's Restaurant Facility in a clean, sanitary, functional and well maintained condition and in compliance with all federal, state, and local laws, rules, regulations, and ordinances; (f) maintain Franchisee's Restaurant Facility, equipment, furniture, and fixtures as designated by Franchisor in the Operations Manual and/or as otherwise designated by Franchisor in writing and, as may be modified by Franchisor from time to time; (g) take all requested corrective measures and actions designated and/or requested, in writing, by Franchisor and/or Franchisor's agents following on-site inspections, reviews, and/or assessments, including secret shopper programs and other announced or unannounced; and (h) maintain and satisfy, as ongoing and continuing obligations, all operational requirements set forth in this Agreement including, but not limited to, Articles 3.D. and 3.E. of this Agreement.

#### **7.B. UPDATING AND UPGRADING**

Upon written request of Franchisor, Franchisee must, as specified by Franchisor, update, remodel, redecorate, upgrade, add to, and improve Franchisee's Restaurant, Restaurant Facility, equipment, furniture, and fixtures in compliance with and satisfaction of Franchisor's then current standards and specifications as designated and determined by Franchisor in Franchisor's Reasonable Business Judgment. Franchisee agrees to make such improvements, additions, and/or modifications in accordance with the instruction of Franchisor

#### **7.C. FRANCHISOR ENTRY FOR UPDATES, UPGRADES, AND APPEARANCE REQUIREMENTS'**

If Franchisee fails or refuses to initiate within 30 days after Franchisor's request, and/or fails to continue in good faith and with due diligence, any required improvement, modification, refurbishment, renovation, and/or remodel of Franchisee's Restaurant, then Franchisor has the right, but is not obligated, to enter upon Franchisee's Restaurant Facility and Franchisee's Restaurant Location and effect such improvement, modification, refurbishment, renovation, and/or remodel on Franchisee's behalf, and Franchisee must pay the entire cost to Franchisor on demand.

#### **7.D. DAMAGE CAUSED BY CASUALTY**

If Franchisee's Restaurant is damaged or destroyed by fire or any other casualty, Franchisee must, as soon as practicable but in no event later than two months after such casualty, initiate repairs or reconstruction, and thereafter in good faith and with due diligence continue until completion of the repairs or reconstruction, to restore the premises of the Franchised Business and Franchisee's Restaurant Facility to

its original condition before casualty and otherwise in compliance with Franchisor's standards and specifications.

#### **7.E. ALTERATIONS**

Franchisee shall not make any material alterations to Franchisee's Restaurant Facility without Franchisor's prior written consent. Franchisee shall not replace or make any unapproved replacements of or material alterations to the fixtures, equipment, furniture, designs or signs, comprising or being a part of Franchisee's Restaurant Facility. Franchisor has the right, in its sole discretion and at the sole expense of Franchisee, to rectify any material alterations to Franchisee's Restaurant Facility not previously approved by Franchisor or contrary to the specifications and standards of Franchisor as contained in the Operations Manual or otherwise set forth by Franchisor. Franchisor will provide written notice to Franchisee before Franchisor makes the correction, if Franchisor elects to do so.

#### **7.F. BRAND STANDARDS AND FRANCHISOR DESIGNATED REQUIREMENTS**

Franchisee shall develop and operate the Franchised Business in strict conformity with the methods, standards, specifications, procedures, and operational requirements as, designated and determined by Franchisor, in Franchisor's Reasonable Business Judgment, and as set forth in the Operations Manual, as prescribed by Franchisor in writing, and, as Franchisor, in Franchisor's Reasonable Business Judgment, may supplement, modify, and amend from time to time. Supplementing, and without limitation to the foregoing, Franchisee, agrees that the foregoing standards, specifications, procedures, and operational requirements shall relate and include, among other things, the Approved Services and Products, the System Supplies, System standards and service requirements as designated by Franchisor, authorized and mandatory inventory levels and inventory items, authorized and mandatory supplies and inventory supply levels, designated suppliers, standards related to brand uniformity including, brand standards regarding uniforms, marketing materials, marketing media, the appearance and operations of the Franchised Business, customer service and satisfaction standards including, customer rewards programs, refund policies, gift card policies, special promotions and other customer incentive and goodwill programs, brand standards and brand standard requirements as to employee knowledge and implementation of System brand standards but, not related to employment or joint employment policies, secret shopper programs, Franchisor designated secret quality control inspections, payment processing systems, Franchisor access to Business Management Systems, and, the overall operations of the Franchised Business.

#### **7.G. APPROVED SERVICES, PRODUCTS, EQUIPMENT AND SUPPLIERS**

Franchisee agrees that, among other things, the products and services to be offered and sold by the Franchised Business, the ingredients, supplies, suppliers and equipment utilized by the Franchised Business, the methods for monitoring customer satisfaction and, the methods for marketing and promoting the Franchised Business must conform to Franchisor's System standards and specifications as determined by Franchisor, in Franchisor's Reasonable Business Judgment, and, as designated by Franchisor in the Operations Manual and, as modified by Franchisor from time to time. Without limitation to the foregoing, Franchisee agrees that:

(1) The Franchised Business shall exclusively offer to the public the Approved Services and Products for on-premises dining and carryout and only those Approved Services and Products designated and authorized by Franchisor, in Franchisor's Reasonable Business Judgment, and, as may be modified by Franchisor from time to time in Franchisor's Reasonable Business Judgment.

(2) The Franchised Business will exclusively: (a) offer and serve the Approved Services and Products; (b) prepare and serve the Approved Services and Products in accordance with the System's standards and specifications; (c) exclusively purchase and use System Supplies purchased from Franchisor or Franchisor's designated suppliers; (d) exclusively purchase and utilize equipment, supplies, promotional materials, point of sale systems and Business Management System(s) designated by

Franchisor and subject to Franchisor's specifications; (e) purchase interior displays, point of sale displays, uniforms, supplies, marketing materials and promotional materials (including but not limited to System Supplies) as designated by Franchisor and only from Franchisor or Franchisor's approved supplier(s); and (f) purchase from distributors and other suppliers approved by Franchisor all other materials, ingredients, goods, and supplies (including but not limited to System Supplies) used in preparing, offering, selling, promoting, and serving the Approved Services and Products.

(3) Franchisor has and will periodically approve suppliers and distributors of the equipment, materials, supplies and products (including but not limited to System Supplies) that meet Franchisor's standards, specifications, and requirements including, without limitation, standards, specifications, and requirements relating to the equipment and supplies to be utilized by the Franchised Business.

(4) Franchisor, in Franchisor's Reasonable Business Judgment, may from time to time modify the list of approved brands, suppliers and distributors of System Supplies and approved equipment, supplies and services to be utilized by the Franchised Business and Franchisee shall, after receipt in writing of such modification, not reorder any brand and/or purchase from any supplier or distributor that is no longer designated or approved by Franchisor.

(5) Franchisor reserves the right to designate from time to time a single supplier and/or distributor for any services, products, equipment, supplies, or materials including, but not limited to, the System Supplies and to require Franchisee to use such a designated supplier exclusively, which exclusive designated supplier and/or distributor may be Franchisor and/or Franchisor's affiliates. Franchisor and its affiliates may receive payments from suppliers and/or distributors on account of such supplier's or distributor's dealings with Franchisee and other franchisees and may use all amounts so received without restriction and for any purpose Franchisor and its affiliates deem appropriate.

(6) If Franchisee proposes or requests that Franchisor consider the approval of products, services, equipment, supplies, suppliers and/or distributors for use in the Franchised Business where such products, services, equipment, supplies, suppliers and/or distributors are not presently, at the time of Franchisee's request, approved for use in the System: (a) Franchisee must provide Franchisor with a written request where Franchisee specifies the product, service, equipment, supply, supplier and/or distributor, the reason for Franchisee's request; (b) shall timely submit to Franchisor such information, reports, specifications, and samples as Franchisor, in Franchisor's Reasonable Business Judgment requests; and (c) shall pay to Franchisor a Supplier Evaluation Fee per requested product, service, equipment, supply, supplier and/or distributor to be considered including, but not limited to, the Supplier Evaluation Fees that Franchisor, in Franchisor's Reasonable Business Judgment, establishes and assesses based on, among other things, the administrative costs and time associated with evaluating, assessing and testing the proposed product, service, equipment, supply, supplier and/or distributor including, but not limited to Franchisor's internal employees and independent third-parties engaged and/or retained by Franchisor for evaluation and testing. The foregoing fees and payments shall be paid by Franchisee to Franchisor within 14 days of the date of Franchisor's invoice. Upon Franchisee's compliance with the foregoing, within 60 days of the completion of all inspections and evaluations, Franchisor shall notify Franchisee of Franchisor's approval or disapproval which shall be determined by Franchisor in Franchisor's Reasonable Business Judgment. Under no circumstance shall the foregoing be construed as implying that Franchisor is required to approve alternative suppliers.

## **7.H. MARKET RESEARCH AND TESTING**

Franchisor may conduct market research and testing to evaluate, modify, test and/or sample the services, products, equipment and supplies authorized by Franchisor and to determine consumer trends and the viability of certain services and products. Franchisee agrees to participate in Franchisor's market research programs that may be conducted by Franchisor in its discretion, by test marketing services and/or products



from the Franchised Business. Franchisee agrees to provide Franchisor with timely reports and other relevant information regarding such market research. Franchisee agrees to purchase a reasonable quantity of the tested products and effectively promote and make a reasonable effort to sell the products and/or services.

#### **7.I. COMPLIANCE WITH LAWS AND GOOD BUSINESS PRACTICES**

(1) Franchisee shall secure and maintain in full force all required licenses, permits and certificates relating to the operation of the Franchised Business, and Franchisee must operate the Franchised Business in full compliance with all applicable laws, ordinances, codes and regulations.

(2) Franchisee must immediately notify Franchisor in writing of any of the following concerning Franchisee, the Franchised Business, Franchisee's Restaurant Location and/or Franchisee's Restaurant Facility: (a) any cause of action, claim, lawsuit, proceeding, and investigation; (b) issuance of any order, writ, injunction, award, and/or decree by any court, agency, or other governmental entity; and (c) any notice of violation of any law, ordinance, code, permit, or regulation.

(3) All advertising and promotion by Franchisee must be completely factual and conform to the highest standards of ethical advertising. Franchisee agrees to refrain from any business practice, advertising practice, or personal conduct that may be injurious to Franchisor, the System, Toastique Restaurants, and the Licensed Marks. Franchisor, in Franchisor's sole discretion, shall possess, among other things, the unilateral right to reject any and all advertising relating to the Franchised Business, Franchisor, the System, Toastique Restaurants and/or using the Licensed Marks.

(4) Franchisee and Owners agree to comply with, and/or to assist Franchisor to the fullest extent possible in Franchisor's efforts to comply with Anti-Terrorism Laws (as defined below). In connection with such compliance, Franchisee and each Owner certify, represent, and warrant that Franchisee's or any Owner's property or interests is not subject to being "blocked" under any of the Anti-Terrorism Laws, and Franchisee and each Owner are not otherwise in violation of any of the Anti-Terrorism Laws. Franchisee further certifies that Franchisee and each Owner are not listed on the Annex to Executive Order 13244 (the Annex is available at <http://www.treasury.gov>) and will not become so listed, hire any person so listed, or have dealings with any person so listed. Franchisee agrees to immediately notify Franchisor if Franchisee or any Owner become so listed. "Anti-Terrorism Laws" means Executive Order 13244 issued by the President of the United States, the USA PATRIOT Act, and all other present and future federal, state and local laws, ordinances, regulations, policies, lists and any other requirements of any governmental authority addressing, or in any way relating to, terrorist acts and acts of war. If Franchisee, an Owner, or Franchisee's employees violate any of the Anti-Terrorism Laws and/or become listed on the Annex to Executive Order 13244, then Franchisor may terminate this Agreement immediately without prior notice to Franchisee.

#### **7.J. MANAGEMENT OF FRANCHISEE'S RESTAURANT**

(1) Franchisee agrees that critical to the success of the Franchised Business is the active, continuing and substantial personal involvement and hands-on supervision of Franchisee's Managing Owner. At all times, Franchisee's Toastique Restaurant must be under the active, continuing and substantial personal involvement and hands-on supervision of Franchisee's Managing Owner. The Managing Owner must at all times be actively involved in the operation of the Franchised Business unless Franchisee delegates management functions to an authorized Operating Manager who, among other things, satisfactorily completed Franchisor's Training Program and has otherwise met the criteria and conditions for qualification as an Operating Manager. If the Operating Manager is a family member of

Franchisee and/or an Owner then the Operating Manager must also sign and agree to be bound by the terms of the Franchise Owner and Spouse Agreement and Guaranty.

(2) Franchisee must, at all times, faithfully, honestly and diligently perform its obligations hereunder, and continuously exert its best efforts to promote and enhance the business of the Franchised Business and the goodwill of the Licensed Marks.

(3) If, at any time, the Franchised Business is not being managed by a Managing Owner or Operating Manager who satisfactorily completed the Training Program, Franchisor is authorized, but is not required, to immediately appoint a manager to maintain the operations of the Franchised Business for and on behalf of Franchisee. Franchisor's appointment of a manager of the Franchised Business does not relieve Franchisee of its obligations or constitute a waiver of Franchisor's right to terminate the Franchise pursuant to Article 16. Franchisor is not liable for any debts, losses, costs or expenses incurred in the operations of the Franchised Business or to any creditor of Franchisee for any products, materials, supplies or services purchased by the Franchised Business while it is managed by Franchisor's appointed manager. Franchisor has the right to charge a reasonable fee for management services and to cease to provide management services at any time.

(4) Franchisee will at all times maintain sufficient working capital to fulfill its obligations under this Agreement.

#### **7.K. REMEDIES FOR NON-COMPLIANCE WITH 'OPERATIONAL STANDARDS**

In addition to all other rights afforded to Franchisor under this Agreement, in connection with any, each, and every violation of any term, provision, and/or operational requirement as set forth in this Article 7 (an "Operations Violation"), within 14 days of Franchisor's invoice, Franchisee shall pay to Franchisor an operations non-compliance fee (the "Operations Non-Compliance Fee") in the amount of: (a) \$1,000 for each and every instance / event related to an Operations Violation involving the sale of services and/or products that are not Approved Services and Products; (b) \$1,000 for each and every instance / event related to an Operations Violation involving the failure to exclusively use System Supplies, and/or Franchisor designated suppliers; and (c) \$450 for all other Operations Violation. Additionally, in each of the foregoing instances, within 14 days of Franchisor's invoice, Franchisee shall pay to Franchisor all costs and expenses incurred by Franchisor in connection with any inspections, audits, and/or re-inspections directed and/or undertaken by Franchisor for the purpose, as determined by Franchisor in Franchisor's Reasonable Business Judgment, of determining whether or not Franchisee's Operations Violation has been cured in accordance with Franchisor's standards and specifications. The foregoing does not constitute Franchisor's consent to and/or acquiescence to Operations Violations. Nothing contained in this Article 7.K. shall be interpreted as interfering with and/or negating Franchisor's rights and remedies as set forth in Article 16, and as otherwise set forth in this Agreement. All rights and remedies of Franchisor are cumulative and shall be interpreted as cumulative to one another.

### **ARTICLE 8** **INSURANCE**

Franchisee must procure and maintain in full force at all times during the Term of this Agreement, at Franchisee's sole expense, on a primary rather than a participatory basis with Franchisor, an insurance policy or policies protecting Franchisee as named insured and naming, as additional insureds, Franchisor, Franchisor's affiliates, Franchisor's successors and assigns, and the officers, directors, shareholders, partners, agents, representatives, independent contractors and employees of Franchisor against any demand or claim with respect to personal injury, death or property damage, or any loss, liability or expense whatsoever arising or occurring upon or in connection with the Franchised Business. The policy or policies

must be written by a responsible carrier or carriers with an AM Best Rating of at least A-, VII and reasonably acceptable to Franchisor.

The currently required insurance policies, insurance coverage requirements, and insurance coverage amounts are designated and set forth in the Operations Manual. Franchisor may, in Franchisor's Reasonable Business Judgment, periodically change the amounts of coverage required under such insurance policies and require different or additional kinds of insurance at any time, including excess liability insurance, to reflect inflation, identification of new risks, changes in law or standards of liability, higher damage awards or other relevant changes in circumstances. Notwithstanding the immediately foregoing sentence, Franchisor shall not increase such minimum coverage more than once every two years. All public liability and property damages policies must contain a provision that Franchisor is entitled to recover under these policies on any loss occasioned to Franchisor, Franchisor's affiliates, Franchisor's successors and assigns, and the officers, directors, shareholders, members, owners, partners, agents, representatives, independent contractors, and employees of Franchisor by reason of the negligence of Franchisee and/or Franchisee's officers, directors, shareholders, members, owners, partners, agents, representatives, independent contractors, and employees.

By the earlier of 90 days after the Effective Date or prior to the commencement of the Training Program, Franchisee must deliver, or cause to be delivered, to Franchisor a copy of the certificates of insurance demonstrating Franchisee's compliance with this Article 8. All insurance policies required must expressly provide that no less than 30 days' prior written notice shall be given to Franchisor in the event of a material alteration to, or cancellation of, any insurance policy Franchisee is required to maintain in accordance with this Agreement.

In the event Franchisee fails, for any reason, to procure or maintain the insurance required by this Agreement, then Franchisor has the right and authority (but not the obligation) to immediately to procure insurance and charge all costs, fees, and expenses associated with same to Franchisee, which such charges, together with a reasonable administrative fee for Franchisor's expenses in so acting, shall be immediately payable by Franchisee to Franchisor upon demand. The foregoing remedies are in addition to any other remedies Franchisor may have under this Agreement, at law, or in equity.

## **ARTICLE 9**

### **BRAND DEVELOPMENT AND MARKETING**

Franchisor is not required to conduct any marketing on behalf of Franchisee or the System.

#### **9.A. BRAND DEVELOPMENT FUND**

At all times during the Term of this Agreement, as determined by Franchisor, in Franchisor's Reasonable Business Judgment, Franchisor may institute, implement, maintain, delegate and administer a brand development fund (the "Brand Development Fund"). The following shall apply to the Brand Development Fund at all times throughout the Term:

- (1) If Franchisor institutes the Brand Development Fund, Franchisee shall pay, on the Due Date, a mandatory and continuing fee to the Brand Development Fund in an amount equal to a percentage of Gross Sales (as determined and designated by Franchisor in Franchisor's Reasonable Business Judgment) for each weekly Accounting Period (the "Brand Development Fund Fee"), provided, however, Franchisee will not be required to contribute more than 2% of the Gross Sales of the Franchised Business for each weekly Accounting Period;
- (2) Franchisor will provide Franchisee with written notice of the percentage of Gross Sales that Franchisee is required to contribute to the Brand Development Fund. Upon such written notice to

Franchisee, the percentage of Gross Sales to be paid by Franchisee to the Brand Development Fund will be applicable for each and every weekly Accounting Period thereafter during the Term until otherwise designated by Franchisor in writing. The Brand Development Fund Fee shall be paid to Franchisor on the Due Date and in accordance with the payment terms and method set forth in Article 5.B for the payment of Royalty Fees;

(3) Franchisor, in Franchisor's Reasonable Business Judgment, shall direct all advertising, media placement, marketing and public relations programs and activities financed by the Brand Development Fund, with sole discretion over the strategic direction, creative concepts, materials, and endorsements used by the Brand Development Fund, and the geographic, market, and media placement and allocation thereof. Without limiting the foregoing, the Brand Development Fund may also be utilized for evaluation and monitoring of the Business Management Systems, maintenance and upgrades to the System Website, and development of Digital Media;

(4) Franchisee agrees that the purpose of the advertising, media, marketing, and activities financed by the Brand Development Fund is and shall be for the general enhancement of the System brand as associated with the Licensed Marks and general public brand recognition and awareness of the Licensed Marks. The Brand Development Fund will not be utilized to directly or indirectly market or promote the Franchised Business or, unless otherwise directed by Franchisor, in Franchisor's Reasonable Business Judgment, pay for media placements that may benefit or include any media market that includes Franchisee's Restaurant Location or Designated Territory;

(5) Franchisee agrees that the Brand Development Fund may be used to pay various costs and expenses of Franchisor for such reasonable salaries, wages, administrative costs and overhead as Franchisor may incur in activities reasonably related to the administration, activities and/or the brand awareness goals of the Brand Development Fund including expenses incurred by Franchisor for advertising, marketing, product and service testing, product and service development, maintenance, evaluation and monitoring of the Business Management Systems, upgrades to the System Website, development of Digital Media and creative development that is internally administered or prepared by Franchisor and other marketing activities made by Franchisor, provided, however, that salary expenses for Franchisor's personnel paid by the Brand Development Fund shall be commensurate with the amount of that time spent by such personnel on Brand Development Fund matters. Franchisor shall not use contributions to the Brand Development Fund to defray any of Franchisor's general operating expenses, except for such reasonable salaries, administrative costs and overhead as Franchisor may incur in activities reasonably related to the administration and activities of the Brand Development Fund and creation or conduct of its marketing programs including, without limitation, conducting market research, preparing advertising and marketing materials and collecting and accounting for contributions to the Brand Development Fund. Franchisor may spend in a fiscal year an amount greater or less than the aggregate contributions of all Toastique Restaurants to the Brand Development Fund in that year;

(6) Franchisee agrees to participate in all advertising, marketing, promotions, research and public relations programs instituted by the Brand Development Fund;

(7) Toastique Restaurants owned by Franchisor or Franchisor's affiliates are not required to pay any Brand Development Fund Fee or contribute to or make any contribution to the Brand Development Fund;

(8) Franchisee and Franchisor acknowledge and agree that (a) the Brand Development Fund is not a trust, (b) Franchisor is not a trustee or fiduciary of the Brand Development Fund, and (c) Franchisor may deposit and maintain any and all funds of the Brand Development Fund Fee in Franchisor's general accounts. Brand Development Fund Fees are not required to be segregated from other assets or accounts

of Franchisor. The Brand Development Fund is not required to expend Brand Development Fund Fees in the year that they are collected, and the Brand Development Fund may borrow from Franchisor or other lenders at standard commercial interest rates to cover deficits of the Brand Development Fund, and Franchisor may cause the Brand Development Fund to invest any surplus for future use by the Brand Development Fund. All interest earned on monies contributed to the Brand Development Fund will be used to pay costs of the Brand Development Fund before other assets of the Brand Development Fund are expended. A summary statement of monies collected, and costs incurred by the Brand Development Fund for Franchisor's immediately preceding fiscal year shall be made available to Franchisee upon Franchisee's written request. Franchisor will have the right to cause the Brand Development Fund to be incorporated or operated through an entity separate from Franchisor at such time as Franchisor deems appropriate, and such successor entity shall have all rights and duties of Franchisor pursuant to this Article 9.A.(8);

(9) Although Franchisor will endeavor to utilize the Brand Development Fund to develop advertising and marketing materials and programs, Franchisor undertakes no obligation to ensure that expenditures by the Brand Development Fund in or affecting any geographic area are proportionate or equivalent to the contributions to the Brand Development Fund by Toastique Restaurants operating in that geographic area or that any Toastique Restaurants will benefit directly or in proportion to its contribution to the Brand Development Fund from the development of advertising and marketing materials. Franchisor may use the Brand Development Fund to promote or benefit any type of Toastique Restaurants in the System. Franchisor may use the Brand Development Fund to promote or benefit Toastique Restaurants located within a particular region of the United States. Franchisee agrees that Franchisee's failure to derive any such benefit will not serve as a basis for a reduction or elimination of its obligation to contribute to the Brand Development Fund. Franchisee agrees that the failure (whether with or without Franchisor's permission) of any other franchisee to make the appropriate amount of contributions to the Brand Development Fund shall not in any way release Franchisee from or reduce Franchisee's obligations under this Article 9, such obligations being separate and independent obligations of Franchisee under this Agreement. Except as expressly provided in this Article 9, Franchisor assumes no direct or indirect liability, responsibility, or obligation to Franchisee with respect to the maintenance, direction, and/or administration of the Brand Development Fund; and

(10) Franchisor, in Franchisor's Reasonable Business Judgment, may establish a council to provide guidance respecting the administration of the Brand Development Fund and marketing matters concerning the Brand Development Fund. The council shall only serve in an advisory capacity and Franchisor shall select members of the council which may be comprised of employees of Franchisor, Franchisor, franchisees of the System and third parties.

## **9.B. LOCAL MARKETING**

On an on-going monthly basis, Franchisee must spend not less than 2% of Franchisee's monthly Gross Sales on the local marketing of the Franchised Business within and targeted to Franchisee's Designated Territory. On or before the 5<sup>th</sup> day of each month, or, such other dates as specified by Franchisor, Franchisee shall provide Franchisor with an accurate accounting of Franchisee's local marketing expenditures, placements, activities, and metrics for the preceding month or other months as designated by Franchisor. At the request of Franchisor, Franchisee shall provide Franchisor with on-going access to any and all data and systems that record and/or report information related to Franchisee's local marketing activities and expenditures and to provide Franchisor such other periodic reports and records as requested by Franchisor.

If the Franchisee's expenditures in any and all month and/or Franchisor designated monthly periods do not, in aggregate as to each respective month, equal or exceed 2% of Gross Sales for the respective monthly period then Franchisor, in Franchisor's discretion and Franchisor's Reasonable Business Judgment, may require that the deficiency be added as additional local marketing expenditures (over and above 2% of

Franchisee's Gross Sales) that Franchisee must spend within the immediately succeeding monthly period or periods as directed by Franchisor, or, at Franchisor's discretion, be contributed to a Brand Development Fund. All marketing of the Franchised Business by Franchisee must be pre-approved, in writing by Franchisor.

Franchisor reserves the right to reject any and all marketing efforts requested by Franchisee and to prescribe all marketing, marketing media, marketing channels, promotions, copy, creative, and messaging that Franchisee may or may not use in Franchisee's marketing of the Franchised Business. Franchisee further agrees that:

(1) In addition to calendar year monthly reports, Franchisee shall provide Franchisor with such other reports documenting Franchisee's marketing initiatives, expenses incurred, placements secured, and other metrics and financial information as designated by Franchisor;

(2) Prior to opening the Franchised Business, Franchisee shall submit to Franchisor, Franchisee's grand opening marketing plan for review and approval by Franchisor. Franchisee shall use only those portions of its grand opening marketing that are pre-approved by Franchisor and consistent with Franchisor's standards and specifications. Not less than 30 days prior to the opening of the Franchised Business, Franchisee shall spend not less than \$20,000 to market and promote the grand opening of the Franchised Business in accordance with Franchisor's standards and specifications;

(3) At all times, Franchisee's marketing efforts and the distribution of each marketing channel and media engaged by Franchisee must be directly targeted to Franchisee's Designated Territory. Franchisee shall not direct or target Franchisee's marketing efforts with the purpose or effect of soliciting or attracting customers outside of Franchisee's Designated Territory. To the extent that Franchisee's marketing efforts involve a marketing medium or distribution channel that is targeted to Franchisee's Designated Territory but reaches outside of and beyond Franchisee's Designated Territory Franchisor, in Franchisor's Reasonable Business Judgment, shall have the right to direct and require Franchisee to discontinue such marketing; and

(4) At all times, Franchisee hereby grants to Franchisor the right, without compensation to Franchisee, to use Franchisee's name, address, photograph, biographical information, and financial information related to the performance of the Franchised Business in any publication related to the System, Franchisee's operation of the Franchised Business, or Franchisor's sale of Toastique Restaurant franchises.

### **9.C. REQUIRED FRANCHISOR APPROVAL OF ALL MARKETING**

All marketing and promotion of the Franchised Business and all marketing media, campaigns, marketing channels, and efforts used by Franchisee must conform to Franchisor's standards and specifications as set forth in the Operations Manual or, as may be otherwise directed by Franchisor in writing from time to time.

If Franchisee wishes to propose to Franchisor for approval or disapproval marketing or promotional efforts, campaigns, and/or media that are not presently and expressly approved and authorized by Franchisor, Franchisee shall submit a written request, including samples of all proposed marketing materials and a description of the marketing channels and distribution to Franchisor for Franchisor's approval or disapproval, that shall be at the sole discretion of Franchisor, in Franchisor's Reasonable Business Judgment. Provided that Franchisee has satisfied the written notice requirements set forth in this Article 9.C. and provided that Franchisee otherwise timely responds in writing to any and all requests by Franchisor for additional information, if Franchisor does not notify Franchisee that Franchisor disapproves the materials within 15 days from the date Franchisor receives the materials, then Franchisee may commence using the materials. However, Franchisor may still disapprove such materials by notice to Franchisee, and

Franchisee must then cease using such materials upon receipt of such notice. Franchisee must not use any advertising or promotional materials that Franchisor has disapproved.

#### **9.D. WAIVERS OR DEFERRALS**

On written request from Franchisee with reasons supporting such request, Franchisor may, at Franchisor's sole discretion and on conditions Franchisor deems appropriate, temporarily waive or defer the obligations of Franchisee under the Brand Development Fund and/or, if applicable, Advertising Cooperative. In no event shall such waiver or deferral extend beyond six months. However, at the end of any waiver or deferral period, Franchisee may resubmit a request for waiver or deferral of its obligations under the Brand Development Fund and/or, if applicable, Advertising Cooperative. Under no circumstance shall Franchisor be under any obligation to grant any waiver or deferral. Franchisor may reject Franchisee's request for a waiver or deferral based on any reason or no reason at all and nevertheless grant the request of another system franchisee.

#### **9.E. DIGITAL MEDIA AND WEBSITE PROHIBITIONS**

Franchisee's use of Digital Media shall be subject to and require Franchisor's express written consent which shall and may be withheld by Franchisor for any or no reason at all. Without limitation to the foregoing, Franchisee possesses no right or authority to utilize Digital Media and Franchisee agrees that Franchisor reserves all rights respecting the marketing, sale and distribution of Approved Services and Products through Digital Media. Franchisee agrees that all Digital Media and Digital Media accounts associated with and/or relating to the Franchised Business and/or the System shall, upon demand of Franchisor, be transferred to Franchisor. Upon execution of this Agreement and any and all future dates demanded by Franchisor, Franchisee shall execute and deliver to Franchisor the Assignment of Telephone Numbers and Digital Media Accounts Agreement attached to this Agreement as Exhibit 6. Franchisee agree that the foregoing shall not be interpreted or construed as permitting Franchisee to establish, designate, utilize and/or otherwise establish accounts as to Digital Media respecting and/or concerning the Franchised Business and/or the System.

#### **9.F. ADVERTISING COOPERATIVE**

At all times Franchisor, in Franchisor's Reasonable Business Judgment, possesses the right to authorize, establish, designate and de-authorize a local or regional advertising cooperative within those markets that Franchisor designates (the "Advertising Cooperative"). Franchisee agrees that Franchisor possesses the sole and exclusive right to designate any geographic area in which two or more Restaurant franchises are located as a region for the purpose of establishing an Advertising Cooperative. If Franchisee's Restaurant or Designated Territory is located within the geographic area of an Advertising Cooperative, franchisee must participate in and contribute to the Advertising Cooperative. Franchisee agrees to the following:

- (1) If Franchisor previously instituted or, in the future, institutes an Advertising Cooperative that includes, in whole or in part, Franchisee's Designated Territory or Franchisee's Restaurant Location, Franchisee shall participate in and make such on-going financial contributions to the Advertising Cooperative, as determined by the Advertising Cooperative;
- (2) Franchisor may establish foundational and organizational requirements of the Advertising Cooperative including voting provisions that allows the Advertising Cooperative to make decisions based on the simple majority vote (one vote per franchisee Restaurant located within the designated area of the Advertising Cooperative) with a quorum constituting of 25% of those franchisees within the Advertising Cooperative;
- (3) Unless otherwise authorized and approved by Franchisor in writing, each Advertising Cooperative shall be organized for the exclusive purpose of administering marketing programs and the development

of media (all subject to the review and approval of Franchisor) for use by members of the Advertising Cooperative in local or regional marketing;

(4) If at the time of execution of this Agreement an Advertising Cooperative has been established for a geographic area that includes, in whole or in part, Franchisee's Restaurant location or Designated Territory, or if such Advertising Cooperative is established during the Term of this Agreement, Franchisee shall fully participate in the Advertising Cooperative and Franchisee shall execute, at the request of Franchisor, all documents required by Franchisor and Franchisee shall become a member of the Advertising Cooperative subject to the terms of those documents;

(5) Franchisee shall contribute to the Advertising Cooperative in the amounts as determined and required by the Advertising Cooperative or, otherwise in accordance with those documents governing the operation of the Advertising Cooperative; provided, however, Franchisee's contributions to the Advertising Cooperative shall not exceed Franchisee's local minimum marketing obligations set forth in Article 9.B. of this Agreement and Franchisee's contributions to the Advertising Cooperative shall count toward satisfaction of Franchisee's minimum local marketing obligations set forth in Article 9.B.;

(6) Franchisee shall submit to the Advertising Cooperative and to Franchisor such statements and reports as may be required by the Advertising Cooperative and approved by Franchisor. All contributions to the Advertising Cooperative shall be maintained and administered in accordance with the documents governing the Advertising Cooperative. The Advertising Cooperative shall be operated solely for the purpose of collection and expenditure of the Advertising Cooperative's fees for the purpose set forth in this Article 9.F.;

(7) No marketing materials, plans, or media may be used by the Advertising Cooperative or its members without the prior written approval of Franchisor;

(8) Restaurants owned by Franchisor and/or Franchisor's affiliates that are located within the geographic area of the designated Advertising Cooperative are not required to make contributions to the Advertising Cooperative; and

(9) The Advertising Cooperative must comply with the rules and regulations established by Franchisor in the Operations Manual which may be modified by Franchisor from time to time.

## **ARTICLE 10**

### **RELATIONSHIP OF THE PARTIES AND INDEMNIFICATION**

#### **10.A. INDEPENDENT CONTRACTORS AND NO JOINT EMPLOYER RELATIONSHIP**

This Agreement does not create a fiduciary relationship between Franchisor and Franchisee. Franchisor and Franchisee are independent contractors and nothing in this Agreement is intended to, nor shall it make either party an agent, legal representative, subsidiary, joint venturer, partner, or employee of the other for any purpose. The parties' relationship is strictly a Franchisor and Franchisee relationship. At all times Franchisee, in accordance with Franchisor's brand standards, must conspicuously identify itself at the premises of the Franchised Business and in all dealings with customers, lessors, contractors, suppliers, public officials and others as the owner of a Restaurant under a franchise from Franchisor, and Franchisee must place other notices of independent ownership on signs, forms, stationery, advertising and other materials as Franchisor requires. Franchisee shall not employ any Licensed Mark in signing any contract, lease, mortgage, check, purchase agreement, negotiable instrument, or other legal obligation. Franchisee shall not employ any Licensed Mark in a manner that is likely to result in liability of Franchisor for any indebtedness, action, inaction, or obligation of Franchisee. Franchisor and Franchisee shall not make any express or implied agreements, guaranties or representations, or incur any debt, in the name, or on behalf,



of the other. Franchisor and Franchisee shall not represent that their relationship is anything other than franchisor and franchisee. Franchisor and Franchisee shall not be obligated by, or have any liability under, any agreements or representations made by the other that are not expressly authorized. Franchisor shall not be obligated for any damages to any person or property directly or indirectly arising out of the operation of the Franchised Business, whether or not caused by Franchisee's negligent, willful act or failure to act. Franchisor shall have no liability for any sales, use, excise, gross receipts, property or other taxes, whether levied upon Franchisee, the Franchised Business or its assets, or upon Franchisor in connection with sales made, services performed, or business conducted by Franchisee.

At all times, Franchisee will be, is, and shall remain the sole and exclusive employer of all employees of the Franchised Business. Franchisor is not a joint employer, and nothing contained in this Agreement shall be interpreted as creating a joint employer relationship. Franchisee possesses the sole right to select, hire and discharge Franchisee's employees. Franchisee is responsible for all decisions regarding hiring, firing, training, supervising, disciplining, scheduling, paying wages to, and withholding and paying taxes for all employees. Franchisee, each Owner, each Spouse, and Franchisee's officers, directors, manager, agents, representatives, independent contractors and employees are not employees, representatives, or agents of Franchisor and shall never represent themselves as employees, representatives, or agents of Franchisor.

There is no joint employer relationship between Franchisor and Franchisee or Franchisee's employees. Franchisee's compliance with all federal, state and local labor laws rules and regulations shall be exclusively determined and managed by Franchisee. To the extent that the Operations Manual and/or any other communications from Franchisor includes information, specifications, procedures, criteria and/or requirements as to employees of the Franchised Business, such requirements shall be interpreted, exclusively, for the purpose of maintaining brand standards associated with the System, to protect the good will associated with the System, and to ensure System uniformity requirements and standards concerning the Approved Services and Products, and under no circumstance shall same relate to the employer-employee relationship. As to the foregoing issue of joint employer and the non-existence thereof, in the event of any inconsistency or conflict between this Agreement and the Operations Manual, the terms of this Agreement shall take precedence and govern.

#### **10.B. INDEMNIFICATION BY FRANCHISEE**

Franchisee and each Owner shall indemnify, defend through counsel acceptable to Franchisor, and hold Franchisor, Franchisor's affiliates, and their respective officers, directors, shareholders, members, owners, partners, agents, representatives, independent contractors, employees, assigns and successors (the "Franchisor Indemnified Parties") harmless from all losses, expenses, claims, causes of action, lawsuits, liabilities, taxes, costs, demands, proceedings, investigations, hearings, and/or damages arising out of, or relating to, Franchisee's Restaurant Facility, Franchisee's Restaurant Location, and/or the Franchised Business (including, without limitation, the ownership and operation of the Franchised Business), unless such loss, expense, claim, cause of action, lawsuit, liability, tax, cost, demand, proceeding, or damage is solely due to Franchisor's gross negligence, and Franchisee shall pay all of the Franchisor Indemnified Parties' reasonable costs, fees and expenses of defending any such claim, cause of action, lawsuit, demand, proceeding, investigation, and/or hearing brought against any of the Franchisor Indemnified Parties or any such claim, cause of action, lawsuit, demand, proceeding, investigation, and/or hearing in which any of the Franchisor Indemnified Parties is named as a party, including, without limitation, reasonable accountant fees, attorney fees, and expert witness fees, court costs, deposition fees, travel expenses and other litigation expenses. At the expense and risk of Franchisee and each Owner, Franchisor may elect to assume (but is not obligated to undertake) the defense and/or settlement of any action, lawsuit, proceeding, claim, or demand. Such an election by Franchisor to assume its defense shall not diminish the obligation of Franchisee and each Owner to indemnify, defend and hold harmless Franchisor. Franchisee and each Owner acknowledge and agree that the terms of this Article 10.B. shall survive the termination, expiration or Transfer of this Agreement. Under no circumstances are the Franchisor Indemnified Parties required or

obligated to seek recovery from third parties or otherwise mitigate their respective losses in order to maintain a claim against Franchisee or any Owner. Franchisee and each of the Owners agree that Franchisor's failure to pursue recovery or mitigate loss in no way reduces the amounts recoverable from Franchisee or any Owner.

#### **10.C. INDEMNIFICATION BY FRANCHISOR**

Franchisor shall indemnify, defend, and hold Franchisee and Franchisee's officers, directors, shareholders, members, owners, partners, agents, representatives, independent contractors, employees, assigns and successors (the "Franchisee Indemnified Parties") harmless from all losses, expenses, claims, causes of action, lawsuits, liabilities, taxes, costs, demands, proceedings, investigations, hearings, and/or damages solely arising out of, or solely relating to, Franchisor's gross negligence in the operation of Franchisee's Toastique Restaurant that was the direct cause of any such loss, expense, liability or damage provided Franchisee immediately notifies Franchisor of such claim, cause of action, lawsuit, demand, proceeding, investigation or hearing, and Franchisor shall pay all of the Franchisee Indemnified Parties' reasonable costs, fees and expenses of defending any such claim, cause of action, lawsuit, demand, proceeding, investigation, and/or hearing brought against any of the Franchisee Indemnified Parties or any such claim, cause of action, lawsuit, demand, proceeding, investigation, and/or hearing in which any of the Franchisee Indemnified Parties is named as a party, including, without limitation, reasonable accountant fees, attorney fees, and expert witness fees, court costs, deposition fees, travel expenses and other litigation expenses provided Franchisee immediately notifies Franchisor of such claim, cause of action, lawsuit, demand, proceeding, investigation or hearing. Franchisor agrees that the terms of this Article 10.C. shall survive the termination, expiration or Transfer of this Agreement.

### **ARTICLE 11**

#### **LICENSED MARKS, SYSTEM, AND INNOVATIONS**

##### **11.A. OWNERSHIP AND GOODWILL**

Franchisee agrees that Franchisor is the owner of all right, title and interest in and to the Licensed Marks, the System, Web Based Media, Published Content and the goodwill associated with the Licensed Marks and the System. Except as otherwise specifically provided in this Agreement, Franchisee further agrees that Franchisee possesses no interest or right, whatsoever, in or to the Licensed Marks, the System, Web Based Media, Published Content and the goodwill associated with the Licensed Marks and the System, and Franchisee's right to use the Licensed Marks and the System is derived solely from this Agreement. Any unauthorized use of the Licensed Marks and/or the System by Franchisee or any of Franchisee's affiliates shall constitute an infringement of the rights of Franchisor in and to the Licensed Marks and/or the System. Franchisee agrees that all usage of the Licensed Marks and/or the System by Franchisee, and all goodwill associated with the Licensed Marks and System, shall exclusively benefit Franchisor without granting any goodwill interests or rights to Franchisee except for Franchisee's non-exclusive interest and limited right to use the Licensed Marks and the System in the operation of the Franchised Business, subject to the terms and conditions of this Agreement. Franchisee shall not, at any time during the Term or after the expiration, termination or Transfer of this Agreement, contest the validity or ownership of the Licensed Marks, the System, Web Based Media, Published Content, and/or the goodwill associated with the Licensed Marks and the System, and at no time shall Franchisee assist any other person in contesting the validity or ownership of the Licensed Marks, the System, Web Based Media, Published Content, and/or the goodwill associated with the Licensed Marks and the System. Franchisee and each Owner shall not take any action that prejudices or interferes with the validity of Franchisor's rights with respect to Licensed Marks, the System, Web Based Media, Published Content, and/or the goodwill associated with the Licensed Marks and the System.

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#### **11.B. USE OF THE LICENSED MARKS**

Franchisee agrees that the Licensed Marks shall be the sole identification of the Franchised Business. Franchisee must operate, advertise and market the Franchised Business only under the Licensed Marks as designated and specified by Franchisor in Franchisor's Reasonable Business Judgment. Franchisee shall not use the Licensed Marks as part of its corporate or other legal name, and Franchisee shall not use the Licensed Marks with modifying words, terms, designs, or symbols, or in any modified form. Franchisee shall comply with Franchisor's instructions in filing and maintaining their requisite trade name or fictitious name registrations as may be required by applicable law.

#### **11.C. NOTIFICATION OF INFRINGEMENT AND CLAIMS**

Franchisee must notify Franchisor immediately in writing of any apparent infringement of, or challenge to, Franchisee's use of any Licensed Mark and/or the System or of any claim by any person claiming any rights in any manner with respect to the Licensed Mark, the System, or any similar trade name, trademark or service mark of which Franchisee becomes aware. Franchisee must not communicate with any person other than Franchisor and its counsel in connection with any infringement, challenge, or claim by any third party to the Licensed Marks and/or the System. Franchisor and/or Franchisor's licensor shall possess sole and complete discretion, in Franchisor's Reasonable Business Judgment, to take any action and/or to refrain from taking action, Franchisor and/or Franchisor's licensor deems appropriate, including, without limitation, the right to exclusively control any litigation or administrative proceeding arising out of, or relating to, any infringement, challenge, claim or otherwise relating to any Licensed Mark and/or the System. Franchisee agrees to execute all documents, render assistance, and take all actions as may be necessary or advisable to protect and maintain the interests of Franchisor and/or Franchisor's licensor in any litigation or administrative proceeding or to otherwise protect and maintain, as directed by Franchisor, the interests of Franchisor and/or Franchisor's licensor in the Licensed Marks. Franchisor will reimburse Franchisee for reasonable direct expenses incurred by Franchisee in assisting Franchisor in any such litigation or administrative proceeding provided Franchisee timely notifies Franchisor of such litigation or administrative proceeding, and Franchisee complies with the written instructions of Franchisor respecting any such litigation or administrative proceeding.

#### **11.D. DISCONTINUANCE OF USE OF LICENSED MARKS**

Franchisee agrees that at any time should Franchisor determine, in Franchisor's sole discretion and based on Franchisor's Reasonable Business Judgment, that it is advisable for Franchisor, the System, and/or Franchisee to replace, modify, substitute, and/or discontinue use of any Licensed Marks, then Franchisee shall comply with Franchisor's determination and instructions as to the replacement, modification, substitution, and/or discontinuance of such Licensed Mark(s). Franchisee shall comply within the foregoing requirements within a reasonable time period after notice by Franchisor. If Franchisee is required to take action pursuant to instruction by Franchisor pursuant to this Article 11.D. or, if Franchisee is otherwise required to replace, modify, substitute, and/or discontinue use of any Licensed Marks, the sole liability and obligation of Franchisor to Franchisee shall be to reimburse Franchisee for the reasonable and direct costs incurred by Franchisee in complying with this obligation, which Franchisee shall document to the satisfaction of Franchisor. Franchisor maintains the exclusive right, in Franchisor's Reasonable Business Judgment, to, in whole or in part, replace, modify, substitute and/or discontinue any and all features and/or components of the Licensed Marks and/or the System at any time.

#### **11.E. INDEMNIFICATION OF FRANCHISEE**

If Franchisee is sued in a legal proceeding or is threatened with legal action and/or a notice of infringement by a third party where the claims and/or causes of action directly relate to a third party claiming trademark infringement, unfair competition, and/or trademark dilution as a result of Franchisee's use of the Licensed Marks in accordance with the terms of this Agreement and the System (the "IP Claim"), then Franchisor shall indemnify Franchisee for the reasonable and direct costs incurred by Franchisee and/or a judgment entered against Franchisee, provided: (i) Franchisee immediately notified Franchisor of the IP Claim by a

written notice sent to Franchisor via priority overnight courier; (ii) Franchisee provided and afforded Franchisor the absolute opportunity and right to defend against the IP Claim and to select and appoint legal counsel of Franchisor's choosing; and (iii) Franchisee utilized the Licensed Marks in accordance with the terms of this Agreement and the System. Franchisee agrees that time is of the essence with respect to notifying Franchisor of the IP Claim in accordance with this Agreement, including this Article 11.E.

#### **11.F. OWNERSHIP OF INNOVATIONS, IMPROVEMENTS AND INFORMATION**

Franchisee agrees that with regard to the Franchised Business, all customer lists, including the contents and information contained in all customer lists, constitute Confidential Information and an asset of Franchisor whether or not such information was supplied by Franchisor. During the Term, and in connection with the development, establishment, marketing, promotion and operation of the Franchised Business, Franchisee shall disclose to Franchisor all of Franchisee's ideas, concepts, methods, and products conceived or developed by Franchisee, any Owner, and/or Franchisee's affiliates, officers, directors, shareholders, partners, agents, members, representatives, independent contractors, servants and employees relating to the development and operation of Toastique Restaurants and the System. Franchisee hereby assigns to Franchisor, and Franchisee agrees to procure an assignment of any such ideas, concepts, recipes, methods, and products that Franchisee is required to disclose to Franchisor under this Article 11.F, from each Owner and Franchisee's affiliates, officers, directors, shareholders, partners, agents, members, representatives, independent contractors, servants and employees. Franchisor shall have no obligation to tender any lump sum payment, on-going payments, or any other consideration to Franchisee, any Owner, each Owner and Franchisee's affiliates, officers, directors, shareholders, partners, agents, members, representatives, independent contractors, servants and employees with respect to any such idea, concept, method, technique or product. Franchisee agrees that Franchisee shall not use, or allow any other person or entity to use, any such concept, method, technique, or product without obtaining Franchisor's prior written approval.

### **ARTICLE 12**

#### **RECORDS AND REPORTS**

#### **12.A. MAINTENANCE AND PRESERVATION OF RECORDS**

Franchisee shall maintain, preserve, and make available to Franchisor, at the request of Franchisor and on an on-going basis throughout the Term of this Agreement and for a period of three years following the expiration or termination of this Agreement, true and accurate books, accounting, receipts, financial statements, tax returns, and records relating to the operations and business of the Franchised Business. Such records shall be maintained and preserved in the form and manner requested by Franchisor and/or as prescribed by Franchisor in the Operations Manual or otherwise prescribed in writing.

#### **12.B REPORTING OBLIGATIONS**

In addition to the reporting obligations otherwise set forth in this Agreement, Franchisee agrees to the following additional reporting obligations that shall be compiled, organized, and contain all of the data and information requested by Franchisor, in Franchisor's Reasonable Business Judgment, and as may be modified by Franchisor from time to time:

(1) Royalty and Activity Reports – on the Due Date each week, Franchisee shall report, transmit, confirm, and/or otherwise make available to Franchisor, the Royalty and Activity Report as designated by Franchisor and in accordance with the terms of this Agreement;

(2) Monthly Financial Statements and Reports – within 30 days of the end of each calendar month Franchisee shall submit to Franchisor monthly financial statements and other reports related to the operations of the Franchised Business, including, but not limited to, income statement, statement of cash flows, balance sheet, and other operational reports designated by Franchisor. Franchisee must also permit Franchisor to have accountant-level access to Franchisee's QuickBooks account. If Franchisee

does not provide Franchisor with accountant-level access prior to commencing construction of Franchisee's Restaurant Location, then Franchisor will have Franchisor's preferred accountant audit Franchisee's account and Franchisee will be responsible for the cost of the accountant's audit. If Franchisee fails to timely provide monthly financial statements and reports, such as the Profit and Loss statement of the Franchised Business, within 15 days following the end of the previous month, Franchisee shall be required to purchase a Qvinci and QuickBooks subscription including providing Franchisee with access to the Qvinci and QuickBooks accounts. At all times Franchisee represents that the financial statements, information, and reports submitted to and/or made available to Franchisor shall be and remain true and accurate. The financial statements must be prepared in accordance with GAAP and, additionally, shall reconcile Gross Sales per GAAP to Gross Sales per this Agreement;

(3) Annual Financial Statements and Reports – within 60 days of the end of each calendar year, Franchisee shall submit to Franchisor Franchisee's annual financial statements and other reports related to the operations of the Franchised business including, but not limited to, income statement, statement of cash flows, balance sheet, and other operational reports designated by Franchisor. The financial statements must be prepared by a licensed CPA and in accordance with GAAP and, additionally, shall reconcile Gross Sales per GAAP to Gross Sales per this Agreement;

(4) Tax Returns – Franchisee shall provide to Franchisor, Franchisee's annual federal, state and local tax returns as same are prepared and submitted to the applicable federal, state and local entities. Said tax returns shall be submitted to Franchisor within 45 days of Franchisee or Franchisee's agent filing such returns with the applicable federal, state and local entities; and

(5) Other Reports – Franchisee shall timely submit to Franchisor, all other forms, reports, records, information, and data as Franchisor may reasonably request in writing or as otherwise set forth in the Operations Manuals.

## **12.C. REMEDIES FOR NON-COMPLIANCE WITH RECORDS AND REPORTING**

In addition to all other rights afforded to Franchisor under this Agreement, in connection with any, each, and every violation of any term, provision, and/or operational requirement as set forth in this Article 12 (a "Reporting Violation"), within 14 days of Franchisor's invoice, Franchisee shall pay to Franchisor a reporting non-compliance fee (the "Reporting Non-Compliance Fee") in the amount of \$150 for each and every failure to timely submit a report and/or record as set forth in this Article 12. The foregoing does not constitute Franchisor's consent to and/or acquiescence to Reporting Violations. Nothing contained in this Article 12.C. shall be interpreted as interfering with and/or negating Franchisor's rights and remedies as set forth in Article 16, and as otherwise set forth in this Agreement. All rights and remedies of Franchisor are cumulative and shall be interpreted as cumulative to one another.

## **ARTICLE 13** **INSPECTION AND AUDITS**

### **13.A. FRANCHISOR'S RIGHT TO INSPECT**

Franchisor has the right at any and all times during business hours, throughout the terms of this Agree and without prior notice to Franchisee, to inspect Franchisee's Restaurant. Franchisee shall fully cooperate with representatives of Franchisor making any inspection and permit such representatives of Franchisor to take photographs, videos, and/or recordings of the Franchised Business, interview employees and customers of the Franchised Business, conduct secret-shopper inspections, and other inspections either with or without notice to Franchisee. Franchisor shall undertake reasonable efforts to minimize the impact of any inspection on the operations of the Franchised Business.

### **13.B. FRANCHISOR'S RIGHT TO EXAMINE BOOKS AND RECORDS**

Franchisor has the right at any time during business hours, and without prior notice to Franchisee, to examine or audit, or cause to be examined or audited by a third party, the business records, cash control devices, bookkeeping and accounting records, bank statements, sales and income tax records and returns, and other books, statements, and records of the Franchised Business and Franchisee. Franchisee shall maintain complete and accurate copies of all such books, statements, records and supporting documents at Franchisee's Restaurant Facility. Franchisee must fully cooperate with Franchisor, representatives of Franchisor, and third parties hired by Franchisor to conduct any such examination or audit. In the event Franchisor's examination of Franchisee's records reveals that Franchisee underreported any figure to Franchisor by more than 2%, then Franchisee shall reimburse to Franchisor, all of Franchisor's costs in connection with Franchisor's audit/examination.

## **ARTICLE 14**

### **TRANSFER OF INTEREST**

#### **14.A. TRANSFER BY THE FRANCHISOR**

At all times, Franchisor possesses and maintains the sole, absolute and unilateral right to Transfer and/or assign Franchisor's rights and obligations under this Agreement and the Ancillary Agreements, in whole and/or in part (for any purpose and in any form of transaction as may be designated and/or elected by Franchisor, in Franchisor's sole discretion) to any person, entity, Corporate Entity and/or third party without the consent of Franchisee and without the approval of Franchisee or any other party. Nothing contained in this Agreement shall prevent, prohibit, restrict, hinder, enjoin or otherwise restrain Franchisor from selling, transferring, conveying, or assigning this Agreement and the Ancillary Agreements, and/or Franchisor's rights and obligations under this Agreement and the Ancillary Agreements, to any person, entity, Corporate Entity or other third party. Franchisor has an unrestricted and unequivocal right to Transfer and/or assign any of its rights or obligations under this Agreement and the Ancillary Agreements, in whole or in part, in Franchisor's sole discretion. In the event Franchisor Transfers and/or assigns this Agreement and/or the Ancillary Agreements, and/or any or all of Franchisor's rights and obligations set forth in this Agreement and/or the Ancillary Agreements, to a person, an entity, Corporate Entity, or other third party, this Agreement and the Ancillary Agreements, shall survive, remain in full force and effect, and inure to the benefit of the purchaser, transferee, conveyee, and/or assignee of this Agreement and/or the Ancillary Agreements and/or Franchisor's rights and obligations under this Agreement and/or the Ancillary Agreements.

#### **14.B. FRANCHISEE MAY NOT TRANSFER WITHOUT FRANCHISOR APPROVAL**

Franchisee agrees, and Franchisee represents and warrants that Franchisee's Owners understand and agree, that the rights and duties set forth in this Agreement are personal to Franchisee and each Owner. Therefore, Franchisee agrees that:

- (1) No ownership interest of any Owner in Franchisee may be Transferred without the prior written consent of Franchisor;
- (2) No obligations, rights or interest of Franchisee in (a) this Agreement, (b) the lease or ownership interests in Franchisee's Restaurant Location and Franchisee's Restaurant Facility, (c) the Franchised Business, or (d) all or substantially all of the assets of the Franchised Business may be Transferred without the prior written consent of Franchisor. This restriction shall not prohibit Franchisee from granting a mortgage, charge, lien, or security interest in the assets of the Franchised Business or this Agreement for the exclusive purpose of securing financing for the initial development (occurring prior to the Actual Business Commencement Date) of the Franchised Business;

(3) Without limitation to the foregoing, any Transfer by Franchisee respecting and/or relating to this Agreement and/or the Franchised Business and/or assets associated with the Franchised Business will require the prior written consent of Franchisor where such Transfer occurs by virtue of: (a) divorce or legal dissolution of marriage; (b) insolvency; (c) dissolution of a Corporate Entity; (d) last will and testament; (e) intestate succession; or (f) declaration of, or transfer in trust;

(4) Any purported Transfer without the written consent of Franchisor, or otherwise in violation of this Agreement including, but not limited to this Article 14.B., shall constitute a breach of this Agreement and shall convey to the transferee no rights or interests in this Agreement; and

(5) In the event of a Transfer of this Agreement that is approved by Franchisor, Franchisee shall not be relieved of Franchisee's obligations under this Agreement whether said obligations accrued and/or arose prior to and/or after the date of Transfer.

#### **14.C. CONDITIONS FOR APPROVAL OF TRANSFER**

Provided Franchisee and each Owner and Spouse, respectively, are in substantial compliance with this Agreement and the Ancillary Agreements, and Franchisor does not elect to exercise Franchisor's right of first refusal as set forth in Article 14.F. below, Franchisor shall not unreasonably withhold its approval of a Transfer by Franchisee or an Owner. The proposed transferee (including such assignee's owner(s) and spouse(s) if the proposed transferee is a Corporate Entity) must be of good moral character, have sufficient business experience, aptitude and financial resources to own and operate a Toastique Restaurant, and otherwise meet Franchisor's then applicable standards for franchisees as determined by Franchisor in its sole, but reasonable discretion. Furthermore, the proposed transferee and the proposed transferee's owners and spouses may not own or operate, or intend to own or operate, a Competitive Business. Franchisee agrees that Franchisor may condition approval of a Transfer upon Franchisee's satisfaction (either before, or contemporaneously with, the effective date of the Transfer) of the following:

(1) Franchisee must provide written notice to Franchisor of the proposed Transfer of this Agreement at least 30 days prior to the Transfer, and Franchisee must have also satisfied the obligations set forth in Article 14.F. below;

(2) All accrued monetary obligations of Franchisee and all other outstanding obligations to Franchisor and/or Franchisor's affiliates under this Agreement and the Ancillary Agreements must be satisfied in a timely manner, and Franchisee must satisfy all trade, supplier, and vendor accounts and other debts, of whatever nature or kind, in a timely manner;

(3) Franchisee, each Owner, and each Spouse must not be in default or material breach of this Agreement or the Ancillary Agreements;

(4) The transferee shall be bound by all terms and conditions of this Agreement, and each owner of the transferee and their respective spouses shall personally execute the Franchise Owner and Spouse Agreement and Guaranty in the form attached to this Agreement as Exhibit 1. Each owner of the transferee shall also be required to execute such further agreements designated by Franchisor whereby the proposed transferee assumes each and every obligation and responsibility of Franchisee as set forth in this Agreement;

(5) All obligations of Franchisee under this Agreement and the Ancillary Agreements shall be assumed by the transferee, each individual owner of transferee, and their respective spouses in a manner satisfactory to Franchisor;

(6) Franchisee, each Owner, and each Spouse must execute the General Release attached to this

Agreement as Exhibit 8 releasing Franchisor, Franchisor's affiliates and Franchisor's past and present officers, directors, shareholders, members, partners, agents, representatives, independent contractors, servants and employees, of any and all claims against Franchisor for matters arising on, or before, the effective date of the Transfer;

(7) If the proposed Transfer includes or entails the Transfer of this Agreement, substantially all of the assets of the Franchised Business, a controlling interest in Franchisee, or is one of a series of Transfers which in the aggregate Transfers substantially all of the assets of the Franchised Business or a controlling interest in Franchisee, then, at the election of Franchisor and upon notice from Franchisor to Franchisee, the transferee may be required to execute (and/or, upon Franchisee's request, shall cause all interested parties to execute) for a term ending on the expiration date of the original Term of this Agreement, the then current standard form Franchise Agreement offered to new franchisees of Toastique Restaurants and any other agreements as Franchisor requires. Such agreements shall supersede this Agreement and its associated agreement in all respects, and the terms of Franchisor's then current agreements may differ from the terms in this Agreement, provided that such agreements shall provide for the same Royalty Fee, Advertising Contributions, and all other financial or monetary obligations established in this Agreement;

(8) Unless Franchisee has met the requirements of Article 3.E, within the five year period immediately preceding the Transfer, the transferee, at its expense, must improve, modify, refurbish, renovate, remodel, and/or otherwise upgrade Franchisee's Toastique Restaurant Facility to conform to the then current standards and specifications of Franchisor, and the transferee must complete such improvements, modifications, refurbishments, renovations, remodeling, and/or upgrading within the time period Franchisor reasonably specifies;

(9) Franchisee, each Owner, and each Spouse shall remain liable for all obligations to Franchisor set forth in this Agreement, except that, following a Transfer that fully complies with this Article 14.C, Franchisee, each Owner, and each Spouse shall not be obligated to pay any Royalty Fees and Advertising Contributions which accrue following the date of the approved Transfer;

(10) At the transferee's expense, the transferee, and the transferee's Managing Owner, managers and/or any other applicable employees of transferee's Toastique Restaurant must complete any training programs then in effect for franchisees of Toastique Restaurants upon terms and conditions set forth in this Agreement or as Franchisor otherwise reasonably requires;

(11) Franchisee must pay the Transfer Fee to Franchisor, which is a fixed sum of \$20,000 (the "Transfer Fee");;

(12) Franchisor's approval of the material terms and conditions of the Transfer, and Franchisor determines in Franchisor's Reasonable Business Judgment that the price and terms of payment are not so burdensome as to be detrimental to the future operations of the Franchised Business by the transferee;

(13) Transferee's employees, directors, officers, independent contractors, and agents who will have access to Confidential Information shall execute the Confidentiality Agreement attached hereto as Exhibit 2;

(14) Franchisee entering into an agreement with Franchisor agreeing to subordinate any obligations of transferee to make installment payments of the purchase price to Franchisee to the transferee's obligations to Franchisor, including, without limitation, transferee's obligations with respect to Royalty Fees and Advertising Contributions;



(15) Franchisee and transferee acknowledge and agree that Franchisor's approval of the Transfer indicates only that the transferee meets, or Franchisor waived, the criteria established by Franchisor for franchisees as of the time of such transfer, and Franchisor's approval thereof does not constitute a warranty or guaranty by Franchisor, express or implied, of the suitability of the terms of sale, successful operation, or profitability of the Franchised Business;

(16) Franchisee and transferee acknowledge and agree that Franchisor's approval of the Transfer at issue does not constitute Franchisor's approval of future or other Transfers or the waiver of the requirement that Franchisor must approve such future or other Transfers in accordance with this Agreement;

(17) The Transfer must be made in compliance with all applicable laws;

(18) The Transfer of the Franchised Business, the lease for Franchisee's Toastique Restaurant Facility, Restaurant Location and the assets of the Franchised Business shall be made only in conjunction with a Transfer of this Agreement, approved by Franchisor in accordance with and subject to this Article 14 and the terms and conditions of this Agreement; and

(19) Franchisor's consent to a Transfer of any interest that is subject to the restrictions of this Agreement shall not constitute a waiver of any claims it may have against Franchisee or deemed a waiver of Franchisor's right to demand strict and exact compliance with this Agreement by the transferee.

#### **14.D. DEATH OR DISABILITY OF FRANCHISEE OR AN OWNER**

(1) If Franchisee is an individual and not a Corporate Entity, upon the death or permanent disability of Franchisee, the executor, administrator, conservator or other personal representative of Franchisee, must appoint a manager that meets the equivalent of an Operating Manager within a reasonable time, which shall not exceed 30 days from the date of death or permanent disability. The appointed manager (as applicable) must serve and qualify as an Operating Manager and attend and successfully complete the Training Program within 60 days of the appointment. If Franchisee's Restaurant is not being managed by a Franchisor approved Operating Manager (as applicable) within 30 days after such death or permanent disability, Franchisor is authorized, but is not required, to immediately appoint a manager to maintain the operations of Franchisee's Restaurant for, and on behalf of, Franchisee at Franchisee's sole costs until an approved Operating Manager is able to assume the management and operation of Franchisee's Restaurant. Franchisor's appointment of a manager for Franchisee's Restaurant does not relieve Franchisee of its obligations under this Agreement, including this Article 14.D., or constitute a waiver of Franchisor's right to terminate this Agreement pursuant to Article 16, below. At all times, including while Franchisee's Restaurant may be managed by Franchisor's appointed manager, Franchisor shall not be liable for any debts, losses, costs, or expenses incurred in the operations of Franchisee's Restaurant or to any creditor of Franchisee for any products, materials, supplies or services purchased by Franchisee's Restaurant. Franchisor has the right to charge a reasonable fee for such management services and may cease to provide management services at any time.

(2) If Franchisee is a Corporate Entity, upon the death or permanent disability of Franchisee's Managing Owner, the remaining Owners within a reasonable time, which shall not exceed 30 days from the date of death or permanent disability must appoint a new Managing Owner that is approved by Franchisor. The appointed Managing Owner must attend and successfully complete the Training Program within 60 days of the appointment. If Franchisee's Restaurant is not being managed by a Franchisor approved Managing Owner (as applicable) within 30 days after such death or permanent disability, Franchisor is authorized, but is not required, to immediately appoint a manager to maintain the operations of Franchisee's Restaurant for, and on behalf of, Franchisee at Franchisee's sole costs until an approved

Managing Owner is able to assume the management and operation of Franchisee's Restaurant. Franchisor's appointment of a manager for Franchisee's Restaurant does not relieve Franchisee of its obligations under this Agreement, including this Article 14.D., or constitute a waiver of Franchisor's right to terminate this Agreement pursuant to Article 16. below. At all times, including while Franchisee's Restaurant may be managed by Franchisor's appointed manager, Franchisor shall not be liable for any debts, losses, costs, or expenses incurred in the operations of Franchisee's Restaurant or to any creditor of Franchisee for any products, materials, supplies or services purchased by Franchisee's Restaurant. Franchisor has the right to charge a reasonable fee for such management services and may cease to provide management services at any time.

Notwithstanding the foregoing, if Franchisee is a Corporate Entity and the Managing Owner is the only Owner of Franchisee, then Article 14.D.(1) shall apply as if the Managing Owner were the sole individual Franchisee.

(3) Upon the death of Franchisee or any Owner, the executor, administrator, conservator or other personal representative of that deceased person must transfer his interest to a person Franchisor approves within a reasonable time, not to exceed 12 months from the date of death.

(4) If Franchisee is an individual, then in the event of the death or permanent disability of Franchisee, this Agreement may be Transferred to any designated person, heir or beneficiary without the payment of the Transfer Fee. Notwithstanding the immediately foregoing sentence, the Transfer of this Agreement to such transferee of Franchisee shall be subject to the applicable terms and conditions of this Article 14. and the Transfer shall not be valid or effective until Franchisor has received the properly executed legal documents, which Franchisor's attorneys deem necessary to properly and legally document such Transfer of this Agreement. Furthermore, said transferee must agree to be unconditionally bound by the terms and conditions of this Agreement, personally guarantee the performance of Franchisee's obligations under this Agreement, and execute the Franchise Owner and Spouse Agreement and Guaranty attached to this Agreement as Exhibit 1.

#### **14.E. TRANSFER TO WHOLLY OWNED CORPORATE ENTITY**

In the event Franchisee is an individual/are individuals, this Agreement may be Transferred by Franchisee to a Corporate Entity (the "Assignee Corporate Entity"), provided that: (a) Franchisee has provided Franchisor with 30 days prior written notice of the proposed Assignment of this Agreement; (b) Franchisee (individually, jointly and severally as to each individual Franchisee) sign and be bound by the Franchise Owner and Spouse Agreement and Guaranty attached to this Agreement as Exhibit 1; (c) the Spouse of each Franchisee (individually, jointly and severally as to each individual Spouse) sign and be bound by the Franchise Owner and Spouse Agreement and Guaranty attached to this Agreement as Exhibit 1; (d) Franchisee has provided Franchisor with true and accurate copies of corporate formation documents related to the Assignee Corporate Entity and the ownership of the Assignee Corporate Entity and has further provided Franchisor with all additional documentation as Franchise may request concerning the proposed assignment and/or Assignee Corporate Entity; and (e) Franchisee is otherwise in compliance with the terms and conditions of this Agreement and any Ancillary Agreements. Franchisee agrees that an assignment to an Assignee Corporate Entity shall not relieve Franchisee of Franchisee's individual obligations under this Agreement as such obligations existed between Franchisee and Franchisor prior to the date of any assignment to the Assignee Corporate Entity.

#### **14.F. FRANCHISOR'S RIGHT OF FIRST REFUSAL**

If Franchisee or an Owner desire to engage, in whole or in part, in a Transfer of Franchisee, this Agreement, Franchisee's Restaurant, Franchisee's Restaurant Facility, and/or Franchisee's Restaurant Location, then Franchisee or such Owner (as applicable) must obtain a bona fide, signed written offer from the fully disclosed purchaser (the "Offer") and submit an exact copy of the Offer to Franchisor. Franchisor shall

have 30 days after receipt of the Offer to decide whether Franchisor will purchase the interest in Franchisee, Franchisee's Restaurant, Franchisee's Restaurant Facility, and/or Franchisee's Restaurant Location for the same price and upon the same terms contained in the Offer (however, Franchisor may substitute cash for any form of payment proposed in the Offer). If Franchisor notifies Franchisee that Franchisor intends to purchase the interest within said 30 day period, Franchisee or Owner (as applicable) must sell the interest to Franchisor. Franchisor will have at least an additional 60 days to prepare for closing. Franchisor shall be entitled to receive from Franchisee or Owner (as applicable) all customary representations and warranties given by Franchisee or Owner (as applicable) as the seller of the assets and/or the ownership interest or, at Franchisor's election, the representations and warranties contained in the offer. If Franchisor does not exercise its right of first refusal, Franchisee or Owner (as applicable) may complete the Transfer to the purchaser pursuant to and in accordance with the terms of the Offer, provided that separate and apart from this Article 14.F. right of first refusal, Franchisee complies with the terms of this Article 14. However, if the sale to the purchaser is not completed within 120 days after delivery of the Offer to Franchisor, or there is a material change in the terms of the sale, Franchisor will again have the right of first refusal specified in this Article 14.F. Franchisor's right of first refusal in this Article 14.F. shall not apply to any Transfer pursuant to Article 14.E. of this Agreement.

## **ARTICLE 15**

### **RENEWAL OF FRANCHISE**

#### **15.A. FRANCHISEE'S RIGHT TO RENEW**

Subject to Franchisee's satisfaction of the terms of this Agreement, including this Article 15, Franchisee shall possess the option to renew the franchise for Franchisee's continued license and franchised operation of the Franchised Business for one additional 10 year term (the "Renewal Term"). The foregoing Renewal Term shall not be afforded to or available to Franchisee if, prior to the Effective Date of this Agreement, the Franchised Business was previously operated or developed pursuant to a prior Franchise Agreement with Franchisor or Franchisor's predecessors respecting the Franchised Business.

#### **15.B. CONDITIONS FOR RENEWAL**

Franchisee's renewal rights under this Article 15 are subject to and contingent upon Franchisee's satisfaction of the following conditions and criteria:

- (1) Not less than 180 days prior to the expiration of the initial Term Franchisee must provide Franchisor written notice (the "Renewal Notice") of Franchisee's election to renew;
- (2) At the time of delivering the Renewal Notice and at all times thereafter, Franchisee and Franchisee's Owners must be in compliance with the terms of this Agreement and all Ancillary Agreements, and without any default of this Agreement or the Ancillary Agreements;
- (3) Franchisee must possess, present, and demonstrate to Franchisor and, subject to Franchisor's reasonable satisfaction, that: (a) Franchisee maintains and has secured the legal right to remain in possession of Franchisee's Restaurant Facility and Restaurant Location through the entire Renewal Term; or (b) Franchisee has selected a proposed new Restaurant Location within the Designated Territory that Franchisor, at Franchisor's sole discretion, has approved in writing and that may be timely developed by Franchisee, in accordance with Franchisor's standards and specifications, for the development and operation of the Franchisee's Restaurant throughout the duration of the Renewal Term;
- (4) Franchisee must update and/or agree to update the condition, appearance and functionality of Franchisee's Restaurant Facility and Franchisee's Restaurant Location and to otherwise modify Franchisee's Restaurant Facility and Franchisee's Restaurant Location in compliance with Franchisor's

specifications and standards then applicable for new Toastique Restaurants;

(5) Franchisee pays the Renewal Fee and Franchisee agrees to, signs, and delivers to Franchisor, within 30 days of the date of delivery by Franchisor to Franchisee, Franchisor's then current form Restaurant Franchise Agreement for the Renewal Term (the "Renewal Franchise Agreement");

(6) Franchisee's Owners and their Spouses, respectively, must agree to, sign, and deliver to Franchisor, within 30 days of the date of delivery by Franchisor to Franchisee, Franchisor's then current individual guaranty agreements, and, thereby, among other things, individually and jointly guarantee the full and complete performance of the Renewal Franchise Agreement including, but not limited to, payment obligations, non-compete obligations, and restrictive covenants (the "Renewal Ancillary Agreements");

(7) Franchisee and the Owners must, prior to the Renewal Term, undertake and complete, to Franchisor's satisfaction, such additional training, if any, as designated and determined by Franchisor in Franchisor's Reasonable Business Judgment; and

(8) Franchisee and the Owners must agree to, sign, and deliver to Franchisor, within 30 days of the date of delivery by Franchisor to Franchisee, Franchisor's then current form of general release whereby Franchisee and Franchisee's Owners shall each fully release and discharge Franchisor, Franchisor's affiliates and its officers, directors, shareholders, partners, agents, representatives, independent contractors, servants, employees, successors and assigns from any and all claims, causes of action, and suits arising from and/or related to this Agreement. If local law precludes Franchisee's issuance of a general release, Franchisor at Franchisor's election, may condition renewal on Franchisee and each Owner's delivery to Franchisor of an estoppel letter advising and informing Franchisor that the undersigned possesses no legal claim or cause of action against Franchisor and is not aware of any facts of circumstances involving any breach of this Agreement by Franchisor or Franchisor's agents or employees.

Failure by Franchisee, and, as applicable, each Owner and Spouse to timely comply with the foregoing conditions shall be deemed an election by Franchisee not to renew the franchise.

#### **15.C. RENEWAL FRANCHISE AGREEMENT**

Franchisee expressly acknowledges and agrees that the Renewal Franchise Agreement and Renewal Ancillary Agreements, as determined by Franchisor in Franchisor's sole discretion, may contain terms, conditions, requirements, and rights that are materially and substantively different from those granted and contained in this Agreement.

### **ARTICLE 16**

#### **DEFAULTS, TERMINATION AND REMEDIES**

#### **16.A. DEFAULTS BY FRANCHISEE AND TERMINATION BY FRANCHISOR**

(1) **Defaults and Automatic Termination** – Franchisee shall be in default of this Agreement, and, this Agreement shall be automatically and immediately terminated, without notice to Franchisee and without providing Franchisee any opportunity to cure, upon the occurrence of any one or more of the following actions, inactions, omissions, events, and/or circumstances:

(a) Franchisee becomes insolvent, and/or Franchisee makes a general assignment for the benefit of creditors or takes any other similar action for the protection or benefit of creditors;

(b) Franchisee admits in writing Franchisee's inability to pay its debts as they mature, and/or

Franchisee gives notice to any governmental body or agency of insolvency, pending insolvency, suspension of operations and/or pending suspension of operations;

(c) Franchisee files a voluntary petition in bankruptcy, Franchisee is adjudicated bankrupt or insolvent, and/or Franchisee files any petition or answer seeking any reorganization, arrangement, composition, readjustment, liquidation, dissolution or other similar relief under any applicable federal and/or state law relative to bankruptcy, insolvency or similar relief for debtors;

(d) An involuntary petition in bankruptcy is filed against Franchisee and Franchisee fails to have the involuntary petition discharged within 35 days of the petition filing, and/or Franchisee seeks, consents to, or acquiesces in, the appointment of any trustee, receiver, conservator, custodian or liquidator for Franchisee's business or any assets of Franchisee;

(e) A bill in equity or other proceeding for the appointment of any trustee, receiver, conservator, custodian or liquidator of Franchisee for Franchisee's business or any assets of Franchisee is filed and Franchisee consents to same;

(f) A court of competent jurisdiction appoints or orders any trustee, receiver, conservator, custodian or liquidator for Franchisee's business or any assets of Franchisee and such appointment or order remains for an aggregate of 60 days, whether or not consecutive, from the date of entry thereof;

(g) Franchisee initiates proceedings for a composition with creditors under any state or federal law or such a proceeding is initiated against Franchisee;

(h) This Agreement, or any of Franchisee's rights under this Agreement, is levied upon under any attachment or execution, and/or Execution is levied upon or against the Franchised Business or any assets of Franchisee, and/or a final judgment against Franchisee remains of record or unsatisfied for 30 days or more, unless an appeal and/or bond is filed;

(i) Franchisee is dissolved, and/or Franchisee's leasehold interests and/or rights in or to Franchisee's Restaurant Location are terminated;

(j) A cause of action or lawsuit to foreclose any lien or mortgage against Franchisee's Restaurant Location if Franchisee is the fee simple owner of Franchisee's Restaurant Location;

(k) A cause of action or lawsuit to foreclose any lien against equipment used in the operation of Franchisee's Restaurant or located at Franchisee's Restaurant Location is instituted against Franchisee and not dismissed within 60 days after the summons is served on Franchisee;

(l) Real or personal property of Franchisee used in the operation of Franchisee's Restaurant is sold after levy thereupon by any sheriff, marshal or other law enforcement officer; and/or

(m) Upon termination by Franchisor pursuant to Article 16.A.(2), Article 16.A.(3), or Article 16.A.(4).

(2) **Defaults and Automatic Termination upon Written Notice without Cure Period** – Franchisee shall be in default of this Agreement, and, this Agreement may be terminated by Franchisor, at Franchisor's sole discretion, upon written notice from Franchisor to Franchisee and without providing Franchisee any opportunity to cure, upon the occurrence of any one or more of the following actions, inactions, omissions, events, and/or circumstances, with such termination effective on the date of Franchisor's notice:

- (a) Franchisee, on three or more instances and/or occasions, engages, commits, and/or suffers an action, inaction, omission, event, and/or circumstance that constitutes or qualifies as a default under Articles 16.A.(3) and/or 16.A.(4) of this Agreement, irrespective of whether or not such action, inaction, omission, event, and/or circumstance is the subject of a notice of default from Franchisor to Franchisee pursuant to Articles 16.A.(3) and/or 16.A.(4) of this Agreement and irrespective of whether or not such default was timely cured and irrespective of whether or not Franchisee paid any penalties or additional fees to Franchisor;
- (b) Franchisee, intentionally and knowingly, refuses to comply with and/or breaches any term, condition, provision, and/or requirement of this Agreement with the intent of causing harm to Franchisor, the System, other System franchisee and/or customers of the Franchised Business;
- (c) Franchisee intentionally, knowingly, with prior notice, and/or through negligence, at any time, develops, manages, maintains, and/or operates the Franchised Business in violation of federal, state, and/or local laws, rules, regulations, ordinances, permits, codes and/or conduct resulting in a foreseeable, immediate and/or imminent threat to the health and/or safety of any third party including customers, employees, and/or the public at large;
- (d) Franchisee abandons, surrenders and/or fails to continuously and actively operate the Franchised Business, unless prevented from doing so by casualty that is the subject of Article 7.D. of this Agreement and that is cured/remedied in accordance with Article 7.D.;
- (e) Franchisee loses and/or fails to maintain possession of the leasehold and/or other legal interests providing Franchisee with the uninterrupted legal right and ability to occupy and to continue to occupy Franchisee's Restaurant Facility throughout the Term and to maintain and operate Franchised Business in accordance with the terms of this Agreement and the standards, specifications, and requirements set forth in the Operations Manual and/or as otherwise communicated by Franchisor from time to time;
- (f) Franchisee and/or Franchisee's Owners intentionally misrepresent and/or omit material information in any submitted application and during the application process;
- (g) As to information, records, statements, and/or data that Franchisee must maintain and/or report to Franchisor pursuant to the terms of this Agreement, the Operations Manual, or as otherwise requested by Franchisor from time to time, the information, records, statements, and/or data maintained by Franchisee and/or reported by Franchisee contains intentional inaccuracies and/or material inaccuracies that are either misleading or false;
- (h) Franchisee attempts to Transfer, or purportedly attempts to Transfer, this Agreement or any of Franchisee's rights under this Agreement, without Franchisor's prior approval, written consent, and/or otherwise not in accordance with this Agreement;
- (i) If Franchisee is a Corporate Entity, an Owner of Franchisee attempts to Transfer, or purportedly Transfers, the Owner's equity interests, ownership interests, and/or rights in Franchisee without Franchisor's prior approval, written consent, and/or otherwise not in accordance with this Agreement;
- (j) Franchisee discloses, divulges, provides access to, communicates, and/or permits the communication of the contents, data and/or information contained in the Operations Manual to any third party not otherwise authorized by Franchisor;

(k) Franchisee discloses, divulges, provides access to, communicates, and/or permits the communication of Confidential Information to any third party not otherwise authorized by Franchisor;

(l) Franchisee engages in any activity that injures, harms, damages, or otherwise has a material adverse effect on Franchisor, the System, the Licensed Marks, Toastique Restaurants, Franchisee's Restaurant, and/or the reputation of the Toastique brand;

(m) Franchisee, an Owner, and/or a Spouse, as applicable and whether individually or jointly, breaches or is in default of an Ancillary Agreement, and, if the applicable agreement provides for the opportunity to cure, fails to timely cure the breach or default of the Ancillary Agreement, including, without limitation, the Franchise Owner and Spouse Agreement and Guaranty;

(n) Franchisee and/or an Owner of Franchisee is convicted of a felony crime, and/or pleads guilty or nolo contendere to a felony crime;

(o) Franchisee and/or an Owner of Franchisee engages in intentionally dishonest and/or unethical conduct that, in Franchisor's Reasonable Business Judgment, results in embarrassment to Franchisor, the System, the Licensed Marks, Toastique Restaurants, Franchisee's Restaurant, and/or the reputation of the Toastique brand;

(p) Franchisee fails to complete, to Franchisor's reasonable satisfaction, the Training Program and/or supplemental training programs designated by Franchisor;

(q) Franchisee fails, upon receiving actual or constructive notice, shall: (1) immediately notify Franchisor of any known breach of the Confidentiality Agreement by any person or entity; (2) immediately notify Franchisor of facts and information that would cause a reasonable person to believe that a person or entity violated the Confidentiality Agreement and/or is in the process of violating the Confidentiality Agreement; and (3) take reasonable steps including, notice to Franchisor and Franchisee's consultation with Franchisee's legal counsel, to prevent any person or entity from violating the terms of the Confidentiality Agreement and/or otherwise publicly disseminating Confidential Information;

(r) Franchisee misappropriates, misuses, or makes any unauthorized use of the Licensed Marks, the Confidential Information, and/or the System and/or Franchisee materially impairs the goodwill associated with the Licensed Marks, and/or Franchisee applies for registration of the Licensed Marks anywhere in the world; and/or

(s) Franchisee and/or an Owner fails to comply with Anti-Terrorism Laws or becomes listed on the Annex to Executive Order 13244.

**(3) Defaults and Automatic Termination After 10 Day Cure Period** – Franchisee shall be in default of this Agreement and, this Agreement shall be terminated, upon the occurrence of any one or more of the following actions, inactions, omissions, events, and/or circumstances, unless, Franchisee timely cures, to the satisfaction of Franchisor, such default / action, inaction, omission, event, and/or circumstance within 10 calendar days of Franchisor's written notice:

(a) Franchisee fails, refuses, and/or is unable to timely pay the Royalty Fee, Advertising Contribution, and/or any other payment, fee, financial obligation, charge, and/or monetary obligation payable and/or due to Franchisor pursuant to the terms of this Agreement, under this Agreement, and/or any other agreement between Franchisor and Franchisee;

(b) Franchisee and/or Franchisee's affiliate fails, refuses, and/or is unable to pay any payment, fee, financial obligation, charge, and/or monetary obligation payable to Franchisor and/or Franchisor's affiliates pursuant to this Agreement and/or any other agreement between or among Franchisor, Franchisor's affiliate, Franchisee and/or Franchisee's affiliate; and/or

(c) Franchisee fails or refuses, at any time, and, without legal justification as may be determined by Franchisor in Franchisor's Reasonable Business Judgment, to pay any third party supplier or vendor for any goods, products, supplies, equipment, materials and/or any other items used by, benefitting, and/or intended to benefit the Franchised Business.

The foregoing events of default set forth in this Article 16.A.(3) shall exclude events of default that are otherwise governed by and/or constitute events of default under Article 16.A.(1) or Article 16.A.(2). In the event of any inconsistency or conflict between the provisions of this Article 16.A.(3) with Article 16.A.(1), Article 16.A.(1) shall take precedence and govern. In the event of any inconsistency or conflict between the provisions of this Article 16.A.(3) with Article 16.A.(2), Article 16.A.(2) shall take precedence and govern.

**(4) Defaults and Automatic Termination After 30 Day Cure Period** – Franchisee shall be in default of this Agreement and, this Agreement shall be terminated, upon the occurrence of any one or more of the following actions, inactions, omissions, events, and/or circumstances, unless, Franchisee timely cures, to the satisfaction of Franchisor, such default / action, inaction, omission, event, and/or circumstance within 30 calendar days of Franchisor's written notice:

(a) Franchisee fails or refuses to comply with and/or breaches any term, condition, provision, and/or requirement of this Agreement that is not otherwise a default under Articles 16.A.(1), 16.A.(2), or 16.A.(3) of this Agreement;

(b) Franchisee fails or refuses to comply with and/or breaches any term, condition, provision, and/or requirement of any agreement, other than this Agreement, between Franchisor and Franchisee, and/or an affiliate of Franchisor and Franchisee;

(c) Franchisee fails or refuses, in accordance with the terms of this Agreement, to obtain and secure a signed lease agreement or fee simple ownership interest in a restaurant location that is approved by Franchisor, in Franchisor's Reasonable Business Judgment, as Franchisee's Restaurant Location;

(d) Franchisee fails or refuses to develop and open the Franchised Business on or before the Scheduled Business Commencement Date, in compliance with the terms of this Agreement, as designated or specified in the Operations Manual, and/or in accordance with Franchisor's standards and specifications as communicated to Franchisee from time to time;

(e) Franchisee fails or refuses, at any time, to manage, maintain, and/or operate the Franchised Business in compliance with the terms of this Agreement, as designated or specified in the Operations Manual, and/or in accordance with Franchisor's standards, specifications, and requirements as communicated to Franchisee from time to time;

(f) Franchisee fails or refuses, at any time, to develop, manage, maintain, and/or operate the Franchised Business in compliance with all applicable federal, state, and local laws, rules, regulations, ordinances, permits, and codes;

(g) At any time, an inspection and/or evaluation of the operations of the Franchised Business –



whether by mystery shopper programs, third party inspection services, or as otherwise designated by Franchisor, and, whether or not such inspections are on notice or secret – Franchisor, in Franchisor’s Reasonable Business Judgment, determines that the operations of the Franchised Business do not meet or are in violation of the operational standards and requirements set forth in this Agreement, the Operations Manual, and/or as communicated to Franchisee from time to time;

(h) Franchisee fails or refuses to timely submit to Franchisor records, reports, stored media, recordings, financial statements, books, accounts, statements, data, documentation and/or other information as required by this Agreement, as set forth in the Operations Manual, and/or as requested by Franchisor

(i) If any inspection or review of Franchisee’s records, reports, books, accounts, statements, data, documentation and/or other information discloses, within any week, month, or Accounting Period selected by Franchisor, the underreporting of Franchisee’s Gross Sales, and/or any other metrics or data, resulting in the underpayment, by 5% or more, of the obligations, payments, and/or fees due by Franchisee to Franchisor under the terms of this Agreement;

(j) Franchisee fails or refuses, at any time, to maintain the required insurance policies and insurance coverage required for the Franchised Business as set forth in this Agreement, and/or in the Operations Manual; and/or

(k) Franchisee fails to timely satisfy and pay all vendors, suppliers and/or contractors in connection with the development, construction, and/or establishment of the Franchised Business.

The foregoing events of default set forth in this Article 16.A.(4) shall exclude events of default that are otherwise governed by and/or constitute events of default under Article 16.A.(1) or Article 16.A.(2). In the event of any inconsistency or conflict between the provisions of this Article 16.A.(4) with Article 16.A.(1), Article 16.A.(1) shall take precedence and govern. In the event of any inconsistency or conflict between the provisions of this Article 16.A.(4) with Article 16.A.(2), Article 16.A.(2) shall take precedence and govern.

#### **16.B. TERMINATION BY FRANCHISEE**

If Franchisee, each Owner and Spouse (as applicable) are in full compliance with each and every term and provision of this Agreement, any amendment or successor agreement, and any of the Ancillary Agreements, and Franchisor materially breaches Franchisor’s substantive and material obligations set forth in this Agreement, Franchisee may terminate this Agreement in the event of the following:

(1) Franchisor does not correct the material breach within 30 days after Franchisor’s receipt of Franchisee’s written notice of such material breach to Franchisor; or

(2) In a case where Franchisor’s material breach cannot reasonably be cured within 30 days, within 30 days of Franchisor’s receipt of Franchisee’s written notice of Franchisor’s material breach, Franchisor shall be provided a reasonable time period to cure such material breach provided that Franchisor provides reasonable evidence to Franchisee of Franchisor’s current, continuing and/or planned efforts to correct the material breach within a reasonable time.

In either case, Franchisee’s termination of this Agreement shall not take effect until expiration of the 30 day period set forth above and or such reasonable time period as necessary to cure the material breach, and Franchisee delivers to Franchisor a separate written notice of termination. The termination date must be at least 10 days after Franchisor’s receipt of Franchisee’s notice of termination. Franchisee’s termination of this Agreement for any reason other than as set forth in and in compliance with this Article 16.B. shall not

constitute the termination of this Agreement and shall constitute a material breach of this Agreement by Franchisee.

#### **16.C. FRANCHISOR'S ADDITIONAL RIGHTS, REMEDIES, AND DAMAGES**

Franchisee agrees that Article 16.A. sets forth actions, inactions, omissions, events, and/or circumstances that, among other things, constitute, in each and every instance and subject to any applicable cure period, if any, a default of this Agreement permitting Franchisor to, among other things, terminate this Agreement and/or resulting in the automatic termination of this Agreement. The grounds constituting a default under Article 16.A. are in addition to any and all other grounds for default as may be otherwise set forth in the Franchise Agreement. In the event of an event of default of this Agreement by Franchisee under Article 16.A. or, as otherwise set forth in this Agreement, Franchisee agrees that termination of this Agreement is not the sole or exclusive remedy of Franchisor and that Franchisor's right or remedy of termination shall be in addition to any and all other rights set forth in this Agreement, and as otherwise available to Franchisor in law or equity.

Without limitation to the foregoing, additionally, in the event of the termination of this Agreement as a result of a default or breach by Franchisee and/or, by Franchisee's Owners and/or affiliates of any Ancillary Agreements, Franchisor, in addition to any and all other rights and remedies available to Franchisor as set forth in this Agreement, and, at law and in equity, shall possess the following rights and remedies, each of which are not exclusive of the other and may be/are in conjunction with one another:

- (1) To void and terminate this Agreement, and thereafter to market, sell, transfer, convey and assign the rights granted to Franchisee under this Agreement to any other person or entity in Franchisor's sole discretion and without compensation to Franchisee.
- (2) To hold Franchisee and Franchisee's Owners liable for, and recover from each of them, jointly and severally, all payments, fees, monetary obligations, financial obligations, interest, and charges due and owing to Franchisor from Franchisee pursuant to this Agreement, the Ancillary Agreements, and/or any other agreements between Franchisee and Franchisor, including, without limitation, Royalty Fees and Advertising Contributions with each and every payment and obligation to be accelerated and due immediately.
- (3) To hold Franchisee and Franchisee's Owners liable for, and recover from each of them, jointly and severally, lost revenues, profits, and fees including, but not limited to Royalty Fees, Brand Development Fund Fee, Advertising Contributions, and all other fees, revenues and/or expenses that would have been paid to Franchisor, under the terms of this Agreement and throughout the Term of this Agreement, had a breach not occurred and had Franchisor not terminated this Agreement. In calculating and determining the foregoing Franchisee agrees that in calculating and in determining such damages that it is fair and reasonable to use Franchisee's most recent calendar year Gross Sales in calculating and determining Franchisor lost revenues and fees and by assuming that such Gross Sales would have been earned in each and every year throughout the remainder of the Term had this Agreement not been terminated. If, however, the Franchised Business has been open and in operation for less than one calendar year, Franchisee agrees that it is fair and reasonable to use an average of Restaurant Gross Sales across the System during the year in which this Agreement was terminated and to use such average Gross Sales for the purpose of calculating and determining Franchisor lost revenues and fees and, in doing so, by assuming that such Gross Sales would have been earned in each and every year throughout the remainder of the Term had this Agreement not been terminated. Franchisee agrees that the foregoing is a form of liquidated damages, and that it is fair and reasonable.
- (4) To hold Franchisee and Franchisee's Owners liable for all costs, fees, expenses, and/or damages incurred by Franchisor and/or suffered by Franchisor as a result of a breach or termination including,

but not limited to, the recovery of reasonable attorney fees and expenses including court costs, arbitration fees, mediation fees, arbitrator fees, mediator fees, depositions and other related expenses.

(5) To enjoin, restrain, and otherwise prohibit Franchisee from operating Franchisee's Restaurant or exercising any rights granted to Franchisee under this Agreement pursuant to a court order restraining order, injunction or other means.

(6) Declaratory judgment that this Agreement and all rights granted to Franchisee under this Agreement are terminated, null and void.

(7) All other remedies and/or rights available to Franchisor as otherwise set forth in the Agreement and/or as may be otherwise available by law or equity.

In the event of a breach or default of this Agreement, should Franchisor elect, at Franchisor's sole discretion, to not terminate this Agreement, such action shall be without prejudice and without waiver of Franchisor's rights in the future. Further, at all times, and without prejudice to Franchisor's right to declare a default and, among other things, terminate this Agreement, Franchisor may: (i) temporarily or permanently suspend any existing credit arrangements or accommodations previously extended to Franchisee and/or refrain from offering or making available to Franchisee any credit arrangements or accommodations that may be offered or made available to other System franchisees; (ii) modify payment terms for approved products, supplies, or other merchandise purchased by Franchisee which may include, without limitation, requiring cash on delivery; (iii) disqualify Franchisee from being eligible for, or from participating in, special promotion programs, rebates, and/or rebate sharing that may be offered or made available to other System franchisees; and/or (iv) refrain from providing or making available to Franchisee promotional materials or other materials developed by the Brand Development Fund and/or Advertising Cooperative.

If Franchisor does not pursue termination of this Agreement in the event of a default or breach by Franchisee, and/or Franchisor accepts any royalties, payments, contributions, funds, or other monetary sums from Franchisee, such actions do not constitute a waiver or acceptance of Franchisee's default or breach, and Franchisor reserves the right to pursue any and all additional remedies set forth in this Agreement, at law, or in equity. Franchisor's rights and remedies are cumulative, and no exercise or enforcement by Franchisor of any such right or remedy precludes the exercise or enforcement by Franchisor of any other right or remedy which Franchisor is entitled by law to enforce.

## **ARTICLE 17**

### **OBLIGATIONS UPON TERMINATION, EXPIRATION AND CONTINUING OBLIGATIONS**

#### **17.A. PAYMENT OF AMOUNTS OWED TO FRANCHISOR**

Without limitation as to any other Article or provision of this Agreement, upon expiration or termination of this Agreement for any reason, Franchisee shall immediately pay to Franchisor all sums and fees due from Franchisee to Franchisor under the terms of this Agreement including, but not limited to Royalty Fees and Advertising Contributions and all other sums and fees due from Franchisee to Franchisor and/or Franchisor affiliates and/or suppliers for products and services including, but not limited to, System Supplies.

#### **17.B. CEASE OPERATIONS, USE OF SYSTEM AND PROTECTION OF THE SYSTEM**

Upon expiration, termination, or Transfer of this Agreement for any reason, Franchisee shall immediately:

(1) Permanently cease to be a franchise owner of the Restaurant that was the subject of this Agreement and cease to operate such Restaurant under the System;

(2) Directly or indirectly, hold itself out to any person or entity, or represent itself, as a present or former Toastique Restaurant franchisee;

(3) Permanently cease to use, in any manner: (a) the System including, without limitation, the Confidential Information, the Licensed Marks, the Business Management System Data, and the Operations Manual; (b) any methods, procedures, or techniques associated with the System in which Franchisor possesses proprietary rights or that constitute Franchisor's trade secrets; (c) System Supplies, including communicating with or ordering products from Franchisor's designated suppliers and vendors of System Supplies; (d) the Approved Services and Products; and (e) any other advertising, marketing, media, and any other information, documents or things associated with Franchisor, the System, the Licensed Marks, Toastique Restaurants, the Franchised Business, and Franchisee's former Toastique Restaurant, including, without limitation, any confidential, proprietary methods, procedures, descriptions of products, techniques, trade secrets, recipes, proprietary marks, distinctive forms, slogans, symbols, signs, stationary, advertising material, articles, logos, devices, items and all other things, tangible or intangible, associated with Franchisor, the System, the Licensed Marks, and Toastique Restaurants;

(4) Return to Franchisor the Operations Manual (including any and all parts, supplements, and copies of the Operations Manual), the Confidential Information (including without limitation the Business Management System Data and all customer lists and information), and all other confidential materials, equipment, software, information, and property owned by Franchisor and all copies thereof provided, however, that Franchisee may retain Franchisee's copies of this Agreement, correspondence between Franchisor and Franchisee, but not including Confidential Information that may be contained in or attached thereto, and other documents that Franchisee needs to retain pursuant to applicable law;

(5) Permanently cease accessing, immediately disconnect from, and discontinue using any and all digital media, intra-nets, cloud based systems, and/or servers that store, maintain, and/or provide access to the Operations Manual, Confidential Information, and all other standards, specifications of Franchisor;

(6) Immediately notify Franchisor, in writing, of any and all locations where Franchisee may have maintained and/or stored digital files and/or media containing all or parts of the Operations Manual, any Confidential Information, and all other standards and specifications of Franchisor, immediately turn over such digital files and media to Franchisor, and follow Franchisor's instructions as to the destruction of such digital files and media;

(7) Except in the event an authorized transferee continues to operate Franchisee's former Restaurant at Franchisee's Restaurant Location subsequent to a Transfer, at Franchisee's sole cost and expense: (a) modify and alter Franchisee's former Restaurant, Franchisee's former Restaurant Facility, and Franchisee's Restaurant Location, as reasonably necessary or otherwise required by Franchisor, to ensure that Franchisee's Restaurant Facility and Franchisee's Restaurant Location have been completely de-identified and differentiated from its former appearance to prevent any confusion by the public as to the continued existence of a Restaurant at the Restaurant Location; (b) remove from Franchisee's Restaurant Facility and Franchisee's Restaurant Location all distinctive physical and structural features identifying a Restaurant and all distinctive signs, trade dress and emblems associated with the System including, without limitation, signs, trade dress, and emblems bearing the Licensed Marks; and (c) make specific additional changes to Franchisee's Restaurant Facility and Franchisee's Restaurant Location as Franchisor reasonably requests for the purpose of completely de-identifying Franchisee's former Restaurant. Franchisee shall immediately initiate the foregoing actions and complete such actions within the period of time designated by Franchisor, and Franchisee

agrees that Franchisor and/or Franchisor's designated agents may enter the premises of Franchisee's Restaurant Facility and Franchisee's Restaurant Location at any time to make foregoing alterations at Franchisee's sole risk and expense. Franchisee further agrees that Franchisee's failure to timely make modifications and alterations to Franchisee's Restaurant Facility and Franchisee's Restaurant Location will cause irreparable injury to Franchisor, and Franchisee consents to the entry, at Franchisee's expense, of any ex-parte order by any court of competent jurisdiction authorizing Franchisor or its agents to take action, if Franchisor seeks such an order;

(8) Take all actions necessary and/or reasonably required to cancel all fictitious or assumed names or equivalent registrations relating to the Licensed Marks;

(9) At no cost to Franchisor, take such action as may be determined by Franchisor to: (a) provide and assign to Franchisor the Business Management System, the Business Management System Data, and all customer lists, customer information, and customer data; and (b) transfer, disconnect, and/or otherwise assign, as directed by Franchisor, all telephone numbers, email addresses, yellow pages telephone directories, telephone directory type listings, Web Based Media listings, accounts and log-in information used in connection with Franchisee's former Restaurant and/or otherwise associated with the System and/or the Licensed Marks, cancel Franchisee's interests in same as such cancellation may be directed by Franchisor, and effectuate, perform, honor, and comply with Franchisee's obligations under the Assignment of Telephone Numbers and Digital Media Accounts attached to this Agreement as Exhibit 6;

(10) Abide by, and comply with, the restrictive covenants and obligations set forth in this Agreement, including, without limitation, the restrictive covenants and obligations set forth in Article 6.B. through Article 6.E. of this Agreement; and

(11) Provide Franchisor, within 30 days of the expiration, termination, or Transfer of this Agreement, with written proof demonstrating that Franchisee has complied with the terms of this Article 17 and all other obligations under this Agreement that Franchisee must perform, abide by, and comply with, subsequent to the termination, expiration, or Transfer of this Agreement.

#### **17.C. CONTINUING OBLIGATIONS**

All obligations under this Agreement that expressly, or by their nature, survive, or are intended to survive, the expiration, termination, or Transfer of this Agreement shall continue in full force and effect subsequent to, and notwithstanding, this Agreement's termination, expiration, or Transfer until such obligations are satisfied in full or, by the nature and/or terms, such obligation(s) expire.

Franchisee further agrees that in the event of a Transfer of this Agreement by Franchisee, whether or not such Transfer is authorized by Franchisor or made in violation of this Agreement, under no circumstance shall Franchisee be relieved of Franchisee's Obligations under this Agreement and under no circumstance shall each Owner and Spouse be relieved of their respective guarantees, agreements, and obligations related to, or associated with, this Agreement, including, without limitation, the guarantees, agreements, and obligations set forth in the Franchise Owner and Spouse Agreement and Guaranty attached to this Agreement as Exhibit 1. The immediately foregoing shall not be interpreted or otherwise construed as constituting consent to any Transfer of this Agreement without the express written consent by Franchisor and Franchisee's compliance with this Agreement respecting any such Transfer.

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**ARTICLE 18**  
**ENFORCEMENT AND CONSTRUCTION**

**18.A. SEVERABILITY AND SUBSTITUTION OF VALID PROVISIONS**

(1) Except as expressly provided to the contrary in this Agreement, each and every term and provision of this Agreement shall be interpreted or otherwise construed to be independent of each other and severable. Although each term and provision of this Agreement is considered by the parties to be reasonable and intended to be enforceable, if any such term or provision of this Agreement is found by a court of competent jurisdiction, agency, or other government agency to be unenforceable as written or otherwise, then such term and condition shall be modified, rewritten, interpreted, or “blue-lined” to include as much of its nature and scope as will render it enforceable. If such term and condition cannot be so modified, rewritten, interpreted, or “redlined” in any respect, then it will not be given effect and severed from this Agreement, and the remainder of this Agreement shall be interpreted, construed and enforced as if such term and condition was not included in this Agreement.

(2) If any applicable and binding law or rule requires a greater prior notice of the termination of this Agreement than is required in this Agreement, or the taking of some other action not required by this Agreement, or if under any applicable and binding law or rule, any term and condition of this Agreement, or any specification, standard, or operating procedure Franchisor prescribes is invalid or unenforceable, then the greater prior notice and/or other action required by law or rule shall be substituted for the comparable provisions, and Franchisor has the right, in its sole discretion, to modify the invalid or unenforceable term and condition, specification, standard, or operating procedure to the extent required to be valid and enforceable. Franchisee agrees to be bound by any such substituted and/or modified term and condition of this Agreement imposing the maximum duty permitted by law that is prescribed within the terms of any provision of this Agreement as though it were originally and separately articulated in, and made a part of, this Agreement as of the Effective Date and/or any specification, standard or operating procedure Franchisor prescribes, which may result from striking from any terms and conditions, specifications, standards, or operating procedures, and any portion or portions thereof, a court may hold to be unenforceable or from reducing the scope of any promise or covenant to the extent required to comply with a court order. Modifications to this Agreement shall be effective only in those jurisdictions in which such terms and conditions, specifications, standards, or operating procedures are found to be unenforceable, unless Franchisor elects to give them greater applicability, in which case, this Agreement shall be enforced as originally made in all other jurisdictions.

**18.B. WAIVER OF OBLIGATIONS**

No delay, waiver, omission, or forbearance on the part of Franchisor to enforce any term and condition of this Agreement or exercise any of Franchisor’s rights, options, or powers under this Agreement constitutes a waiver by Franchisor to enforce any other term and condition of this Agreement or exercise any of Franchisor’s other rights, options, or powers under this Agreement. No such delay, waiver, omission, or forbearance shall constitute a waiver by Franchisor to subsequently enforce such term and condition of this Agreement or subsequently exercise such right, option, or power. Acceptance by Franchisor of any payments, fees, charges, or other amount from Franchisee payable to Franchisor pursuant to this Agreement shall not constitute a waiver or acceptance of Franchisee’s default or breach of this Agreement or otherwise a waiver of any term and condition of this Agreement, and Franchisor reserves the right to pursue any and all additional remedies set forth in this Agreement, at law, or in equity. Franchisor shall likewise not be deemed to have waived or impaired any term and condition, right, option or power set forth in this Agreement by virtue of any custom or practice of the parties at variance with the terms and conditions of this Agreement or Franchisor’s insistence upon Franchisee’s strict compliance with Franchisee’s obligations, including any mandatory specification, standard or operating procedure. No waiver by

Franchisor of any term and condition of this Agreement shall be valid unless in writing and signed by Franchisor.

#### **18.C. FORCE MAJEURE**

If either Franchisor or Franchisee is delayed in performing any obligation under this Agreement by any cause reasonably beyond its control when such cause would affect any person or entity similarly situated, including, without limitation, war, civil disorder, catastrophic weather, power outage, acts of God, including, but not limited to, natural disaster, tornados, earthquakes, wildfires, and pandemics and/or labor strikes unassociated with Franchisee or Franchisor (collectively, “Force Majeure”), then the time period for performing such obligation shall be extended by a period of time equal to the period of delay. Notwithstanding the immediately foregoing sentence, any delay resulting from Force Majeure shall not excuse Franchisee’s payment of any fee, charge, amount, and/or any other monetary or financial obligation to Franchisor under this Agreement, including, without limitation, the payment of the Royalty Fee and Advertising Contributions, and the non-performance of any obligation under this Agreement due to Force Majeure shall not be extended or otherwise excused for more than six months.

#### **18.D. SPECIFIC PERFORMANCE AND INJUNCTIVE RELIEF**

Nothing in this Agreement bars Franchisor’s right to obtain specific performance of the provisions of this Agreement and injunctive relief under legal and/or equity rules against threatened conduct that will cause damages or loss to it, the Licensed Marks or the System. Without limitation to the rights set forth in Article 6 of this Agreement, Franchisee agrees that Franchisor may obtain such injunctive relief. Franchisee agrees that Franchisor will not be required to post a bond (other than as set forth in Article 6.H. of this Agreement) to obtain injunctive relief and that Franchisee’s only remedy if an injunction is entered against Franchisee will be the dissolution of that injunction, if warranted, upon a hearing duly held (all claims for damages by reason of the wrongful issuance of any such injunction being expressly waived hereby). The remedies available to Franchisor under Article 6.H. are not exclusive of one another and may be combined with others under this Agreement, or at law or in equity, including injunctive relief, specific performance and recovery of monetary damages. Without limitation to the foregoing Franchisee agrees that in the event of a breach of this Agreement by Franchisee respecting and/or concerning the System and/or the Licensed Marks shall cause irreparable harm to Franchisor, the System and the Licensed Marks. The foregoing shall not be interpreted to invalidate the mediation and arbitration requirements set forth in Article 18.G. of this Agreement and shall be consistent with same.

#### **18.E. RIGHTS OF PARTIES ARE CUMULATIVE**

The rights under this Agreement are cumulative and no exercise or enforcement by a party of any right or remedy precludes the exercise or enforcement by that party of any other right or remedy which Franchisor or Franchisee is entitled by law to enforce.

#### **18.F. GOVERNING LAW**

EXCEPT TO THE EXTENT GOVERNED BY THE UNITED STATES TRADEMARK ACT OF 1946 (LANHAM ACT, 15 U.S.C. §§ 1051 *ET SEQ.*) OR OTHER FEDERAL LAW, THIS AGREEMENT AND THE RELATIONSHIP BETWEEN THE PARTIES HERETO SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF ARIZONA, EXCEPT THAT ITS CHOICE OF LAW AND CONFLICTS OF LAWS RULES SHALL NOT APPLY AND ANY FRANCHISE REGISTRATION, DISCLOSURE, RELATIONSHIP OR SIMILAR STATUTE WHICH MAY BE ADOPTED BY THE STATE OF ARIZONA SHALL NOT APPLY UNLESS ITS JURISDICTIONAL REQUIREMENTS ARE MET INDEPENDENTLY WITHOUT REFERENCE TO THIS PARAGRAPH.

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## 18.G. NON-BINDING MEDIATION AND BINDING ARBITRATION

(1) **Non-Binding Mediation** – Franchisee and Franchisor agree that before either party may bring any action, dispute and/or controversy arising from or related to this Agreement and/or the franchise relationship between Franchisor and Franchisee in arbitration, the parties must first mediate the dispute through non-binding mediation. Mediation shall be non-binding and shall be conducted by the American Arbitration Association (“AAA”) in accordance with AAA’s then current rules for the mediation of commercial disputes. All mediation proceedings shall be conducted in Washington, D.C. or, if a mediator is not available in Washington, D.C. then at a suitable location selected by the mediator that is located closest to Washington, D.C. Mediation shall be conducted by one mediator and if Franchisor and Franchisee cannot agree on a mediator then the mediator shall be selected by AAA. Mediation shall be conducted within 45 days of AAA’s designation and/or acknowledgment of the selected mediator or such longer period as may be agreed to between Franchisor and Franchisee in writing and signed by each respective party. Franchisor and Franchisee shall each be responsible for their own costs associated with mediation and Franchisor and Franchisee shall each be responsible for and shall each pay 50% of the mediator’s fee and the AAA’s mediation fees.

Notwithstanding the preceding paragraph, Franchisor and Franchisee agree this Sub-Article 18.G.(1) and, thereby, the prerequisite requirement of non-binding mediation, shall not, at Franchisor’s election, apply to: (a) any claims or disputes related to or concerning a breach of this Agreement by Franchisee that, under the terms of this Agreement, may entitle Franchisor to the award of injunctive relief including, but not limited to, Franchisee’s violation or purported violation of Article 6 of this Agreement; and/or (b) claims by either Franchisor or Franchisee under this Agreement that relates to either Franchisor’s or Franchisee’s failure to pay fees or other monetary obligations due under this Agreement.

(2) **Arbitration** – Subject to the prerequisite requirements of non-binding mediation as set forth in Sub-Article 18.G.(1), and, except, at Franchisor’s election, as to any claims or disputes related to or concerning a breach of this Agreement by Franchisee that, under the terms of this Agreement, may entitle Franchisor to the award of injunctive relief including, but not limited to, Franchisee’s violation or purported violation of Article 6 of this Agreement, Franchisor and Franchisee agree that all disputes, controversies, and claims, arising from and/or related to this Agreement, the relationship between Franchisor and Franchisee, the System, and/or the validity of this Agreement and/or the Ancillary Agreements, shall be submitted, on demand of either Franchisor or Franchisee, to AAA for binding arbitration. Arbitration shall be conducted by one arbitrator in accordance with AAA’s then current rules for commercial disputes, except as may be otherwise required in this Article 18.G. All arbitration proceedings shall be conducted in Washington, D.C. or, if suitable AAA facilities are not available in Washington, D.C. then at a suitable AAA location selected by the arbitrator that is located closest to Washington, D.C.

In connection with binding arbitration, Franchisor and Franchisee further agree that:

- (a) All matters relating to arbitration, will be governed by the United States Federal Arbitration Act, except as expressly or otherwise set forth in this Agreement;
- (b) The arbitration hearing shall be conducted within 180 days of the demand for arbitration;
- (c) The arbitrator shall render written findings of fact and conclusions of law;
- (d) Except as may be otherwise required and/or prohibited by this Agreement including, but not limited to Articles 18.I., 18.J., 18.N., 18.O., 18.R., 18.T., and 18.X. of this Agreement, the



arbitrator has the right to award or include in his or her award any relief that he or she determines to be proper, including monetary damages, interest on unpaid sums, specific performance, injunctive relief, attorneys' fees, and costs and expenses as allowable under this Agreement. Notwithstanding the foregoing, under no circumstance shall the Arbitrator be authorized to award or declare the Licensed Marks to be generic or invalid;

(e) They shall each be bound to the limitations periods set forth in Article 18.I. of this Agreement and that, in any arbitration proceeding, Franchisor and Franchisee must each timely submit, within the same arbitration proceeding, any claim that would constitute a compulsory counterclaim as such claims are defined and set forth under Rule 13 of the United States Federal Rules of Civil Procedure. Any claim that is not submitted or filed as required shall be forever barred;

(f) Judgment upon the arbitrator's award may be entered in any court of competent jurisdiction; and

(g) Arbitration and/or any arbitration award must be conducted in accordance with the terms of this Agreement including, but not limited to, the requirements set forth in this Article 18.

(3) **Consent to Jurisdiction and Venue** – Subject to the non-binding mediation and arbitration provisions set forth in this Article 18.G., Franchisor and Franchisee agree that any judicial action or legal proceeding must be brought in a court of competent jurisdiction located within Washington, D.C. or the county closest to Washington, D.C. Franchisor and Franchisee do hereby irrevocably consent to and waive any objection to such jurisdiction or venue. Without limitation to the foregoing and notwithstanding same, Franchisor and Franchisee agree that Franchisor, at Franchisor's election, may bring any legal action or proceeding seeking a temporary restraining order, preliminary injunction, or any action seeking Franchisor's enforcement of an arbitration award or any judicial decision in the federal or state court located in the county and state where either the Franchised Business was located or where Franchisee resides.

#### **18.H. VARIANCES**

FRANCHISEE AGREES THAT FRANCHISOR HAS AND MAY AT DIFFERENT TIMES, IN FRANCHISOR'S ABSOLUTE AND SOLE DISCRETION, APPROVE EXCEPTIONS OR CHANGES FROM THE UNIFORM STANDARDS OF THE SYSTEM, WHICH FRANCHISOR DEEMS DESIRABLE OR NECESSARY UNDER PARTICULAR CIRCUMSTANCES. FRANCHISEE UNDERSTANDS THAT IT HAS NO RIGHT TO OBJECT TO OR AUTOMATICALLY OBTAIN SUCH VARIANCES, AND ANY EXCEPTION OR CHANGE MUST BE APPROVED IN ADVANCE BY FRANCHISOR IN WRITING. FRANCHISEE UNDERSTANDS THAT EXISTING FRANCHISEES MAY OPERATE UNDER DIFFERENT FORMS OF AGREEMENTS AND THAT THE RIGHTS AND OBLIGATIONS OF EXISTING FRANCHISEES MAY DIFFER MATERIALLY FROM THIS AGREEMENT.

#### **18.I. LIMITATIONS OF CLAIMS**

EXCEPT FOR CLAIMS BROUGHT BY FRANCHISOR WITH REGARD TO FRANCHISEE'S OBLIGATIONS TO MAKE PAYMENTS TO FRANCHISOR PURSUANT TO THIS AGREEMENT, FRANCHISOR'S ENFORCEMENT OF THE RESTRICTIVE COVENANTS SET FORTH IN ARTICLE 6 OF THIS AGREEMENT, AND FRANCHISEE'S OBLIGATION TO INDEMNIFY FRANCHISOR IN ACCORDANCE WITH THIS AGREEMENT, ANY AND ALL CLAIMS AND/OR CAUSES OF ACTION ARISING OUT OF, OR RELATING TO, THIS AGREEMENT, OR THE RELATIONSHIP BETWEEN FRANCHISEE AND FRANCHISOR RESULTING FROM THIS AGREEMENT, SHALL BE BARRED UNLESS SUCH CLAIM AND/OR CAUSE OF ACTION IS COMMENCED WITHIN TWO YEARS FROM THE DATE ON WHICH THE ACT OR EVENT GIVING RISE TO THE CLAIM

OCCURRED OR ONE YEAR FROM THE DATE ON WHICH FRANCHISEE OR FRANCHISOR KNEW, OR SHOULD HAVE KNOWN, IN THE EXERCISE OF REASONABLE DILIGENCE, OF THE FACTS GIVING RISE TO SUCH CLAIM AND/OR CAUSE OF ACTION, WHICHEVER OCCURS FIRST IN TIME.

**18.J. WAIVER OF PUNITIVE DAMAGES AND LIMITATION OF DAMAGES**

FRANCHISOR AND FRANCHISEE HEREBY WAIVE TO THE FULLEST EXTENT PERMITTED BY LAW, ANY RIGHT TO OR CLAIM FOR ANY PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR SPECULATIVE DAMAGES AGAINST THE OTHER AND AGREE THAT IN THE EVENT OF A DISPUTE BETWEEN THEM, EXCEPT AS OTHERWISE PROVIDED HEREIN, EACH SHALL BE LIMITED TO THE RECOVERY OF ACTUAL DAMAGES SUSTAINED BY IT; PROVIDED THAT SUCH WAIVER SHALL NOT APPLY TO ANY CLAIM FOR DAMAGES (A) ALLOWED BY FRANCHISOR OR FRANCHISEE FOR ATTORNEY'S FEES OR COSTS AND EXPENSES UNDER THIS AGREEMENT; AND/OR (B) FOR LOST PROFITS, FEES, AND/OR OTHER PAYMENTS OR OBLIGATIONS THAT OTHERWISE WOULD HAVE BEEN PAYABLE AND DUE UNDER THIS AGREEMENT BY FRANCHISOR OR FRANCHISEE AND/OR THE OWNERS UPON OR ARISING OUT OF A BREACH RESULTING IN THE TERMINATION OF THIS AGREEMENT. NOTWITHSTANDING ANYTHING TO THE CONTRARY IN THIS AGREEMENT, IF ANY OTHER TERM OF THIS AGREEMENT IS FOUND OR DETERMINED TO BE UNCONSCIONABLE OR UNENFORCEABLE FOR ANY REASON, THE FOREGOING PROVISIONS OF WAIVER BY AGREEMENT OF PUNITIVE, EXEMPLARY, INCIDENTAL, INDIRECT, SPECIAL, CONSEQUENTIAL OR OTHER SIMILAR DAMAGES SHALL CONTINUE IN FULL FORCE AND EFFECT.

**18.K. WAIVER OF JURY TRIAL**

FRANCHISOR AND FRANCHISEE IRREVOCABLY WAIVE TRIAL BY JURY IN ANY ACTION, PROCEEDING, OR COUNTERCLAIM, WHETHER AT LAW OR IN EQUITY, BROUGHT BY EITHER OF THEM AGAINST THE OTHER, WHETHER A LEGAL ACTION, IN MEDIATION, OR IN ARBITRATION.

**18.L. BINDING EFFECT**

This Agreement is binding upon the parties of this Agreement and their respective executors, administrators, heirs, assigns and successors in interest, and shall not be modified except by written agreement signed by both Franchisee and Franchisor.

**18.M. COMPLETE AGREEMENT**

This Agreement, the documents referred to in this Agreement and the Schedules and Exhibits to this Agreement, constitute the entire, full and complete Agreement between Franchisor and Franchisee concerning the subject matter of this Agreement and supersedes all prior related agreements between Franchisor and Franchisee. The foregoing shall not constitute and does not constitute any disclaimer as to the express representations made by Franchisor in the Franchise Disclosure Document disclosed to Franchisee in connection with this Franchise Agreement.

**18.N. ATTORNEY FEES AND EXPENSES**

Franchisee agrees that in the event that an arbitrator in any arbitration proceeding and/or, a court of competent jurisdiction shall issue an award, judgment, decision and/or order finding, holding and/or declaring Franchisee's breach of this Agreement then Franchisor shall also be entitled to the recovery of all reasonable attorney fees, costs and expenses associated with and/or related to such arbitration and/or litigation. Said fees, costs and expenses shall include, but not be limited to, attorney fees, arbitration fees, arbitrator fees, deposition expenses, expert witness fees and filing fees.

**18.O. NO CLASS ACTION OR MULTI-PARTY ACTIONS**

FRANCHISOR AND FRANCHISEE AGREE THAT ALL PROCEEDINGS AND/OR LEGAL ACTIONS ARISING OUT OF OR RELATED TO THIS AGREEMENT AND/OR THE OFFER AND SALE OF THE TOASTIQUE FRANCHISE FROM FRANCHISOR TO FRANCHISEE, WILL BE CONDUCTED ON AN INDIVIDUAL BASIS AND NOT A CLASS-WIDE BASIS, AND THAT ANY PROCEEDING BETWEEN FRANCHISEE, FRANCHISEE'S OWNERS, SPOUSES AND/OR GUARANTORS AND FRANCHISOR AND/OR FRANCHISOR'S AFFILIATES, OFFICERS, DIRECTORS AND/OR EMPLOYEES MAY NOT BE CONSOLIDATED WITH ANY OTHER PROCEEDING BETWEEN FRANCHISOR AND ANY OTHER THIRD PARTY.

**18.P. ACCEPTANCE BY FRANCHISOR**

This Agreement will not be binding on Franchisor unless and until an authorized officer of Franchisor has signed it.

**18.Q. OPPORTUNITY FOR REVIEW BY FRANCHISEE'S ADVISORS**

Franchisor recommends that Franchisee have this Agreement and the Franchise Disclosure Document reviewed by Franchisee's lawyer, accountant, and other business advisors, prior to signing this Agreement.

**18.R. NO PERSONAL LIABILITY BY FRANCHISOR'S EMPLOYEES, OFFICERS AND/OR AUTHORIZED AGENTS**

Franchisee agrees that the fulfillment of any of Franchisor's obligations written in this Agreement or based on any oral communications ruled to be binding in a court of law shall be Franchisor's sole obligation and none of Franchisor's employees, officers and/or authorized agents shall be personally liable to Franchisee for any reason. In addition to the foregoing, Franchisor and Franchisee are not joint employers. The foregoing shall not be construed to imply that Franchisor and/or Franchisor's agents have made any oral promises as pursuant to Article 18.M. of this Agreement, this written Agreement represents the sole Agreement between Franchisor and Franchisee.

**18.S. NON-UNIFORM AGREEMENTS**

Franchisee agrees that Franchisor makes no representations or warranties that all other agreements with Toastique Holdings, LLC franchisees entered into before or after the Effective Date do or will contain terms substantially similar to those contained in this Agreement. Franchisee agrees that Franchisor may waive or modify comparable provisions of other Franchise Agreements to other System franchisees in a non-uniform manner.

**18.T NO RIGHT TO OFFSET**

Franchisee shall not, on grounds of the alleged nonperformance, material breach, or default by Franchisor of this Agreement, any other agreement between Franchisor and Franchisee, or for any other reason, withhold any payment, fee, or any other amount payable by Franchisee to Franchisor pursuant to this Agreement, including, without limitation, the payment of the Royalty Fee and Advertising Contributions, or any other payment obligation by Franchisee to Franchisor. Franchisee shall not have the right to offset or withhold any liquidated or unliquidated amount allegedly due to Franchisee from Franchisor against any payment, fee, or any other amount payable to Franchisor pursuant to this Agreement or any other payment obligation by Franchisee to Franchisor.

**18.U. HEADINGS**

The headings and subheadings in this Agreement are strictly for convenience and reference only, and they shall not limit, expand, or otherwise affect the interpretation and construction of the terms and conditions of this Agreement.

#### **18.V. AUTHORITY TO EXECUTE AND BIND**

Each party agrees, warrants and represents that it has all requisite power and authority to enter into this Agreement. The execution, delivery, and performance of this Agreement has been duly and lawfully authorized by all necessary actions of each party, and the signatory to this Agreement for each party has been duly and lawfully authorized to execute this Agreement for and on behalf of the party for whom each signatory has signed.

#### **18.W. COUNTERPARTS; ELECTRONIC SIGNATURES; MULTIPLE COPIES**

This Agreement may be executed in counterparts, all of which counterparts shall be deemed originals and taken together shall constitute a single agreement, and the signature pages of which may be detached from the several counterparts and attached to a single copy of this Agreement to physically form a single document. Executed duplicates of this Agreement, if any, shall be deemed originals.

#### **18.X. JOINT AND SEVERAL LIABILITY**

If Franchisee consists of more than one person or entity, then their liability under this Agreement shall be deemed joint and several.

#### **18.Y. RECITALS**

The parties agree that the recitals and representations contained on the first page of this Agreement constitute a part of this Agreement and are hereby fully incorporated into the terms of this Agreement.

### **ARTICLE 19** **NOTICES**

All written notices and reports permitted or required to be delivered by this Agreement shall be deemed so delivered, at the time delivered by hand, one business day after being placed in the hands of a national commercial courier service for overnight delivery (properly addressed and with tracking confirmation), or three business days after placed in the U.S. mail by registered or certified mail, postage prepaid, and addressed to the party to be notified at its most current principal business address of which the notifying party has been notified. Reports requiring delivery shall be delivered by certified U.S. mail and/or electronically, as designated by Franchisor. The addresses for the parties set forth in the initial paragraph of this Agreement shall be used unless and until a different address has been designated by written notice to the other party. Any notice required under this Agreement shall not be deemed effective or given by Franchisee to Franchisor unless given in strict compliance with this Agreement. Notwithstanding the foregoing, the Operations Manual and modifications to the Operations Manual may be delivered and/or noticed to Franchisee by such means selected by Franchisor, including electronic notice and email.

In all cases where Franchisor's prior approval is required and no other method or timing for obtaining such approval is prescribed, Franchisee shall request such approval in writing, and, unless otherwise expressly proscribed in this Agreement, Franchisor shall respond within 10 business days after receiving Franchisee's written request and all supporting documentation, provided if Franchisor does not respond, such request shall be deemed unapproved. Franchisor's consent to, or approval of, any act or request by Franchisee shall be effective only to the extent specifically stated, and Franchisor's consent or approval shall not be deemed to waive, or render unnecessary, consent or approval of any other subsequent similar act or request.

[SIGNATURE PAGE TO FOLLOW]

**IN WITNESS WHEREOF**, the parties have executed, sealed and delivered this Agreement as of the Effective Date set forth in the first paragraph of this Agreement.

**Franchisor:**

Toastique Holdings, LLC

By:

Signature

\_\_\_\_\_  
Name and Title (please print)

\_\_\_\_\_  
Dated

**Franchisee:**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (please print)

\_\_\_\_\_  
Dated

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (please print)

\_\_\_\_\_  
Dated



**Franchise Agreement – Schedule 1**  
**Restaurant Location and Designated Territory Acknowledgment**

Pursuant to the Franchise Agreement dated \_\_\_\_\_, 20\_\_ by and between Toastique Holdings, LLC, as Franchisor, and \_\_\_\_\_, as Franchisee (the “Franchise Agreement”), Franchisor and Franchisee agree:

**(a) Franchisee’s Restaurant Location** – “Franchisee’s Restaurant Location,” as such term is defined in the Franchise Agreement, including, but not limited to Articles 1 and 2.A., is identified, as follows:

[To be Effective this Schedule Must be Completed and Signed by Franchisor. If not completed and signed at time of signing Franchise Agreement, may be completed in the future pursuant to the terms of the Franchise Agreement.]

**(b) Franchisee’s Designated Territory** – Franchisee’s “Designated Territory,” as such term is defined in the Franchise Agreement, including, but not limited to Articles 1 and 2.A., is designated as follows:

[To be Effective this Schedule Must be Completed and Signed by Franchisor. If not completed and signed at time of signing Franchise Agreement, may be completed in the future pursuant to the terms of the Franchise Agreement.]

If there is any inconsistency or conflict between the terms of this Acknowledgment and the Franchise Agreement, the Franchise Agreement shall take precedence and govern.

**Franchisor:**  
Toastique Holdings, LLC

**Franchisee:**

By: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name and Title

\_\_\_\_\_  
Name (please print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (please print)



**Franchise Agreement – Schedule 2**  
Statement of Franchise Owners

Franchisee represents that the following schedule is complete and accurately identifies Franchisee's Owners, Franchisee's Managing Owner, and their respective ownership interests in Franchisee. Defined terms shall have the meanings set forth in the Franchise Agreement between Franchisor and Franchisee.

If Franchisee is a Corporate Entity, Franchisee represents and affirms to Franchisor that the following list identifies each and every Owner of Franchisee and their respective ownership interests.		
Owner Name	Owner Address	Ownership Interest Percentage
Name of designated <b>Managing Owner:</b>		

**Dated:** \_\_\_\_\_

**Franchisor:**  
Toastique Holdings, LLC

**Franchisee:**

By: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name and Title

\_\_\_\_\_  
Name (please print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (please print)



**Franchise Agreement – Exhibit 1**  
Franchise Owner and Spouse Agreement and Guaranty





## **FRANCHISE OWNER AND SPOUSE AGREEMENT AND GUARANTY**

This Franchise Owner and Spouse Agreement and Individual Guaranty (the “Agreement”) is individually entered into by you as either an owner of \_\_\_\_\_ (hereinafter referred to as “**Franchisee**”) Franchisee, or the spouse of the owner of franchisee and is given and signed by you in favor of Toastique Holdings, LLC, franchisor of the Toastique franchise system and in favor of Toastique Holdings, LLC’s successors and assigns, upon the terms and conditions set forth in this Agreement. In this Agreement Toastique Holdings, LLC is referred to as “**us**”, “**our**” or “**we**”, and each individual that signs this Agreement is referred to as “**you**”.

### **Recitals and Representations**

WHEREAS, Franchisee has entered into a Toastique Franchise Agreement (the “Franchise Agreement”) for the development and operation of a Toastique Restaurant (the “Restaurant” or “Franchised Business”) serving a menu of toast style meals, fruit bowls, juices, smoothies and other menu items that the Franchisor authorizes and other menu items that Franchisor authorizes (the “Approved Services and Products”) under the Licensed Marks (defined below);

WHEREAS, you represent that you have received and have thoroughly reviewed the completed Franchise Agreement, including the completed Schedules and Exhibits attached thereto;

WHEREAS, we have recommended that you thoroughly review the Franchise Agreement, this Agreement and all exhibits and schedules to the Franchise Agreement with a lawyer selected and hired by you;

WHEREAS, you represent to us that you are either: (a) an Owner of Franchisee such that you own or control a legal, equitable or beneficial ownership or equity interest in Franchisee and/or otherwise meet the definition of an “Owner” as set forth in this Agreement; and/or that you are (b) the “Spouse” of an Owner of Franchisee;

WHEREAS, you acknowledge that this Agreement will apply to you individually and, jointly and severally with all other individuals who sign this Agreement including, if this Agreement is signed in counterparts or electronically among other Owners and Spouses;

WHEREAS, you acknowledge that this Agreement personally obligates you, among other things, to guarantee Franchisee’s payment, performance, and legal obligations under the Franchise Agreement and that you enter into this Agreement to induce us to enter into the Franchise Agreement with Franchisee; and

WHEREAS, you acknowledge that we are relying on this Agreement and that without this Agreement we would not have entered into and/or would not be entering into the Franchise Agreement with Franchisee or, if applicable, approving the transfer of the Franchise Agreement and/or the replacement or substitution of an owner of Franchisee.

NOW THEREFORE, to induce us to enter into the Franchise Agreement and as consideration to us for entering into the Franchise Agreement with Franchisee and other consideration, the receipt and sufficiency of which you acknowledge, you agree as follows:

## 1. Recitals and Representations

You agree that the foregoing Recitals and Representations are true and accurate and constitute a material part of this Agreement and are hereby incorporated into the main body of this Agreement.

## 2. Definitions

Supplementing the terms and definitions contained in the Recitals and Representations:

**“Approved Services and Products”** shall have the meaning defined in the “Recitals” section of this Agreement and shall further refer to and mean those products and services that we authorize for sale by Toastique Restaurants. We shall exclusively designate and determine the Approved Services and Products and we, in our Reasonable Business Judgment, may change, modify, reduce, or supplement the Approved Services and Products that must be offered and sold by the Franchised Business and those products and services that may not be sold by the Franchised Business. The Franchised Business may only offer and sell the Approved Services and Products.

**“Business Management System”** means the software, internet, web based and/or cloud based system or systems, point of sale system or systems and customer relationship management system or systems as same may be individually or collectively designated by us, in our Reasonable Business Judgment, as being required for use by the Franchised Business, including, but not limited to, the day-to-day sales, ordering, operations and management of the Franchised Business.

**“Business Management System Data”** means the forms, data, tools, customer information, inventory and sales information that: (a) is pre-populated or entered into the Business Management System utilized by Franchisee; (b) is entered (whether by us or Franchisee) into the Business Management System utilized by Franchisee; and/or (c) is recorded, stored and/or maintained by the Business Management System in connection with the management and operations of the Franchised Business.

**“Competitive Business”** means any restaurant that is the same as or similar to a Toastique Restaurant including any business or restaurant including, traditional restaurants and outlets, mobile kiosks, food trucks and/or non-traditional outlets, that operate as a restaurant that offers, sells and/or provides gourmet sandwiches, fruit bowls, smoothies and/or fresh juice style menu items.

**“Confidential Information”** means all of our and/or our affiliates trade secrets, methods, standards, techniques, procedures, data and information, as same may exist as of the Effective Date and as same may be developed, modified and supplemented in the future, constituting and comprising: (a) methods, specifications, recipes, standards, policies, procedures, information, concepts, programs and systems relating to the development, establishment, marketing, promotion and operation of Toastique Restaurants; (b) information concerning consumer preferences for services, products, materials and supplies used or sold by, and specifications for and knowledge of suppliers of certain materials, equipment, products, supplies and procedures used or sold by Toastique Restaurants; (c) information concerning customers, customer lists, email lists, database lists, product sales, operating results, financial performance and other financial data of Toastique Restaurants; (d) customer lists and information related to Toastique Restaurants and the Franchised Business; (e) Business Management System Data; (f) recipes; (g) current and future information contained in the Operations Manual; and (h) Know-How.

**“Copyrights”** means all works and materials for which we or any affiliate of ours has secured common law or registered copyright protection and we utilize and/or allow Toastique Restaurant franchisees to use, sell or display in connection with the development, marketing and/or operation of a Toastique Restaurant, whether as of the Effective Date or any time in the future.

**“Corporate Entity”** means a corporation, limited liability company, partnership or other corporate legal entity that is not an individual person.

**“Digital Media”** means any interactive or static electronic document, application or media that is connected to and/or in a network of computers, servers and/or other devices linked by communications software, part of the world wide web (including, but not limited to websites), linked by the internet or part of a web based application, software application, smart phone based application or social media platform including, but not limited to social media platforms and applications such as Facebook, LinkedIn, X, Pinterest, Instagram, SnapChat, TikTok, and YouTube, and world wide web and internet based directories and local directories that refers, references, identifies, reviews, promotes and/or relates, in any way, to Toastique Restaurants, the Franchised Business, the Licensed Marks, the System and/or us. Digital Media further includes the System Website, web pages and website subdomains (including those related to, associated with and/or a part of the System Website) associated with and/or related to the Franchised Business and all web pages, blog posts, videos, articles, social media accounts and pages, website directory pages, information, sub-domains and all other media and/or publications relating to the System that is displayed and/or transmitted digitally.

**“Effective Date”** refers to the “Effective Date” of the Franchise Agreement as the term “Effective Date” is set forth and defined in the Franchise Agreement. If, for any reason, the Effective Date cannot be determined by reference to the Franchise Agreement, the Effective Date shall be the date that you sign this Agreement.

**“Franchised Business”** shall have the meaning defined in the “Recitals” section of this Agreement and shall further refer to and mean the Toastique Restaurant to be developed, owned and operated by Franchisee pursuant to the terms of the Franchise Agreement.

**“Franchisee’s Designated Territory”** means the “Designated Territory” as such term is set forth and defined in the Franchise Agreement.

**“Franchisee’s Restaurant Facility”** means the Restaurant Facility from which Franchisee establishes, operates and manages the Franchised Business.

**“Franchisee’s Restaurant Location”** means the location of Franchisee’s Restaurant Facility, from which Franchisee operates the Franchised Business.

**“Immediate Family”** means the spouse of a person and any other member of the household of such person, including, without limitation, children of such person.

**“Intellectual Property”** means, individually and collectively, our Licensed Marks, Copyrights, Know-How, and System.

**“Know-How”** refers to means our trade secrets and proprietary information relating to the development, establishment, marketing, promotion and/or operation of a Toastique Restaurant including, but not limited to, methods, techniques, recipes, specifications, food preparation, procedures, policies, marketing strategies and information reflected in, included in, comprising and/or constituting a part of the System. Without limitation to the foregoing, Know-How shall further include information contained in the Operations Manual and the Confidential Information.

**“Licensed Marks”** means the trademarks, service marks, emblems and indicia of origin, including the “Toastique” trademark, the Toastique logo, Trade Dress, and other trade names, service marks, trademarks, logos, slogans and designs authorized by us in connection with the identification of

Toastique Restaurants and the Approved Services and Products, provided that such trade names, trademarks, service marks, logos and designs are subject to modification, replacement and discontinuance by us in our Reasonable Business Judgment.

**“Operations Manual”** means, individually and collectively, the manual(s) designated by us and relating to the development and/or operations of Toastique Restaurants including, but not limited to, the policies, procedures and requirements for the development and operation of Toastique Restaurants. The Operations Manual may consist of one or more volumes, handbooks, manuals, written materials, videos, electronic media files, cloud/internet based list-service, intranet, internet based and accessed databases, computer media, email, webinars and other materials as may be modified, added to, replaced or supplemented by us from time to time in our Reasonable Business Judgment, whether by way of supplements, replacement pages, franchise bulletins, or other official pronouncements or means. Subject to our modification from time to time and based on our Reasonable Business Judgment, the Operations Manual shall, among other things, designate the Approved Services and Products that must be offered and sold by the Franchised Business. Only Approved Services and Products may be offered and sold by the Franchised Business. Only System Supplies may be utilized by Franchisee in the operations of the Franchised Business.

**“Owner”** means collectively, individually, jointly and, as of the Effective Date: (a) the officers and directors of Franchisee (including the officers and directors of any general partner of Franchisee) who hold an ownership interest in Franchisee and/or in any Corporate Entity that maintains an ownership interest in Franchisee; (b) the managing member or manager of Franchisee, if franchisee is a limited liability company; (c) all holders of a 5% or more direct or indirect ownership interest in Franchisee and/or of any entity directly or indirectly controlling Franchisee; and (d) the Managing Owner(s).

**“Prohibited Activities”** means any or all of the following: (a) owning and/or having any legal or equitable interest (whether as an individual proprietor or as an owner, partner, member or shareholder of a Corporate Entity or, in any similar capacity) in a Competitive Business (other than owning an interest of 3% or less in a publicly traded company that is a Competitive Business); (b) operating, managing, funding and/or performing services (whether as an employee, officer, director, manager, consultant, representative, agent, and/or creditor or in any similar capacity) for a Competitive Business; (c) diverting or attempting to divert any business or customers from us (or one of our affiliates or franchisees); and/or (d) inducing any customer or client of ours (or of one of our affiliates or franchisees) or of Franchisee to any other person business that is not a Toastique Restaurant.

**“Reasonable Business Judgment”** refers to our business judgment and means and relates to any and all decisions, actions and choices made by us concerning or relating to this Agreement, the Franchise Agreement, the System, Toastique Restaurants, Franchisee’s Restaurant Location, and/or the Franchised Business where we undertake or make such decision with the intention of benefitting or acting in a way that could benefit the System including, as examples and without limitation, enhancing the value of the Licensed Marks, increasing customer satisfaction, minimizing potential customer confusion as to the Licensed Marks, determining designated territory markets, minimizing potential customer confusion as to the location of Toastique Restaurants, expanding brand awareness of the Licensed Marks, implementing marketing and accounting control systems, approving products, services, supplies and equipment. Franchisee agrees that when a decision, determination, action and/or choice is made by us in our Reasonable Business Judgment that such decision, determination, action or choice made by us shall take precedence and prevail, even if other alternatives, determinations, actions and/or choices are reasonable or arguably available and/or preferable. Franchisee agrees that in connection with any decision, determination, action and/or choice made by us in our Reasonable Business Judgment that: (a) we possess a legitimate interest in seeking to maximize our profits; (b) we shall not be required to consider Franchisee’s individual economic or business interests as compared to the overall System; and

(c) should we economically benefit from such decision, determination, action and/or choice that such economic benefit to us shall not be relevant to demonstrating that we did not exercise reasonable business judgment with regard to our obligations under the Franchise Agreement and/or with regard to the System. Franchisee agrees that neither Franchisee and/or any third party, including, but not limited to, any third party acting as a trier of fact, shall substitute Franchisee's or such third party's judgment for our Reasonable Business Judgment. Franchisee further agrees that should Franchisee challenge our Reasonable Business Judgment in any legal proceeding that Franchisee shall possess the burden of demonstrating, by clear and convincing evidence, that we failed to exercise our Reasonable Business Judgment.

**"Restaurant Facility"** means the fixed commercial restaurant facilities including, the fixtures and improvements, from which Toastique Restaurants are established, operated and managed.

**"Restaurant Location(s)"** means the location(s) from which Toastique Restaurants are established, operated and managed.

**"Restricted Period"** means the 24 month period after the earliest to occur of the following: (a) the expiration of the Franchise Agreement; (b) the termination of the Franchise Agreement; (c) the date on which Franchisee, in compliance with the terms of the Franchise Agreement, assigns the Franchise Agreement to another person (other than you or your Spouse or an Immediate Family Member) provided that you do not and your Spouse does not own or hold, in the assignee, any direct or indirect ownership and/or equity interest whether legal, equitable or otherwise; (d) if you are an Owner of Franchisee, the date on which you, in compliance with the terms of the Franchise Agreement, cease to be an Owner of Franchisee; or (e) if you are the Spouse of an Owner of Franchisee, the date on which your Spouse, in compliance with the terms of the Franchise Agreement, ceases to be an Owner of Franchisee. Provided however, that if a court of competent jurisdiction determines that this period of time is too long to be enforceable, then the "Restricted Period" means the 18 month period after the earliest to occur of the following: (a) the expiration of the Franchise Agreement; (b) the termination of the Franchise Agreement; (c) the date on which Franchisee, in compliance with the terms of the Franchise Agreement, assigns the Franchise Agreement to another person (other than you or your Spouse or an Immediate Family Member) provided that you do not and your Spouse does not own or hold, in the assignee, any direct or indirect ownership and/or equity interest whether legal, equitable or otherwise; (d) if you are an Owner of Franchisee, the date on which you, in compliance with the terms of the Franchise Agreement, cease to be an Owner of Franchisee; or (e) if you are the Spouse of an Owner of Franchisee the date on which your Spouse, in compliance with the terms of the Franchise Agreement, ceases to be an Owner of Franchisee.

**"Restricted Territory"** means the geographic area: (a) comprising Franchisee's Designated Territory; (b) within a 25 mile radius surrounding Franchisee's Designated Territory or, if Franchisee is not granted a designated territory, then a 25 mile radius surrounding Franchisee's Restaurant Location; (c) within a 10 mile radius surrounding the Restaurant Locations for all other Toastique Restaurants operating and/or under development as of the Effective Date; and (d) within a 10 mile radius surrounding the Restaurant Locations for all other Toastique Restaurants that are in operation or under development during all or any part of the Restricted Period; provided, however, that if a court of competent jurisdiction determines that the foregoing Restricted Territory is too broad to be enforceable, then the "Restricted Territory" means the geographic area within Franchisee's Designated Territory plus a 25 mile radius surrounding Franchisee's Designated Territory or, if Franchisee is not granted or designated a designated territory, then a 25 mile radius surrounding Franchisee's Restaurant Location.

**"Spouse"** means, as of the Effective Date, the legal spouse of an Owner.

**“System”** means our system for the development, establishment and operation of Toastique Restaurants including, but not limited to: (a) the Approved Services and Products, System Supplies and services, procedures and systems that are designated by us, whether presently or in the future, for use in connection with the development, establishment, marketing, promotion and operation of a Toastique Restaurant; (b) the Licensed Marks; (c) the Trade Dress; (d) Copyrights; (e) other trade names, service marks, signs, and logos, copyrights and trade dress that is designated by us, whether presently or in the future, for use in connection with the development, establishment, marketing, promotion and operation of a Toastique Restaurant; (f) Operations Manual; (g) Business Management System Data; (h) Know-How; (i) Confidential Information; and (j) Digital Media. All determinations as to the system including components to the system and modifications and replacements thereto shall be determined by us in our Reasonable Business Judgment.

**“System Supplies”** means, as designate by us, those ingredients, food products, beverages, packaging materials, and supplies including, but not limited to, juices, bread, toppings, and bowl ingredients used to prepare menu items and Approved Services and Products, and, as designated by us, all other supplies and equipment including, but not limited to, branded packaging, paper goods, materials, uniforms, displays, menu boards, merchandise, furniture, fixtures, and equipment designated by us in the Operations Manual and as may be modified and supplemented by us from time to time in our Reasonable Business Judgment, as being required for the development and operation of the Franchised Business.

**“System Website”** means the web page and/or pages located on the world wide web at the [www.toastique.com](http://www.toastique.com) URL (uniform resource locator) and shall further include all webpages and subdomains (including those that are franchisee and/or geography specific) that are a part of [www.toastique.com](http://www.toastique.com), or as designated by us as being associated with the URL of [www.toastique.com](http://www.toastique.com) and/or Toastique Restaurants.

**“Toastique Restaurant(s)”** shall have the meaning defined in the Recitals and Representations section of this Agreement and, without limitation to the Recitals and Representations section of this Agreement, the definition of “Toastique Restaurants”, shall further include, refer to and mean: every business and all businesses owned and/or operated by us, our affiliates and/or our authorized franchisee(s) that utilize and/or is/are required to utilize the System and/or Licensed Marks including, but not limited to, the Franchised Business.

**“Trade Dress”** means the Restaurant designs, images, marketing materials, packaging, branding and/or branding images which we authorize and require Franchisee to use in connection with the operation of the Franchised Business and as may be revised and further developed by us from time to time.

**“Transfer”** means a transfer, sale and/or assignment whether legally, equitably or otherwise.

**3. Additional Acknowledgments by You.** In addition to the representations and acknowledgments contained in the Recitals and Representations, above, and incorporated into this Agreement, you acknowledge and represent that:

- (a) as of the Effective Date you are an Owner and/or Spouse;
- (b) you are signing this Agreement in your individual capacity and that you are bound to the terms and conditions of this Agreement and irrespective of any change in your status as an Owner and/or Spouse;
- (c) in your capacity as an Owner of Franchisee or as the Spouse of an Owner of Franchisee that you have and will be gaining access to, among other things, the System and Intellectual Property;

(d) all of the components and aspects of the System and Intellectual Property (both individually and as they relate to one another collectively) are critical to our success as the franchisor of the System and to the overall System;

(e) we need to protect the System and Intellectual property and that to do so we require that you, in your individual capacity, to agree to the brand protection, non-competition and other covenants and restrictions contained in this Agreement and that you personally guarantee the financial and other obligations of Franchisee to us; and

(f) the terms of this Agreement are fair and reasonable and that you have elected, based on your own decision, to enter into this Agreement to induce us to enter into the Franchise Agreement with Franchisee.

#### **4. Intellectual Property, Brand Protection and Non-Competition Covenants and Restrictions.**

(a) Know-How. You agree that: (i) you will not use the Know-How in any business or capacity other than the Franchised Business; (ii) you will maintain the confidentiality of the Know-How at all times; (iii) you will not make unauthorized copies of documents containing any Know-How; (iv) you will take such reasonable steps as we may ask of you from time to time to prevent unauthorized use or disclosure of the Know-How; and (v) you will stop using the Know-How immediately if you are no longer an Owner of Franchisee or your Spouse is no longer an Owner of Franchisee, as applicable. You will not use the Intellectual Property for any purpose other than the development and operation of the Franchised Business pursuant to the terms of the Franchise Agreement and Operations Manual. You agree to assign to us or our designee, without charge, all rights to any Improvement developed by you, including the right to grant sublicenses. If applicable law precludes you from assigning ownership of any Improvement to us, then such Improvement shall be perpetually licensed by you to us free of charge, with full rights to use, commercialize, and sublicense the same.

(b) Non-Competition During Franchise Relationship. Subject to the terms and conditions of Article 5 of this Agreement, below, you represent and agree that while you are an Owner of Franchisee or while your Spouse is an Owner of Franchisee (as applicable) that you will not engage in any Prohibited Activities. You acknowledge and agree that this restriction is fair and reasonable and that if you did engage in a Prohibited Activity that such actions would constitute acts of unfair competition and will irreparably harm us and the System.

(c) Non-Competition After Franchise Relationship. You represent, acknowledge and agree that during the Restricted Period you will not engage in any Prohibited Activities; provided, however, that the Prohibited Activity relating to having an interest in a Competitive Business will only apply with respect to a Competitive Business that is located within or provides competitive goods or services to customers/clients who are located within the Restricted Territory. If you engage in any Prohibited Activities during the Restricted Period, then you agree that your Restricted Period will be extended by the period of time during which you were engaging in the prohibited activity (any such extension of time will not be construed as a waiver of your breach or otherwise impair any of our rights or remedies relating to your breach). You acknowledge and agree that this restriction is fair and reasonable and that if you did engage in a Prohibited Activity that such actions would constitute acts of unfair competition and will irreparably harm us and the System.

(d) Confidentiality Restrictions. You represent, acknowledge and agree that, at all times you: (i) shall not use the Confidential Information in any business or capacity other than the Franchised Business; (ii) shall maintain the confidentiality of the Confidential Information; (iii) shall not make unauthorized copies of documents containing any Confidential Information; (iv) shall take such reasonable steps as

we may ask of you and/or Franchisee from time to time to prevent unauthorized use or disclosure of the Confidential Information; (v) shall immediately and permanently stop using the Confidential Information upon the expiration or termination of the Franchise Agreement; (vi) shall immediately and permanently stop using the Confidential Information if you are no longer an Owner of Franchisee and/or the Spouse of an Owner; (vii) shall immediately and permanently stop using the Confidential Information upon Franchisee's Transfer of the Franchise Agreement; and (viii) shall not disclose the Confidential Information to any third party except in a legal proceeding pursuant to an order of a court of competent jurisdiction and after affording us no less than 15 business days prior notice and an opportunity for us, at our election, to appear in such action.

(e) Immediate Family Members. You acknowledge that should you circumvent the purpose and protections (due to us) of this Agreement by disclosing Know-How to an immediate family member (*i.e.*, parent, sibling, child, or grandchild) we will, and the System will be irreparably harmed. You acknowledge that if you did disclose the Know-How to an immediate family member and your immediate family member used the Know-How to engage in activities that, for you, qualify as Prohibited Activities as defined above, that we and the System will be irreparably harmed. You agree that as between you and us that you are in a better position to know if you permitted and/or provide an immediate family member with access to the Know-How. Therefore, you agree that you will be presumed to have violated the terms of this Agreement if any member of your immediate family (i) engages in any Prohibited Activities during any period of time during which you are prohibited from engaging in the Prohibited Activities, or (ii) uses or discloses the Know-How. However, you may rebut this presumption by providing evidence conclusively demonstrating that you did not disclose the Know-How nor permit disclosure of the Know-How to the family member.

(f) Reasonableness of Covenants and Restrictions. You acknowledge and agree that: (i) the terms of this Agreement are reasonable both in time and in scope of geographic area; and (ii) you have sufficient resources and business experience and opportunities to earn an adequate living while complying with the terms of this Agreement. **You waive any right to challenge the terms of this Agreement as being overly broad, unreasonable or otherwise unenforceable.** Although you and we both believe that the covenants in this Agreement are reasonable in terms of scope, duration and geographic are, we may at any time unilaterally modify the terms of this Article 4 (Intellectual Property, Brand Protection and Non-Competition Covenants and Restrictions) by limiting the scope of the Prohibited Activities, narrowing the definition of a Competitive Business, shortening the duration of the Restricted Period, reducing the geographic scope of the Restricted Territory and/or reducing the scope of any other covenant imposed upon you under this Article 4 to ensure that the terms are enforceable under applicable law.

(g) Breach. You agree that failure to comply with these Article 4 Intellectual Property, Brand Protection and Non-Competition Covenants and Restrictions will cause irreparable harm to us and/or other Restaurant franchisees for which there is no adequate remedy at law. Therefore, you agree that any violation of these covenants will entitle us to injunctive relief. You agree that we may apply for such injunctive relief, without bond, but upon due notice, in addition to such further and other relief as may be available at equity or law, and the sole remedy of yours, in the event of the entry of such injunction, will be the dissolution of such injunction, if warranted, upon a hearing duly held (all claims for damages by reason of the wrongful issuance of any such injunction being expressly waived hereby). If a court requires the filing of a bond notwithstanding the preceding sentence, the parties agree that the amount of the bond shall not exceed \$1,000. None of the remedies available to us under this Article are exclusive of any other, but may be combined with others under this Agreement, or at law or in equity, including injunctive relief, specific performance and recovery of monetary damages.



## **5. Transfer Restrictions and Non-Competition Covenants and Restrictions.**

Notwithstanding anything contained in this Agreement to the contrary, you expressly acknowledge and agree that if you are an Owner, and/or the Spouse of an Owner, that, prior to Transferring an Owner's equity and/or ownership interests in Franchisee that, among other things, Franchisee must notify us and obtain our written consent. Likewise, you acknowledge and agree that under the Franchise Agreement that prior to Franchisee's Transfer of the Franchise Agreement, among other things, Franchisee must notify us and obtain our written consent. For our protection and to prevent the subversion of the non-competition covenants contained in Article 4 of this Agreement and, to induce us to enter into the Franchise Agreement with Franchisee, you agree, that:

(a) if you are an Owner, should Franchisee fail to properly and timely notify us in writing of the proposed Transfer of your equity and/or ownership interests in Franchisee and/or should Franchisee, fail to obtain our consent to the proposed Transfer of your equity and/or ownership interests in Franchisee (which we may either reject or approve, in accordance with the terms and conditions of the Franchise Agreement), you shall remain subject to the non-competition covenants contained in Article 4 of this Agreement and irrespective of any purported and/or actual Transfer in violation of the terms and conditions of the Franchise Agreement;

(b) if you are a Spouse, should Franchisee fail to properly and timely notify us in writing of the proposed Transfer of your Spouse's equity and/or ownership interests in Franchisee and/or should Franchisee, fail to obtain our consent to the proposed Transfer of your Spouse's equity and/or ownership interests in Franchisee (which we may either reject or approve, in accordance with the terms and conditions of the Franchise Agreement), you shall remain subject to the non-competition covenants contained in Article 4 of this Agreement and irrespective of any purported and/or actual Transfer in violation of the terms and conditions of the Franchise Agreement;

(c) if you are an Owner, should Franchisee fail to properly and timely notify us in writing of the proposed Transfer of the Franchise Agreement to a third party and/or should Franchisee, fail to obtain our consent to the proposed Transfer of the Franchise Agreement to a third party (which we may either reject or approve, in accordance with the terms and conditions of the Franchise Agreement), you shall remain subject to the non-competition covenants contained in Article 4 of this Agreement and irrespective of any purported and/or actual Transfer in violation of the terms and conditions of the Franchise Agreement; and

(d) if you are the Spouse of an Owner, should Franchisee fail to properly and timely notify us in writing of the proposed Transfer of the Franchise Agreement to a third party and/or should Franchisee, fail to obtain our consent to the proposed Transfer of the Franchise Agreement to a third party (which we may either reject or approve, in accordance with the terms and conditions of the Franchise Agreement), you shall remain subject to the non-competition covenants contained in Article 4 of this Agreement and irrespective of any purported and/or actual Transfer in violation of the terms and conditions of the Franchise Agreement.

## **6. Personal Guaranty of Franchise Agreement and Financial Obligations.**

To secure Franchisee's financial obligations under the Franchise Agreement and all ancillary agreements executed by Franchisee in connection with the Franchise Agreement, including, but not limited to, any agreement for the purchase of goods or services from us or an affiliate of ours (collectively the "Ancillary Agreements") you individually, jointly and severally, and personally and unconditionally:

(a) guarantee to us and our successor and assigns, that Franchisee shall punctually satisfy and pay all of Franchisee's payment and other obligations under the Franchise Agreement;

(b) guarantee to us and our successor and assigns, that Franchisee shall punctually satisfy and pay all of Franchisee's payment and other obligations under the Ancillary Agreements;

(c) agree, at all times, to be personally bound by and personally liable for each and every fee, payment and monetary obligation due from Franchisee to us pursuant to the terms of the Franchise Agreement (including, but not limited to, the fee obligations of Article 5 of the Franchise Agreement, the advertising obligations of Article 9 of the Franchise Agreement, and the indemnification obligations of Article 10 of the Franchise Agreement);

(d) agree, at all times, to be personally bound by and personally liable for each and every fee, payment and monetary obligation due from Franchisee to us and/or our affiliates under the Ancillary Agreements;

(e) do, at all times, hereby personally guarantee payment of each and every fee, payment and monetary obligation due or that may become due from Franchisee to us pursuant to the terms of the Franchise Agreement including, but not limited to, the fee obligations of Article 5 of the Franchise Agreement, the advertising obligations of Article 9 of the Franchise Agreement, and the indemnification obligations of Article 10 of the Franchise Agreement; and

(f) do, at all times, hereby personally guarantee payment of each and every fee, payment and monetary obligation due or that may become due from Franchisee to us pursuant to the terms of the Ancillary Agreements.

**You waive:** (a) acceptance and notice of acceptance by us of the foregoing undertakings; (b) notice of demand for payment of any indebtedness guaranteed; (c) protest and notice of default to any party with respect to the indebtedness guaranteed; (d) any right you may have to require that an action be brought against Franchisee or any other person as a condition of liability; and (e) the defense of the statute of limitations in any action hereunder or for the collection of any indebtedness hereby guaranteed.

**You agree that:** (a) your direct and immediate liability under this guaranty shall be joint and several with Franchisee and all other signatories to this Agreement; (b) you will render any payment required under the Franchise Agreement and the Ancillary Agreements upon demand if Franchisee fails or refuses punctually to do so; (c) your liability shall not be contingent or conditioned upon pursuit by us of any remedies against Franchisee or any other person; and (d) liability shall not be diminished, relieved or otherwise affected by any extension of time, credit or other indulgence that we may grant to Franchisee or to any other person, including the acceptance of any partial payment or performance, or the compromise or release of any claims, none of which shall in any way modify or amend this guarantee, which shall be continuing and irrevocable during the term of each of the Franchise Agreement and the Ancillary Agreements and following the termination, expiration or Transfer of each of the Franchise Agreement and the Ancillary Agreements to the extent any financial obligations under any such Franchise Agreement and Ancillary Agreements survive such termination, expiration or Transfer. This guaranty will continue unchanged by the occurrence of any bankruptcy with respect to Franchisee or any assignee or successor of Franchisee or by any abandonment of one or more of the Franchise Agreement and/or and Ancillary Agreements by a trustee of Franchisee. Neither your obligation to make payment in accordance with the terms of this undertaking nor any remedy for enforcement shall be impaired, modified, changed, released or limited in any manner whatsoever by any impairment, modification, change, release or limitation of the liability of Franchisee or its estate in bankruptcy or of any remedy for enforcement, resulting from the operation of any present or future provision of the U.S. Bankruptcy Act or other statute, or from the decision of any court or agency.

## **7. Arbitration, Consent to Jurisdiction and Venue, and Cross-Default.**

Any dispute between the parties relating to this Agreement shall be brought in accordance with the dispute

resolution procedures set forth in the Franchise Agreement. Notwithstanding the foregoing, if any of the dispute resolution procedures set forth in the Franchise Agreement conflict with any of the terms of this Agreement, the terms of this Agreement shall prevail. Without limitation to the foregoing, you agree that:

(a) Arbitration – Except, at our option, as to any claims or disputes related to or concerning a breach of this Agreement by you that may entitle us to the award of injunctive relief, you agree that any and all disputes, controversies, and claims, arising from and/or related to this Agreement, shall be submitted to the American Arbitration Association (“AAA”) for binding arbitration. Arbitration shall be conducted by one arbitrator in accordance with the AAA’s then current rules for commercial disputes, except as may be otherwise required in this Agreement. All arbitration proceedings shall be conducted in Washington, D.C. or, if suitable AAA facilities are not available in Washington, D.C. then at a suitable AAA location selected by the arbitrator that is located closest to Washington, D.C.

In connection with binding arbitration, you agree that:

(i) All matters relating to arbitration, will be governed by the United States Federal Arbitration Act, except as expressly or otherwise set forth in this Agreement;

(ii) The arbitration hearing shall be conducted within 180 days of the demand for arbitration;

(iii) The arbitrator shall render written findings of fact and conclusions of law;

(iv) Except as may be otherwise required and/or prohibited by this Agreement, the arbitrator has the right to award or include in his or her award any relief that he or she determines to be proper, including monetary damages, interest on unpaid sums, specific performance, injunctive relief, attorneys’ fees, and costs and expenses as allowable under this Agreement. Notwithstanding the foregoing, under no circumstance shall the Arbitrator be authorized to award or declare the Licensed Marks to be generic or invalid; and

(v) Judgment upon the arbitrator’s award may be entered in any court of competent jurisdiction.

(b) Consent to Jurisdiction and Venue – You agree that any judicial action or legal proceeding must be brought in a court of competent jurisdiction located within Washington, D.C. or the county closest to Washington, D.C. You do hereby irrevocably consent to and waive any objection to such jurisdiction or venue. Without limitation to the foregoing and notwithstanding same, you agree that we, at our election, may bring any legal action or proceeding seeking a temporary restraining order, preliminary injunction, or any action seeking our enforcement of an arbitration award or any judicial decision in the federal or state court located in the county and state where you reside.

(c) Acknowledgment as to Cross-Default – You acknowledge and agree that a breach of this Agreement by you shall constitute a material event of default under the Franchise Agreement, permitting us, among other things, to terminate the Franchise Agreement in accordance with the terms thereof.

## 8. Miscellaneous.

(a) If either party hires an attorney or files suit against the other party in relating to and alleging a breach of this Agreement, the losing party agrees to pay the prevailing party’s reasonable attorneys’ fees and costs incurred in connection with such breach.

(b) This Agreement will be governed by, construed and enforced under the laws of Arizona and the courts in Washington, D.C. shall have jurisdiction over any legal proceedings arising out of this Agreement.

(c) Any claim, defense or cause of action that you may have against us or against Franchisee, regardless of cause or origin, cannot be used as a defense against our enforcement of this Agreement.

(d) Each section of this Agreement, including each subsection and portion thereof, is severable. In the event that any section, subsection or portion of this Agreement is unenforceable, it shall not affect the enforceability of any other section, subsection or portion; and each party to this Agreement agrees that the court may impose such limitations on the terms of this Agreement as it deems in its discretion necessary to make such terms reasonable in scope, duration and geographic area.

(e) You agree that we may deliver to you any notice or other communication contemplated by this Agreement in the same manner and to the same address listed in the notice provisions of the Franchise Agreement and any such delivery shall be deemed effective for purposes of this Agreement. You may change the address to which notices must be sent by sending us a written notice requesting such change, which notice shall be delivered in the manner and to the address listed in the Franchise Agreement.

IN WITNESS WHEREOF, each undersigned has executed this Agreement as of the dates set forth below.

**Owner / Spouse:**

\_\_\_\_\_  
Signature of Owner / Spouse

\_\_\_\_\_  
Name (please print)

Date \_\_\_\_\_

**Owner / Spouse:**

\_\_\_\_\_  
Signature of Owner / Spouse

\_\_\_\_\_  
Name (please print)

Date \_\_\_\_\_

\_\_\_\_\_  
Signature of Owner / Spouse

\_\_\_\_\_  
Name (please print)

Dated \_\_\_\_\_

\_\_\_\_\_  
Signature of Owner / Spouse

\_\_\_\_\_  
Name (please print)

Dated \_\_\_\_\_



## **Franchise Agreement – Exhibit 2**

### **Confidentiality Agreement**

[THIS EXHIBIT IS FOR REFERENCE PURPOSES ONLY AS A SAMPLE FORM CONFIDENTIALITY AGREEMENT THAT FRANCHISOR MAY APPROVE FOR USE BY FRANCHISEE – BEFORE USING WITH AN EMPLOYEE OR CONTRACTOR FRANCHISEE SHOULD HAVE THIS AGREEMENT REVIEWED AND APPROVED BY AN INDEPENDENT LOCAL ATTORNEY HIRED BY FRANCHISEE]



## **CONFIDENTIALITY AGREEMENT** (Sample Only)

This Agreement (the “Agreement”) is entered into by the undersigned (“you”) in favor of:

[Insert on the Line Below Name of Franchisee that Owns and Operates the  
Toastique Franchised Business]

\_\_\_\_\_ (hereinafter referred to as “us”, “our” or “we”)

### **Recitals and Representations**

WHEREAS, we are the owners of a licensed Toastique Business (hereinafter referred to as the “Toastique Business”) that we independently own and operate as a franchisee;

WHEREAS, you are or are about to be an employee, independent contractor, officer and/or director of a Toastique Business that is independently owned and operated by us;

WHEREAS, in the course of your employment, independent contractor relationship and/or association with us, you may gain access to Confidential Information (defined below in this Agreement) and you understand that it is necessary to protect the Confidential Information and for the Confidential Information to remain confidential;

WHEREAS, our Franchisor, Toastique Holdings, LLC is not a party to this agreement and does not own or manage the Toastique Business but is an intended third party beneficiary of this Agreement; and

WHEREAS, this Agreement is not an employment agreement and is only a confidentiality agreement in connection with information, materials and access that may be provided to you in connection with the Toastique Business.

NOW THEREFORE, you acknowledge and agree as follows:

**1. Recitals and Representations.** You agree that the foregoing Recitals and Representations are true and accurate and shall constitute a part of this Agreement and are hereby incorporated into the main body of this Agreement.

**2. Definitions.** For purposes of this Agreement, the following terms have the meanings given to them below:

*“Business Management System”* means the software and/or internet or cloud based system and/or systems, point of sale system or systems and customer relationship management system or systems as used in connection with the operations of the Toastique Business.

*“Business Management System Data”* means the forms, data, tools, customer information, inventory and sales information, and other information that is entered into and/or maintained on the Business Management System of the Toastique Business.

*“Confidential Information”* means: (a) non-public methods, specifications, standards, policies, procedures, information, concepts, programs and systems relating to the development, establishment, marketing, promotion and operation of the Toastique Business; (b) information concerning customers, customer lists, email lists, database lists, product sales, operating results, financial performance and other financial data of the Toastique Business; (c) customer lists and information related to the Toastique Business; (d) Business Management System Data; (e) current and future information contained in the Toastique Operations Manual made available to the Toastique Business by Toastique Holdings, LLC; and (f) recipes, production, cooking, and service procedures that are not disclosed to the public but used by the Toastique Business.

*“Digital Media”* means any interactive or static digital document, listing, directory, application, advertisement, link, metadata, or media that is transmitted within a closed or private network, or that is connected to, in communication with, and/or networked with computers, applications, or other devices linked by communications systems, data systems, a part of the world wide web and internet based directories and local directories that refers, references, identifies, reviews, promotes and/or relates, in any way, to the Toastique Business or other Toastique Business.

*“Licensed Marks”* means the word marks, trademarks, service marks, and logos now or hereafter utilized in the operation of a Toastique Business, including, but not limited to, the “Toastique” word mark, associated logos, and any other trademarks, service marks or trade names that we designate for use in a Toastique Business.

*“Operations Manual”* means the confidential Operations Manual made available to the Toastique Business by our franchisor or as otherwise designated by us. The Operations Manual may consist of one or more volumes, handbooks, manuals, written materials, video, electronic media files, cloud/internet based list-service, intra-net, internet based and accessed databases, computer media, webinars and other materials as may be modified, added to, replaced or supplemented.

*“Trade Dress”* means the Toastique designs, images, marketing materials, packaging, branding and/or branding images used in connection with the operation of the Toastique Business.

**3. Your Access to Confidential Information.** In addition to the representations and acknowledgments contained in the Recitals and Representations, above, you acknowledge and represent that in your capacity as an employee, independent contractor, officer and/or director of the Toastique Business that you will be gaining access to, among other things, the Confidential Information. You acknowledge that the terms of this Agreement are fair and reasonable.

**4. Protection of the Confidential Information.** You agree that: (i) you will not use the Confidential Information in any business or capacity other than the Toastique Business; (ii) you will maintain the confidentiality of the Confidential Information at all times; (iii) you will not make unauthorized copies of documents containing the Confidential Information; (iv) you will take such reasonable steps as the we may ask of you from time to time to prevent unauthorized use or disclosure of the Confidential Information; and (v) you will stop using the Confidential Information immediately at our request or demand. You will not use the Confidential Information for any purpose other than for the performance of your duties on behalf of us and in accordance with the scope of your work with us.

**5. Reasonableness of Covenants and Restrictions.** You agree that the terms of this Agreement are reasonable and fair and that you have sufficient resources and business experience and opportunities to earn an adequate living while complying with the terms of this Agreement. **You hereby waive any right to challenge the terms of this Agreement as being overly broad, unreasonable or otherwise unenforceable.**

**6. Breach.** You agree that failure to comply with the terms of this Agreement will cause irreparable harm to us and to our Franchisor, Toastique Holdings, LLC, and other Toastique franchisees for which there is no adequate remedy at law. Therefore, you agree that any violation of these covenants will entitle us or our Franchisor, Toastique Holdings, LLC, to injunctive relief. You agree that we and/or our Franchisor, Toastique Holdings, LLC, may apply for such injunctive relief, without bond, but upon due notice, in addition to such further and other relief as may be available at equity or law, and the sole remedy of yours, in the event of the entry of such injunction, will be the dissolution of such injunction, if warranted, upon a hearing duly held (all claims for damages by reason of the wrongful issuance of any such injunction being expressly waived hereby). If a court requires the filing of a bond notwithstanding the preceding sentence, you agree that the amount of the bond shall not exceed \$1,000. None of the remedies available to us under this Article are exclusive of any other, but may be combined with others under this Agreement, or at law or in equity, including injunctive relief, specific performance and recovery of monetary damages.

**7. Miscellaneous.**

(a) If we hire an attorney or file suit against you because you have breached this Agreement and if we prevail in such lawsuit, you agree to pay the reasonable attorney fees and costs that we incur.

(b) Each section of this Agreement, including each subsection and portion thereof, is severable. In the event that any section, subsection or portion of this Agreement is unenforceable, it shall not affect the enforceability of any other section, subsection or portion; and each party to this Agreement agrees that the court may impose such limitations on the terms of this Agreement as it deems in its discretion necessary to make such terms reasonable in scope, duration and geographic area.

**(c) YOU ACKNOWLEDGE THAT THIS IS NOT AN EMPLOYMENT AGREEMENT.**

**(d) YOU ACKNOWLEDGE AND AGREE THAT OUR FRANCHISOR, TOASTIQUE HOLDINGS, LLC, IS NOT A PARTY TO THIS AGREEMENT BUT IS AN INTENDED THIRD PARTY BENEFICIARY OF THIS AGREEMENT.**

IN WITNESS WHEREOF, each of the undersigned has executed this Agreement as of the date or dates set forth below.

\_\_\_\_\_  
Individual Signature of Restricted Party

\_\_\_\_\_  
Individual Signature of Restricted Party

\_\_\_\_\_  
Name (please print)

\_\_\_\_\_  
Name (please print)

Date: \_\_\_\_\_

Date: \_\_\_\_\_





**Franchise Agreement – Exhibit 3**  
Site Selection Acknowledgment



## **TOASTIQUE RESTAURANT SITE SELECTION ACKNOWLEDGMENT**

**(THIS DOCUMENT DOES NOT CONSTITUTE THE APPROVAL OF A RESTAURANT LOCATION, DOES NOT GRANT OR DESIGNATE AN OPERATING TERRITORY AND DOES NOT GRANT ANY TERRITORIAL RIGHTS)**

**Date of this Acknowledgment: \_\_\_\_\_ (the “Site Selection Acknowledgment Date”)**

Pursuant to and subject to the terms of the Franchise Agreement dated \_\_\_\_\_ by and between Toastique Holdings, LLC, as Franchisor, and \_\_\_\_\_, as Franchisee (the “Franchise Agreement”), Franchisee has identified a potential area in which Franchisee may seek to identify a potential restaurant location for Franchisee’s Toastique Restaurant. Based on Franchisee’s request, Franchisor agrees that during the limited period of time that commences on the Site Selection Acknowledgment Date and automatically expires 60 calendar days after the Site Selection Acknowledgment Date, that Franchisor shall not grant to any third party the license or right to establish a Toastique Restaurant Location within the following geographic area constituting the Site Selection Area, as such term is defined in the Franchise Agreement:

Site Selection Area: [Must be completed by Franchisor]
--

The terms contained in this Site Selection Acknowledgment shall have the meaning set forth in the Franchise Agreement including, but not limited to Article 1 and Article 2 of the Franchise Agreement. In the event of any inconsistency or conflict between this Site Selection Acknowledgment and the terms of the Franchise Agreement, the terms of the Franchise Agreement shall take precedence and govern. If Franchisor does not complete the Site Selection Acknowledgment Date and sign this Site Selection Acknowledgment then this Site Select Addendum shall not be effective and there shall be no Site Selection Area. As set forth in the Franchise Agreement, among other things, A SITE SELECTION AREA IS NOT AN OPERATING TERRITORY, DOES NOT CONSTITUTE THE APPROVAL AS TO ANY RESTAURANT LOCATION AND DOES NOT AFFORD FRANCHISEE ANY TERRITORIAL RIGHTS.

**Franchisor:**

Toastique Holdings, LLC

By: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Name and Title (please print)

\_\_\_\_\_  
Dated



**Franchise Agreement – Exhibit 4**  
**Lease Agreement Rider**



**TOASTIQUE LEASE AGREEMENT RIDER**  
(for the benefit of Toastique Holdings, LLC and its assigns)

THIS RIDER TO LEASE (“Rider”) does hereby supplement, modify and amend the terms of the lease agreement (the “Lease”) dated \_\_\_\_\_ by and between \_\_\_\_\_, a \_\_\_\_\_ with a principal place of business located at \_\_\_\_\_ (the “Landlord”) and \_\_\_\_\_, a \_\_\_\_\_ with a principal place of business located at \_\_\_\_\_ (the “Tenant”).

WHEREAS, the lease relates to the following commercial premises (the “Leased Premises”):

\_\_\_\_\_  
\_\_\_\_\_

WHEREAS, Toastique Holdings, LLC (the “Franchisor”) is the franchisor of the Toastique franchise system (the “Toastique Franchise System”);

WHEREAS, Franchisor’s mailing and notice address (the “Notice Address”) is 764 Maine Avenue SW, Washington, D.C. 20024;

WHEREAS, The Toastique Franchise System relates to and includes a gourmet fast casual toast and juice bar serving a fresh, seasonal and responsibly sourced menu of toast style sandwiches and meals, fruit bowls, juices, smoothies and other menu items that the Franchisor authorizes under the “Toastique” name and marks (the “Intended Use”);

WHEREAS, Tenant is a franchisee of Franchisor pursuant to the terms of a Franchise Agreement entered into between Franchisor and Tenant (the “Franchise Agreement”) and the Leased Premises is to be used and operated by Tenant for the purpose of developing, establishing and operating a Toastique Restaurant in accordance with the Toastique franchise system; and

WHEREAS, Franchisor and Franchisor’s successors and assigns (collectively referred to as “Franchisor”) is/are an intended third party beneficiaries of this Rider.

NOW THEREFORE, Landlord and Tenant acknowledge and agree to the following:

1. This Rider supplements and amends the Lease. In the event of any inconsistency or conflict between the terms of this Rider and the Lease, the terms of this Rider shall prevail. Landlord and Tenant acknowledge that the rights set forth in this Rider may not be reduced, modified or altered without the express written consent of Franchisor.
2. Landlord and Tenant both agree that Tenant shall not be permitted to transfer, sublease, encumber and/or otherwise assign Tenant’s interests in the Lease and/or the Leased Premises without the prior written consent of Franchisor. Without limitation to the foregoing, among other things, Tenant agrees that if Tenant wishes to transfer any interests in the Lease or the Leased Premises that Tenant must request the written consent of Franchisor. If Tenant requests Landlord’s consent to Tenant’s amendment, transfer and/or

assignment of Tenant's interests in the Lease and/or the Leased Premises and if Landlord is inclined to approve of such amendment, transfer and/or assignment that Landlord shall condition Landlord's approval upon Tenant also obtaining written consent from Franchisor.

3. Upon the occurrence of (a) the termination, for any reason, of the Franchise Agreement; (b) the expiration, without renewal, of the Franchise Agreement; (c) Franchisor's exercise of Franchisor's Right of First Refusal granted to Franchisor in the Franchise Agreement; (d) Tenant's default under the terms of the Lease; and/or (e) Tenant's failure to exercise an option period under the terms of the Lease, Tenant and Landlord acknowledge and agree, that:

Franchisor will have the option, but not the obligation, to assume or renew the Lease and the occupancy of the Leased Premises, including the right to sublease to another Franchisee of the Toastique Franchise System, for all or any part of the remaining term of the Lease and, in connection with said assumption, Franchisor will not be obligated to pay to Landlord more than two months past due rent, real estate taxes and common area maintenance charges. In the event Franchisor assumes Tenant's leasehold interest in the Lease pursuant to the terms of this Agreement and subsequently assigns the Lease and its leasehold interest to a Toastique franchisee approved by Landlord, Franchisor shall not be responsible for any obligations, debts, liabilities or payments arising and/or accruing under the Lease after the effective date of such assignment. Landlord agrees that any assignment of the Lease and Tenant's leasehold interests in the Lease by Tenant to Franchisor and/or assumption by Franchisor of the Lease and such leasehold interests shall not require Landlord consent and shall not require any payment of any assignment fee or similar charge or result in any increase in rent or other fees as a result of such assignment and/or assumption.

4. Landlord must provide Franchisor, at the same time that Landlord provides Tenant, with a copy of all lease amendments and assignments, and a copy of all letters and notices that Landlord sends to Tenant relating to the Lease or the Premises. Subject to the rights set forth in Section "3" of this Rider, Landlord agrees to notify Franchisor by nationally recognized overnight courier at the Notice Address of any default by Tenant under the Lease. Landlord agrees that such notice shall afford Franchisor the option for Franchisor to invoke a cure period whereby Franchisor, upon Franchisor's sole election, shall be granted an additional 15 day period to cure any monetary default by Tenant under the Lease and an additional 30 day period to cure any non-monetary default by Tenant under the Lease. In the event that the non-monetary default cannot reasonably be cured within such period and if diligent efforts to cure promptly commence, then the cure period shall continue as long as such diligent efforts to cure continue, but not beyond 180 days from the date notice is provided.

5. Upon expiration and non-renewal or termination of the Lease or the Franchise Agreement, Franchisor shall have the right, upon notice to Landlord, to enter the Premises and remove any interior and exterior signs containing Franchisor's trademarks and trade fixtures. Landlord further agrees that Franchisor's rights to any such signs or fixtures shall be superior to any rights Landlord may have to such signs or fixtures (by lien or otherwise) set forth in the Lease or otherwise.

6. Landlord and Tenant acknowledge and agree that Franchisor is an intended third party beneficiary of this Rider and that Franchisor may bring an action to enforce Franchisor's rights under this Rider and in and to the Lease and the Leased Premises. Franchisor makes no representations or warranties regarding this Rider or in connection with the Lease and Franchisor's approval of Tenant's Lease only indicates that the proposed Lease meets Franchisor's minimum criteria, and the parties agree that Franchisor's approval or disapproval of the Lease will not impose any liability or obligation on Franchisor. Tenant must have a competent real estate attorney review the Lease, at Tenant's expense.

7. Upon request of Franchisor, the Landlord will subordinate any lien and/or security interest in Tenant's property to the security interest of Franchisor.

**Landlord:**

**Tenant:**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name and Title (please print)

\_\_\_\_\_  
Name and Title (please print)

Dated \_\_\_\_\_

Dated \_\_\_\_\_



**Franchise Agreement – Exhibit 5**  
Collateral Assignment of Lease



## **COLLATERAL ASSIGNMENT OF LEASE**

(for the benefit of Toastique Holdings, LLC and its assigns)

For Value Received, the undersigned (“Assignor”) hereby assigns and transfers to Toastique Holdings, LLC (“Assignee”), all of Assignor’s right, title and interest as tenant in, to and under a certain lease, a copy of which is attached hereto as Exhibit “A” (the “Lease”) for the following premises (the “Leased Premises”):

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This Assignment is for collateral purposes only and except as may be otherwise expressly stated and specified herein under no circumstance shall Assignee have any liability or obligation under the Lease and/or Leased Premises, unless: (a) Assignee provides an express written statement that is addressed to Assignor and the landlord for the Leased Premises, is delivered by Assignee to Assignor and the landlord for the Leased Premises, is signed by an officer of Assignee, and that expressly states that Assignee is assuming all rights and interests in and to the Lease pursuant to this Assignment; and (b) Assignee takes possession of the Leased Premises pursuant to the terms hereof, and Assignee assumes the obligations of Assignor under the Lease.

Assignor represents that Assignor possesses full power and authority to enter into this Assignment and that at no time prior to executing this Assignment has Assignor assigned and/or transferred Assignor’s interests and/or rights in or to the Lease and/or the Leased Premises.

Assignee has the right and possesses full power and authority to take possession of the Leased Premises, to eject and expel Assignor from possession and occupancy of the Leased Premises and to terminate Assignor’s right, title and interest in and to the Lease in the event of: (a) a default by Assignor under the terms of the Lease and Assignor’s failure to timely cure such default, assuming that such default is capable of curing; (b) a default by Assignor (in Assignor’s capacity as a Toastique Restaurant franchisee) under the terms and conditions of the Toastique Restaurant Franchise Agreement between Assignor, as franchisee, and Assignee, as franchisor (the “Franchise Agreement”), and Assignor’s failure to timely cure such default, assuming that such default is capable of curing; (c) upon default of any agreement supporting or guaranteeing the Franchise Agreement; or (d) the expiration or termination of the Franchise Agreement.

Assignor agrees that Assignor will not and shall not permit, grant or suffer any termination, surrender or modification of the Lease without the prior written consent of Assignee. Throughout the term of the Franchise Agreement, Assignor shall elect and exercise all options to extend the term of or renew the Lease



not less than 120 days prior to the last day that the option must be exercised unless Assignee otherwise agrees in writing. Should Assignor fail to comply with the foregoing, Assignor does hereby appoint Assignee (subject to Assignees acceptance and invocation of such right) to act on behalf of Assignor for the purpose of effectuating extensions and renewals of the Lease.

**Assignor:**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (please print)

Date \_\_\_\_\_

NOTARY SIGNATURE, SEAL AND INFORMATION: On \_\_\_\_\_ before me, the undersigned, personally appeared \_\_\_\_\_ personally known to me or proven to me on the basis of satisfactory evidence to be the individual(s) whose name(s) is (are) subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their capacity/capacities, and that by his/her/their signature(s) on the instrument, the individual(s), or the person upon behalf of which the individual(s) acted, executed the instrument.

\_\_\_\_\_  
Notary Signature and Seal



**Franchise Agreement – Exhibit 6**  
Assignment of Telephone Numbers and Digital Media Accounts



## **ASSIGNMENT OF TELEPHONE NUMBERS AND DIGITAL MEDIA ACCOUNTS**

(for the benefit of Toastique Holdings, LLC and its assigns)

THIS ASSIGNMENT OF TELEPHONE NUMBERS AND DIGITAL MEDIA ACCOUNTS ASSIGNMENT (“Assignment”) is entered into between \_\_\_\_\_ (the “Assignor”) and Toastique Holdings, LLC and its successors and assigns (the “Assignee”).

WHEREAS, Assignee is the franchisor of the Toastique Restaurant franchise system (the “Toastique Restaurant Franchise System”);

WHEREAS, Assignor, as franchisee, and Assignee, as franchisor, are parties to a Toastique Restaurant Franchise Agreement (the “Franchise Agreement”);

WHEREAS, the term “Digital Media” shall refer to and mean “any interactive or static electronic document, application or media that is connected to and/or in a network of computers, servers and/or other devices linked by communications software, part of the world wide web (including, but not limited to websites), linked by the internet or part of a web based application, software application, smart phone based application or social media platform including, but not limited to social media platforms and applications such as Facebook, LinkedIn, X, Pinterest, Instagram, SnapChat, TikTok, YouTube, and world wide web and internet based directories and local directories that refers, references, identifies, reviews, promotes and/or relates, in any way, to a Toastique Restaurant, Toastique Restaurants, Assignor’s Toastique Restaurant and/or trademarks associated with the Toastique Restaurant Franchise System and/or Assignee. Digital Media further includes the Toastique Restaurant website, web pages and website subdomains (including those related to, associated with and/or a part of the Toastique Restaurant Franchise System) associated with and/or related to Assignor’s Toastique Restaurant and all web pages, blog posts, videos, articles, information, sub-domains, and all other media and/or publications relating to the Toastique Restaurant Franchise System that is displayed and/or transmitted digitally”; and

WHEREAS, in connection with Assignor’s establishment and operation of a Toastique Restaurant, Assignor will be utilizing accounts, information, phone numbers and Digital Media subject to strict requirements set forth in the Franchise Agreement.

NOW THEREFORE, Assignor, in exchange for good and valuable consideration provided and paid by Assignee (receipt of which is hereby acknowledged), agrees:

1. That Assignor does hereby assign to assignee all telephone numbers, facsimile numbers, listings, domain names and Digital Media that is associated with Assignor’s Toastique Restaurant including, the following (all collectively referred to as the “Media”):

- (a) All phone numbers, facsimile numbers and listings that are currently, or in the future, associated with Assignor’s Toastique Restaurant;
- (b) The following telephone and facsimile numbers:

\_\_\_\_\_  
\_\_\_\_\_; and

- (c) All Digital Media, all Digital Media accounts and all Digital Media log-in information.

The foregoing shall not be construed and/or interpreted as Assignees acknowledgment and/or agreement that Assignor owns and/or possesses any ownership interests in the foregoing telephone numbers, accounts and/or Digital Media. Any and all rights of Assignor in and to same exist subject to a limited license pursuant to the Toastique Restaurant Franchise Agreement which shall take precedence and govern. However, this Assignment is intended by Assignor and Assignee to be an instrument that may be relied upon by all third parties to authorize and permit the assignments and transfers set forth in this Assignment and to facilitate the transfer of accounts and media to within the control of Assignee. Nothing contained in this Assignment shall be used to construe nor imply that Assignor possesses any ownership interests or rights in the Digital Media and in the event of any inconsistency or conflict between this Assignment and the Franchise Agreement, the Franchise Agreement shall take precedence and govern.

2. This Assignment will become effective automatically upon the termination or expiration of the Franchise Agreement for any reason. As to all third parties proof of the expiration or termination of the Franchise Agreement shall exist exclusively upon the written declaration of Assignee and Assignee's declaration shall be dispositive and not subject to challenge. Assignor agrees that all third parties may rely on this Assignment for the purpose of taking any and all actions to ensure that access to and control of the Media is maintained by Assignee.

**UTILIZATION OF THIS ASSIGNMENT SHALL EXIST AT THE SOLE DISCRETION OF ASSIGNEE AND FOR THE SOLE BENEFIT OF ASSIGNEE.**

**Assignor:**

**Assignee: Toastique Holdings, LLC**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name and Title (please print)

\_\_\_\_\_  
Name and Title (please print)

Dated \_\_\_\_\_

Dated \_\_\_\_\_



**Franchise Agreement – Exhibit 7**  
ACH Authorization Form



## AUTOMATED CLEARING HOUSE PAYMENT AUTHORIZATION FORM

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**Franchisee Information:**

---

Franchisee Name

Business No.

---

Franchisee Mailing Address (street)

Franchisee Phone No.

---

Franchisee Mailing Address (city, state, zip)

---

Contact Name, Address and Phone Number (if different from above)

---

Franchisee Fax No.

Franchisee Email Address

---

**Bank Account Information:**

---

Bank Name

---

Bank Mailing Address (street, city, state, zip)

---

[ ☐ ] Checking [ ☐ ] Savings

Bank Account No.

(check one)

Bank Routing No.

---

Bank Phone No.

---

**Authorization:**

Franchisee hereby authorizes Toastique Holdings, LLC ("Franchisor") to initiate debit entries to Franchisee's account with the Bank listed above and Franchisee authorizes the Bank to accept and to debit the amount of such entries to Franchisee's account. Each debit shall be made from time to time in an amount sufficient to cover any fees payable to Franchisor pursuant to any agreement between Franchisor and Franchisee as well as to cover any purchases of goods or services from Franchisor or any affiliate of Franchisor. Franchisee agrees to be bound by the National Automated Clearing House Association (NACHA) rules in the administration of these debit entries. Debit entries will be initiated only as authorized above. This authorization is to remain in full force and effect until Franchisor has received written notification from Franchisee of its termination in such time and in such manner as to afford Franchisor and the Bank a reasonable opportunity to act on it. Franchisee shall notify Franchisor of any changes to any of the information contained in this authorization form at least 30 days before such change becomes effective.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Federal Tax TD No.: \_\_\_\_\_

Its: \_\_\_\_\_

**NOTE: FRANCHISEE MUST ATTACH A VOIDED CHECK RELATING TO THE BANK ACCOUNT**



**Franchise Agreement – Exhibit 8**  
General Release

FORM OF GENERAL RELEASE

GENERAL RELEASE

THIS GENERAL RELEASE (the “Release”) is made as of \_\_\_\_\_ (the “Effective Date”) by:

(a) \_\_\_\_\_, a(n) \_\_\_\_\_, and \_\_\_\_\_, a(n) \_\_\_\_\_ (individually, jointly, severally, and collectively referred to as “Franchisee”), and

(b) if Franchisee is a Corporate Entity, the following individuals: \_\_\_\_\_, an individual residing at \_\_\_\_\_, and \_\_\_\_\_, an individual residing at \_\_\_\_\_ (individually, jointly, severally, and collectively referred to as the “Individual Guarantors”) (Franchisee and the Individual Guarantors, respectively, are hereinafter individually, jointly, severally, and collectively referred to as the “Releasor”),

In Favor of, Toastique Holdings, LLC an Arizona limited liability company with a principal address at 764 Maine Avenue SW, Washington, D.C., 20024, and Toastique Holdings, LLC’s predecessors, affiliates, successors, assigns, officers, directors, managers, employees, and agents (hereinafter individually, jointly, severally, and collectively referred to as the “Releasee”).

IN EXCHANGE FOR GOOD AND VALUABLE CONSIDERATION FROM TOASTIQUE HOLDINGS, LLC AND/OR RELEASEE, AND WITH THE RECEIPT AND SUFFICIENCY OF SUCH CONSIDERATION BEING HEREBY ACKNOWLEDGED BY RELEASOR, RELEASOR DOES HEREBY, FOR ITSELF AND FOR RELEASOR’S SUCCESSORS AND ASSIGNS HEREBY RELEASE AND FOREVER DISCHARGE RELEASEE FROM:

Any and all claims including, but not limited to Franchise Claims (defined below), causes of action, violations, damages, actions, contracts, covenants, promises, judgments, suits, indebtedness, liabilities, accounts, and demands of every kind and nature (hereinafter all collectively referred to as the “Claims” or “Claim”), whether or not such Claims are presently known or unknown, disclosed or undisclosed, actual or potential, accrued or unaccrued and whether in law, admiralty, common law, or equity which against the Releasee, Releasor ever had, now has or hereafter can, shall or may, have for, upon, or by reason of any Claim, matter, cause or thing whatsoever from the beginning of the world to the Effective Date of this Release.

Without limitation to the foregoing, the definition of the term “Claims” or “Claim,” includes and, thereby this Release shall apply to, any and all claims, causes of action, violations, damages, actions, contracts, covenants, promises, judgments, suits, indebtedness, liabilities, accounts, and demands of every kind and nature, whether or not such Claims are presently known or unknown, disclosed or undisclosed, actual or potential, accrued or unaccrued, relating to and/or with regard to each and every violation and breach of any and all federal and state franchise laws, franchise rules, or franchise regulations, including those franchise laws, rules, and regulations that relate to and govern the offer or sale of franchises, the offer or sale of business opportunities, the terms of the Franchise Agreement, and the offer and sale of the franchise opportunity related to the Franchise Agreement (collectively, referred to as “Franchise Claims”).

This Release may not be changed orally.



This Release may be signed in counterparts, with each counterpart being binding against the party executing it and considered as an original.

This Release shall be interpreted in accordance with the laws of the State of Arizona. In the event that any action or legal proceeding is commenced respecting or related to this Release or the enforceability of this Release, the prevailing party in such legal action or proceeding shall be entitled to the recovery of reasonable attorneys' fees.

[The following additional language should be used with Washington franchisees]

*This General Release is not intended as a waiver of those rights of the undersigned which cannot be waived under applicable state franchise laws nor is it intended to relieve RELEASEE, directly or indirectly, from liability imposed by the Washington Franchise Investment Protection Act or the rules adopted thereunder.*

IN WITNESS WHEREOF, the Releasor has hereunto set Releasor's hand and seal on the date set forth below.

**Releasor:**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (please print)

\_\_\_\_\_  
Name (please print)

Dated \_\_\_\_\_

Dated \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (please print)

\_\_\_\_\_  
Name (please print)

Dated \_\_\_\_\_

Dated \_\_\_\_\_



FRANCHISE DISCLOSURE DOCUMENT  
**EXHIBIT F**  
1-3, 1-4, AND 1-5 MULTI-FRANCHISE ADDENDUM

## **TOASTIQUE 1-3 MULTI-FRANCHISE ADDENDUM**

This 1-3 Multi-Franchise Addendum (the “Multi-Franchise Addendum”) is made and entered into on \_\_\_\_\_ (the “Effective Date”), by and between Toastique Holdings, LLC, an Arizona limited liability company with a principal place of business located at 764 Maine Avenue SW, Washington, D.C. 20024, (the “Franchisor”) and \_\_\_\_\_ (the “Franchisee”).

### **RECITALS**

WHEREAS, simultaneous to the execution of this Multi-Franchise Addendum, Franchisor and Franchisee have entered into a Toastique Restaurant Franchise Agreement (the “Franchise Agreement”); and

WHEREAS, this Multi-Franchise Addendum relates to Franchisee’s election to purchase certain rights related to the potential development of up to three Toastique Restaurants by Franchisee.

NOW THEREFORE Franchisor and Franchisee agree, as follows:

1. **Addendum Governs.** Except as expressly provided herein, the terms and provisions of the Franchise Agreement will govern the relationship of the parties to this Multi-Franchise Addendum. To the extent that the terms of this Addendum are inconsistent with the term and provisions of the Franchise Agreement, the terms and provisions of this Multi-Franchise Addendum shall take precedence and govern.

2. **Capitalized Terms.** Capitalized terms used in this Addendum but not defined in this Multi-Franchise Addendum shall, as applicable, have the meaning given such terms in the Franchise Agreement.

3. **Multi-Franchise 1-3.** At the time of entering into the Franchise Agreement, Franchisee has requested and elected to enter into this Multi-Franchise Addendum and Franchisor and Franchisee agree, as follows:

(a) **Initial Franchise Fee.** Modifying the terms of Article 5.A. of the Franchise Agreement, the Initial Franchise Fee is \$110,000. The Initial Franchise Fee is fully earned by Franchisor upon execution of the Franchise Agreement and this Multi-Franchise Addendum and is non-refundable. The Initial Franchise Fee is not contingent on Franchisee’s execution of additional Toastique Restaurant Franchise Agreements or Franchisee’s development of multiple Toastique Restaurants.

(b) **Multi-Franchise Addendum Term.** The term of this Addendum (the “Multi-Franchise Addendum Term”) commences as of the Effective Date and expires at the earlier of (a) the expiration or termination of the Franchise Agreement, for any reason; or (b) the 10 year anniversary of the Effective Date.

(c) **Franchisee’s Development of Up to Two Additional Restaurants.** By entering into this Multi-Franchise Addendum, Franchisor and Franchisee agree that in addition to Franchisee’s first Restaurant (“Restaurant 1”) that is the subject of the Franchise Agreement, Franchisee may, during the Multi-Franchise Addendum Term enter into up to two additional Toastique Franchise Agreements for the development and operation, of up to two additional Restaurants – Restaurant 2 and Restaurant 3.

To invoke Franchisee’s right to develop and operate Restaurant 2 and Restaurant 3, as applicable, Franchisee shall enter into Franchise Agreements for each additional Restaurant that shall contain the same terms as the Franchise Agreement being executed for the first location, conditional upon Franchisee’s compliance with the terms of the Franchise Agreement and this Addendum.

(d) Limited Three Month (12 Weeks Total) Royalty Abatement for Restaurants. As to each Restaurant developed under this Multi-Franchise Addendum, provided that Franchisee timely develops and opens each Restaurant in accordance with the terms of the Franchise Agreement for the Restaurant and is otherwise in compliance with the terms of the Franchise Agreement for the Restaurant, Franchisee shall not be required to pay the Royalty Fee during the limited three month period, not exceeding 12 weeks in total, commencing on the Actual Business Commencement Date and automatically expiring on the three month anniversary of the Actual Business Commencement Date, but not exceeding 12 weeks in total. Except as to the foregoing limited period, Royalty Fees shall be payable and due in accordance with the terms of the Franchise Agreement for each Restaurant. Defined terms such as “Royalty Fee” and “Actual Business Commencement Date” shall have the meanings attributed to them in the Franchise Agreement for Restaurant.

(e) Waived Initial Franchise Fee for Restaurant 2 and Restaurant 3. By entering into this Multi-Franchise Addendum, at the time of signing the Franchise Agreement for, as applicable, Restaurant 2 and Restaurant 3, the one-time Initial Franchise Fee for, as applicable, the Franchise Agreement for Restaurant 2 and Restaurant 3 are waived. This waiver does not relate to any other fees set forth in the Restaurant Franchise Agreement.

(f) No Obligation by Franchisee to Develop Restaurant 2 and Restaurant 3. This Multi-Franchise Addendum does not obligate Franchisee to develop Restaurant 2 or Restaurant 3.

(g) No Territory, Development, or Franchise Rights. For the purpose of clarity, Franchisor and Franchisee agree that this Multi-Franchise Addendum does not grant to Franchisee supplemental franchise rights, rights to any development territory, or exclusivity as to future Restaurants development within any particular market. Further, this Multi-Franchise Addendum does not grant to Franchisee the right to franchise, sub-franchise, license, or sub-license others to develop or operate Toastique Restaurants.

(h) Development by Franchisee Affiliate. Franchisor acknowledges and agrees that Franchisee may elect to establish and develop Restaurant 2 and Restaurant 3, respectively, through a Corporate Entity or Corporate Entities that are affiliated with Franchisee (an “Affiliated Corporate Entity”). The waived one-time Initial Franchise Fee(s) set forth in Section 3.(d) of this Multi-Franchise Addendum shall, as applicable, apply if the entity entering into the Toastique Franchise Agreement for Restaurant 2 and/or Restaurant 3 is an Affiliated Corporate Entity of Franchisee. To qualify as an Affiliated Corporate Entity, the Owners of the Affiliated Corporate Entity must be identical to that of Franchisee or, if Franchisee is not a Corporate Entity, must be comprised exclusively of Franchisee.

(i) Assignment. If Franchisor approves the Assignment of the Franchise Agreement, this Multi-Franchise Addendum may be assigned upon approval of Franchisor which shall not be unreasonably withheld, provided that the assignee is the same assignee of the Franchise Agreement.

[SIGNATURE PAGE TO FOLLOW]

**IN WITNESS WHEREOF**, the parties have executed, sealed and delivered this Agreement as of the Effective Date set forth in the first paragraph of this Agreement.

**Franchisor:**

Toastique Holdings, LLC

**Franchisee:**

By: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Name and Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (please print)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (please print)

## **TOASTIQUE 1-4 MULTI-FRANCHISE ADDENDUM**

This 1-4 Multi-Franchise Addendum (the “Multi-Franchise Addendum”) is made and entered into on \_\_\_\_\_ (the “Effective Date”), by and between Toastique Holdings, LLC, an Arizona limited liability company with a principal place of business located at 764 Maine Avenue SW, Washington, D.C. 20024, (the “Franchisor”) and \_\_\_\_\_ (the “Franchisee”).

### **RECITALS**

WHEREAS, simultaneous to the execution of this Multi-Franchise Addendum, Franchisor and Franchisee have entered into a Toastique Restaurant Franchise Agreement (the “Franchise Agreement”); and

WHEREAS, this Multi-Franchise Addendum relates to Franchisee’s election to purchase certain rights related to the potential development of up to three additional Toastique Restaurants by Franchisee.

NOW THEREFORE Franchisor and Franchisee agree, as follows:

1. **Addendum Governs.** Except as expressly provided herein, the terms and provisions of the Franchise Agreement will govern the relationship of the parties to this Multi-Franchise Addendum. To the extent that the terms of this Addendum are inconsistent with the term and provisions of the Franchise Agreement, the terms and provisions of this Multi-Franchise Addendum shall take precedence and govern.
2. **Capitalized Terms.** Capitalized terms used in this Addendum but not defined in this Multi-Franchise Addendum shall, as applicable, have the meaning given such terms in the Franchise Agreement.
3. **Multi-Franchise 1-4.** At the time of entering into the Franchise Agreement, Franchisee has requested and elected to enter into this Multi-Franchise Addendum and Franchisor and Franchisee agree, as follows:

(a) **Initial Franchise Fee.** Modifying the terms of Article 5.A. of the Franchise Agreement, the Initial Franchise Fee is \$143,000. The Initial Franchise Fee is fully earned by Franchisor upon execution of the Franchise Agreement and this Multi-Franchise Addendum and is non-refundable. The Initial Franchise Fee is not contingent on Franchisee’s execution of additional Toastique Restaurant Franchise Agreements or Franchisee’s development of multiple Toastique Restaurants.

(b) **Multi-Franchise Addendum Term.** The term of this Addendum (the “Multi-Franchise Addendum Term”) commences as of the Effective Date and expires at the earlier of (a) the expiration or termination of the Franchise Agreement, for any reason; or (b) the 10 year anniversary of the Effective Date.

(c) **Franchisee’s Development of Up to Three Additional Restaurants.** By entering into this Multi-Franchise Addendum, Franchisor and Franchisee agree that in addition to Franchisee’s first Restaurant (“Restaurant 1”) that is the subject of the Franchise Agreement, Franchisee may, during the Multi-Franchise Addendum Term enter into up to three additional Toastique Franchise Agreements for the development and operation, of up to three additional Restaurants – Restaurant 2 , Restaurant 3, and Restaurant 4.

To invoke Franchisee’s right to develop and operate Restaurant 2, Restaurant 3, and Restaurant 4 as applicable, Franchisee shall enter into Franchise Agreements for each additional Restaurant that shall contain the same terms as the Franchise Agreement being executed for the first location,

conditional upon Franchisee's compliance with the terms of the Franchise Agreement and this Addendum.

(d) Limited Three Month (12 Weeks Total) Royalty Abatement for Restaurants. As to each Restaurant developed under this Multi-Franchise Addendum, provided that Franchisee timely develops and opens each Restaurant in accordance with the terms of the Franchise Agreement for the Restaurant and is otherwise in compliance with the terms of the Franchise Agreement for the Restaurant, Franchisee shall not be required to pay the Royalty Fee during the limited three month period, not exceeding 12 weeks in total, commencing on the Actual Business Commencement Date and automatically expiring on the three month anniversary of the Actual Business Commencement Date, but not exceeding 12 weeks in total. Except as to the foregoing limited period, Royalty Fees shall be payable and due in accordance with the terms of the Franchise Agreement for each Restaurant. Defined terms such as "Royalty Fee" and "Actual Business Commencement Date" shall have the meanings attributed to them in the Franchise Agreement for Restaurant.

(e) Waived Initial Franchise Fee for Restaurant 2, Restaurant 3, and Restaurant 4. By entering into this Multi-Franchise Addendum, at the time of signing the Franchise Agreement for, as applicable, Restaurant 2, Restaurant 3, and Restaurant 4, the one-time Initial Franchise Fee for, as applicable, the Franchise Agreement for Restaurant 2, Restaurant 3, and Restaurant 4 are waived. This waiver does not relate to any other fees set forth in the Restaurant Franchise Agreement.

(f) No Obligation by Franchisee to Develop Restaurant 2, Restaurant 3, and Restaurant 4. This Multi-Franchise Addendum does not obligate Franchisee to develop Restaurant 2, Restaurant 3, or Restaurant 4.

(g) No Territory, Development, or Franchise Rights. For the purpose of clarity, Franchisor and Franchisee agree that this Multi-Franchise Addendum does not grant to Franchisee supplemental franchise rights, rights to any development territory, or exclusivity as to future Restaurants development within any particular market. Further, this Multi-Franchise Addendum does not grant to Franchisee the right to franchise, sub-franchise, license, or sub-license others to develop or operate Toastique Restaurants.

(h) Development by Franchisee Affiliate. Franchisor acknowledges and agrees that Franchisee may elect to establish and develop Restaurant 2, Restaurant 3, and Restaurant 4, respectively, through a Corporate Entity or Corporate Entities that are affiliated with Franchisee (an "Affiliated Corporate Entity"). The waived one-time Initial Franchise Fee(s) set forth in Section 3.(d) of this Multi-Franchise Addendum shall, as applicable, apply if the entity entering into the Toastique Franchise Agreement for Restaurant 2, Restaurant 3, and/or and Restaurant 4 is an Affiliated Corporate Entity of Franchisee. To qualify as an Affiliated Corporate Entity, the Owners of the Affiliated Corporate Entity must be identical to that of Franchisee or, if Franchisee is not a Corporate Entity, must be comprised exclusively of Franchisee.

(i) Assignment. If Franchisor approves the Assignment of the Franchise Agreement, this Multi-Franchise Addendum may be assigned upon approval of Franchisor which shall not be unreasonably withheld, provided that the assignee is the same assignee of the Franchise Agreement.

[SIGNATURE PAGE TO FOLLOW]

**IN WITNESS WHEREOF**, the parties have executed, sealed and delivered this Agreement as of the Effective Date set forth in the first paragraph of this Agreement.

**Franchisor:**

Toastique Holdings, LLC

**Franchisee:**

By: \_\_\_\_\_  
Signature

Brianna Keefe, Member \_\_\_\_\_  
Name and Title (please print)

\_\_\_\_\_  
Dated

By: \_\_\_\_\_  
Signature

\_\_\_\_\_  
Name and Title (please print)

\_\_\_\_\_  
Dated



## **TOASTIQUE 1-5 MULTI-FRANCHISE ADDENDUM**

This 1-5 Multi-Franchise Addendum (the “Multi-Franchise Addendum”) is made and entered into on \_\_\_\_\_ (the “Effective Date”), by and between Toastique Holdings, LLC, an Arizona limited liability company with a principal place of business located at 764 Maine Avenue SW, Washington, D.C. 20024, (the “Franchisor”) and \_\_\_\_\_ (the “Franchisee”).

### **RECITALS**

WHEREAS, simultaneous to the execution of this Multi-Franchise Addendum, Franchisor and Franchisee have entered into a Toastique Restaurant Franchise Agreement (the “Franchise Agreement”); and

WHEREAS, this Multi-Franchise Addendum relates to Franchisee’s election to purchase certain rights related to the potential development of up to three Toastique Restaurants by Franchisee.

NOW THEREFORE Franchisor and Franchisee agree, as follows:

1. **Addendum Governs.** Except as expressly provided herein, the terms and provisions of the Franchise Agreement will govern the relationship of the parties to this Multi-Franchise Addendum. To the extent that the terms of this Addendum are inconsistent with the term and provisions of the Franchise Agreement, the terms and provisions of this Multi-Franchise Addendum shall take precedence and govern.

2. **Capitalized Terms.** Capitalized terms used in this Addendum but not defined in this Multi-Franchise Addendum shall, as applicable, have the meaning given such terms in the Franchise Agreement.

3. **Multi-Franchise 1-5.** At the time of entering into the Franchise Agreement, Franchisee has requested and elected to enter into this Multi-Franchise Addendum and Franchisor and Franchisee agree, as follows:

(a) **Initial Franchise Fee.** Modifying the terms of Article 5.A. of the Franchise Agreement, the Initial Franchise Fee is \$170,000. The Initial Franchise Fee is fully earned by Franchisor upon execution of the Franchise Agreement and this Multi-Franchise Addendum and is non-refundable. The Initial Franchise Fee is not contingent on Franchisee’s execution of additional Toastique Restaurant Franchise Agreements or Franchisee’s development of multiple Toastique Restaurants.

(b) **Multi-Franchise Addendum Term.** The term of this Addendum (the “Multi-Franchise Addendum Term”) commences as of the Effective Date and expires at the earlier of (a) the expiration or termination of the Franchise Agreement, for any reason; or (b) the 10 year anniversary of the Effective Date.

(c) **Franchisee’s Development of Up to Four Additional Restaurants.** By entering into this Multi-Franchise Addendum, Franchisor and Franchisee agree that in addition to Franchisee’s first Restaurant (“Restaurant 1”) that is the subject of the Franchise Agreement, Franchisee may, during the Multi-Franchise Addendum Term enter into up to four additional Toastique Franchise Agreements for the development and operation, of up to four additional Restaurants – Restaurant 2, Restaurant 3, Restaurant 4, and Restaurant 5.

To invoke Franchisee’s right to develop and operate Restaurant 2, Restaurant 3, Restaurant 4, and Restaurant 5, as applicable, Franchisee must enter into Franchisor’s then current Restaurant Franchise Agreement that, among other things, may contain terms that are materially different from the Franchise Agreement for Restaurant 1 and shall also be contingent upon execution of all

ancillary agreements including individual guarantees of the Restaurant Franchise Agreement by Owners.

(d) Limited Three Month (12 Weeks Total) Royalty Abatement for Restaurants. As to each Restaurant developed under this Multi-Franchise Addendum, provided that Franchisee timely develops and opens each Restaurant in accordance with the terms of the Franchise Agreement for the Restaurant and is otherwise in compliance with the terms of the Franchise Agreement for the Restaurant, Franchisee shall not be required to pay the Royalty Fee during the limited three month period, not exceeding 12 weeks in total, commencing on the Actual Business Commencement Date and automatically expiring on the three month anniversary of the Actual Business Commencement Date, but not exceeding 12 weeks in total. Except as to the foregoing limited period, Royalty Fees shall be payable and due in accordance with the terms of the Franchise Agreement for each Restaurant. Defined terms such as “Royalty Fee” and “Actual Business Commencement Date” shall have the meanings attributed to them in the Franchise Agreement for Restaurant.

(e) Waived Initial Franchise Fee for Restaurant 2, Restaurant 3, Restaurant 4, and Restaurant 5. By entering into this Multi-Franchise Addendum, at the time of signing the Franchise Agreement for, as applicable, Restaurant 2, Restaurant 3, Restaurant 4, and Restaurant 5, the one-time Initial Franchise Fee for, as applicable, the Franchise Agreement for Restaurant 2, Restaurant 3, Restaurant 4, and Restaurant 5 are waived. This waiver does not relate to any other fees set forth in the Restaurant Franchise Agreement.

(f) No Obligation by Franchisee to Develop Restaurant 2, Restaurant 3 Restaurant 4, or Restaurant 5. This Multi-Franchise Addendum does not obligate Franchisee to develop Restaurant 2, Restaurant 3, Restaurant 4, or Restaurant 5.

(g) No Territory, Development, or Franchise Rights. For the purpose of clarity, Franchisor and Franchisee agree that this Multi-Franchise Addendum does not grant to Franchisee supplemental franchise rights, rights to any development territory, or exclusivity as to future Restaurants development within any particular market. Further, this Multi-Franchise Addendum does not grant to Franchisee the right to franchise, sub-franchise, license, or sub-license others to develop or operate Toastique Restaurants.

(h) Development by Franchisee Affiliate. Franchisor agrees that Franchisee may elect to establish and develop Restaurant 2, Restaurant 3, Restaurant 4, and Restaurant 5, respectively, through a Corporate Entity or Corporate Entities that are affiliated with Franchisee (an “Affiliated Corporate Entity”). The waived one-time Initial Franchise Fee(s) set forth in Section 3.(d) of this Multi-Franchise Addendum shall, as applicable, apply if the entity entering into the Toastique Franchise Agreement for Restaurant 2, Restaurant 3, Restaurant 4, and/or Restaurant 5 is an Affiliated Corporate Entity of Franchisee. To qualify as an Affiliated Corporate Entity, the Owners of the Affiliated Corporate Entity must be identical to that of Franchisee or, if Franchisee is not a Corporate Entity, must be comprised exclusively of Franchisee.

(i) Assignment. If Franchisor approves the Assignment of the Franchise Agreement, this Multi-Franchise Addendum may be assigned upon approval of Franchisor which shall not be unreasonably withheld, provided that the assignee is the same assignee of the Franchise Agreement.

[SIGNATURE PAGE TO FOLLOW]

**IN WITNESS WHEREOF**, the parties have executed, sealed and delivered this Agreement as of the Effective Date set forth in the first paragraph of this Agreement.

**Franchisor:**

Toastique Holdings, LLC

**Franchisee:**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name and Title (please print)

\_\_\_\_\_  
Name (please print)

\_\_\_\_\_  
Dated

\_\_\_\_\_  
Dated

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name (please print)

\_\_\_\_\_  
Dated



FRANCHISE DISCLOSURE DOCUMENT  
**EXHIBIT G**  
MULTI-UNIT DEVELOPMENT AGREEMENT



TOASTIQUE HOLDINGS, LLC

**MULTI-UNIT DEVELOPMENT AGREEMENT**

FRANCHISEE:

# Toastique Multi-Unit Development Agreement

## TABLE OF CONTENTS

<u>Section</u>	<u>Page</u>
1. DEFINITIONS.....	1
2. DEVELOPMENT RIGHTS.....	4
2.1 DEVELOPMENT GRANT AND DEVELOPMENT OBLIGATIONS.....	4
2.2 LIMITED EXCLUSIVITY AND RESERVED RIGHTS .....	5
2.3 PERSONAL RIGHTS .....	5
3. TERM AND TERMINATION .....	5
3.1 TERM .....	5
3.2 TERMINATION BY FRANCHISOR.....	5
4. DEVELOPMENT AREA FEE, INITIAL FEES AND DEVELOPMENT SCHEDULE .....	6
4.1 DEVELOPMENT AREA FEE .....	6
4.2 DEVELOPMENT RESTAURANT INITIAL FRANCHISE FEES.....	6
4.3 PAYMENT OF INITIAL FRANCHISE FEES AND FRANCHISE AGREEMENTS .....	6
4.4 DEVELOPMENT SCHEDULE .....	6
4.5 REASONABLENESS OF DEVELOPMENT SCHEDULE .....	7
5. OTHER OBLIGATIONS OF FRANCHISEE .....	7
5.1 EXECUTION OF FRANCHISE AGREEMENTS.....	7
5.2 ROYALTY FEES AND OTHER FRANCHISE AGREEMENT FEES ACKNOWLEDGMENT .....	7
5.3 MODIFICATIONS TO FRANCHISE AGREEMENT .....	7
5.4 COMPLIANCE WITH FRANCHISE AGREEMENTS .....	8
5.5 SITE SELECTION .....	8
5.6 SITE SELECTION CRITERIA .....	8
6. TRANSFER OF INTEREST .....	8
6.1 BY FRANCHISOR .....	8
6.2 BY FRANCHISEE .....	8
7. ENFORCEMENT AND CONSTRUCTION .....	8
7.1 SEVERABILITY AND SUBSTITUTION OF VALID PROVISIONS .....	8
7.2 WAIVER OF OBLIGATIONS.....	9
7.3 SPECIFIC PERFORMANCE AND INJUNCTIVE RELIEF .....	9
7.4 RIGHTS OF PARTIES ARE CUMULATIVE.....	10
7.5 GOVERNING LAW.....	10
7.6 CHOICE OF LAW, NON-BINDING MEDIATION, BINDING ARBITRATION, AND CONSENT TO JURISDICTION.....	10
7.7 VARIANCES .....	12
7.8 LIMITATIONS OF CLAIMS.....	12
7.9 WAIVER OF PUNITIVE DAMAGES.....	12
7.10 WAIVER OF JURY TRIAL .....	12
7.11 BINDING EFFECT .....	12
7.12 COMPLETE AGREEMENT.....	13
7.13 ATTORNEY FEES AND EXPENSES .....	13
7.14 WAIVER OF CLASS-ACTION: INDIVIDUAL DISPUTE RESOLUTION AND NO MULTI-PARTY ACTIONS.....	13
7.15 ACCEPTANCE BY FRANCHISOR .....	13
7.16 OPPORTUNITY FOR REVIEW BY FRANCHISEE’S ADVISORS .....	13
7.17 NO PERSONAL LIABILITY BY FRANCHISOR’S EMPLOYEES, OFFICERS AND/OR AUTHORIZED AGENTS .....	13
7.18 NON-UNIFORM AGREEMENTS .....	13
7.19 NO RIGHT TO OFFSET .....	13
7.20 HEADINGS.....	14
7.21 AUTHORITY TO EXECUTE AND BIND.....	14
7.22 COUNTERPARTS; ELECTRONIC SIGNATURES; MULTIPLE COPIES .....	14
7.23 JOINT AND SEVERAL LIABILITY .....	14
7.24 RECITALS AND REPRESENTATIONS .....	14
8. NOTICES.....	14

## Schedule

Schedule A      Development Information Sheet



## **MULTI-UNIT DEVELOPMENT AGREEMENT**

This Multi-Unit Development Agreement (the “Agreement”) is made and entered into on \_\_\_\_\_ (the “Effective Date”), by and between Toastique Holdings, LLC, an Arizona limited liability company with a principal place of business located at 764 Maine Avenue SW, Washington, D.C., 20024, (the “Franchisor”) and \_\_\_\_\_ (the “Franchisee”).

### **RECITALS**

WHEREAS, Franchisor has developed a distinctive and proprietary system (the “System”) for the development and operation of a Toastique restaurant featuring fresh, seasonal and responsibly sourced menu of toast style meals, fruit bowls, juices, smoothies and other menu items that Franchisor authorizes (the “Approved Services and Products”) for on-premises dining and carryout under the Licensed Marks (defined below) (each, a “Franchised Business” or “Restaurant”);

WHEREAS, the System and, therefore, each Restaurant is identified by the Marks (defined below) and distinctive trade dress, service offerings, business formats, equipment, products, supplies, operating procedures, programs, methods, procedures, and marketing and advertising standards, all of which are part of the System and all of which Franchisor may modify from time to time;

WHEREAS, simultaneous or prior to the execution of this Agreement, Franchisor and Franchisee have entered into a Restaurant Franchise Agreement for Franchisee’s development and operation of a Restaurant (the “First Development Restaurant”) to be located within a territory located within the Development Area (defined below);

WHEREAS, Franchisee has requested the right to develop and operate multiple Restaurants (each a “Development Restaurant”) to be located with a defined geographical area (the “Development Area”) in accordance with a development schedule that must be strictly adhered to, with each Restaurant within the Development Area being opened and operating utilizing the Marks and System pursuant to the terms and conditions set forth in a separate form of Franchisor’s then current Franchise Agreement for Toastique Restaurants (each, a “Franchise Agreement”); and

WHEREAS, Franchisee agrees that adherence to the terms of this Agreement, each and every Restaurant individual unit Franchise Agreement, Franchisor’s Operations Manual, and Franchisor’s System standards and specifications, are essential to the operation of all Toastique Restaurants and the System as a whole.

NOW THEREFORE, the parties, in consideration of the mutual undertakings and commitments of each party set forth herein, agree, as follows:

### **SECTION 1** **DEFINITIONS**

Supplementing the definitions contained in the Recitals, above, the following terms will have the meaning as defined below:

**“Abandonment”** means the conduct of the Franchisee, including acts of omission as well as commission, indicating the willingness, desire or intent of the Franchisee to discontinue the development and/or operation of the Toastique Restaurants in the Development Area in accordance with the terms of this Agreement.

**“Affiliates”** means individually or collectively, any and all entities controlling, controlled by, or under common ownership with Franchisor.

**“Corporate Entity”** means a corporation, limited liability company, partnership or other corporate legal entity that is not an individual person.

**“Cumulative Development Restaurants”** shall, respectively, have the meaning defined and set forth in Section 4.4 of this Agreement.

**“Development Area”** shall have the meaning set forth in the Recitals and as further defined and set forth in Section 2.1 of this Agreement.

**“Development Area Fee”** shall have the meaning defined and set forth in Section 4.1 of this Agreement.

**“Development Information Term Sheet”** means the Development Information Term Sheet attached to this Agreement as Schedule A.

**“Development Obligations”** shall have the meaning defined and set forth in Section 2.1 of this Agreement.

**“Development Period”** shall, respectively, have the meaning defined and set forth in Section 4.4 of this Agreement.

**“Development Restaurant”** shall have the meaning set forth in the Recitals and as further defined and set forth in Section 2.1 of this Agreement.

**“Development Restaurant Initial Franchise Fee”** shall have the meaning defined and set forth in Section 4.2 of this Agreement.

**“Development Schedule”** shall have the meaning defined and set forth in Sections 4.4 of this Agreement.

**“Effective Date”** shall be the date set forth, defined and referred to in the first paragraph of this Agreement.

**“First Development Restaurant”** shall have the meaning set forth in the Recitals and shall further refer to and mean the Restaurant to be developed by Franchisee as the first Development Restaurant to be developed and operated by Franchisee within the Development Area.

**“Franchise Agreement”** shall have the meaning set forth in the Recitals and shall further refer to and mean Franchisor’s individual unit Toastique Restaurant Franchise Agreement as designated and determined by Franchisor from time to time.

**“Marks”** means such service marks, trademarks, trade dress, trade names, logos, commercial symbols and all configurations and derivations thereof, as may presently exist, or which may be modified,



changed, or acquired by Franchisor or Franchisor's affiliates, in connection with the operation of Restaurants.

**"Newly Opened Development Restaurant(s)"** shall, respectively, have the meaning defined and set forth in Section 4.4 of this Agreement.

**"Operations Manual"** means, individually and collectively, the manual(s) designated by Franchisor and relating to the development and/or operations of Toastique Restaurants including, but not limited to, the policies, procedures and requirements for the development and operation of Toastique Restaurants. The Operations Manual may consist of one or more volumes, handbooks, manuals, written materials, videos, electronic media files, cloud/internet based list-service, intranet, internet based and accessed databases, computer media, email, webinars and other materials as may be modified, added to, replaced or supplemented by Franchisor from time to time in Franchisor's Reasonable Business Judgment, whether by way of supplements, replacement pages, franchise bulletins, or other official pronouncements or means. Subject to Franchisor's modification from time to time and based on Franchisor's Reasonable Business Judgment, the Operations Manual shall, among other things, designate the Approved Services and Products that must be offered and provided by the Franchised Business.

**"Owner"** means collectively, individually and jointly: (a) the officers and directors of Franchisee (including the officers and directors of any general partner of Franchisee) who hold an ownership interest in Franchisee as of the Effective Date; (b) the managing member(s) or manager(s) of Franchisee as of the Effective Date, if franchisee is a limited liability company; and (c) all holders of a 5% or more direct or indirect ownership interest in Franchisee as of the Effective Date and/or of any entity directly or indirectly controlling Franchisee.

**"Restaurant"** shall have the meaning set forth in the Recitals and shall refer to all Restaurants operating under the System and Marks, whether owned by us or any Affiliate, or licensed or franchised by us or any Affiliate.

**"Restaurant Location(s)"** means the fixed locations from which Toastique Restaurants are established, operated and managed.

**"System"** means Franchisor's distinct and proprietary business format for the operation of a restaurant featuring and serving a menu of toast style meals, fruit bowls, juices, smoothies and other menu items that Franchisor authorizes and, related menu items, products and services including the methods, proprietary products, recipes, procedures, signs, designs, layouts, equipment, standards, specifications, Marks, and Franchisor's Operations Manual (including the contents thereof), marketing and advertising methods, vendor lists, trade secrets and confidential information as the same may be modified, amended or replaced from time to time hereafter by Franchisor.

**"Term"** means the period of time set forth and defined in Section 3.1 of this Agreement.

**"Toastique Restaurant(s)"** shall have the meaning defined in the Recitals section of this Agreement and, without limitation to the Recitals section definition of "Toastique Restaurants", shall further include, refer to and mean: every business and all businesses owned and/or operated by Franchisor, Franchisor's affiliates and/or authorized franchisee(s) that utilize and/or is/are required to utilize the System and/or Licensed Marks including, but not limited to, the Franchised Business.

**"Total Development Restaurants"** means the aggregate number of Development Restaurants as defined in Section 2.1 of this Agreement.

“**Transfer**” means and shall include, without limitation, the following, whether voluntary or involuntary, conditional or unconditional, and/or direct or indirect: (a) an assignment, sale, gift, transfer, pledge or sub-franchise; (b) the grant of a mortgage, charge, lien or security interest, including, without limitation, the grant of a collateral assignment; (c) a merger, consolidation, exchange of shares or other ownership interests, issuance of additional ownership interests or securities representing or potentially representing ownership interests, or redemption of ownership interests; (d) a sale or exchange of voting interests or securities convertible to voting interests, or an agreement granting the right to exercise or control the exercise of the voting rights of any holder of ownership interests or to control the operations or affairs of Franchisee; and/or (e) the legal and/or equitable transfer and/or sale of an Owners interests and/or voting rights in Franchisee.

## **SECTION 2**

### **DEVELOPMENT RIGHTS**

#### **2.1 DEVELOPMENT GRANT AND DEVELOPMENT OBLIGATIONS**

Franchisor grants to Franchisee the right, and Franchisee accepts the right and obligation to develop a fixed number of Toastique Restaurants to be developed and opened by Franchisee within the Development Area (each, respectively, a “Development Restaurant”) in strict accordance with the Development Schedule and development obligations set forth in this Agreement (collectively, the “Development Obligations”) and, in accordance with the terms and provisions of each respective Development Restaurant Franchise Agreement. Franchisee further agrees that:

(a) Aggregate Number of Development Restaurants and Total Development Restaurants – The aggregate number of Development Restaurants (including the First Development Restaurant) (collectively, referred to as the “Total Development Restaurants”) that are required for development, subject to the terms of this Agreement and each respective Franchise Agreement, is set forth and defined in the Development Information Term Sheet attached as Schedule A.

(b) Development Area – The Development Area is and shall constitute the geographic area set forth and identified in the Development Information Term Sheet attached as Schedule A.

(c) Effectiveness – To be effective the Development Information Term Sheet must be completed and signed by Franchisor.

(d) Performance of Development Obligations – Franchisee must: (a) open and commence the operations of each new Development Restaurant in accordance with the Development Schedule for each respective Development Period; and (b) maintain in operation the minimum cumulative number of Development Restaurants in accordance with the Development Schedule for each respective Development Period. Franchisee agrees that “*time is of the essence*” with respect to Franchisee’s development obligations under this Agreement, and that Franchisee’s failure to comply with the Development Schedule shall, at the election of Franchisor, result in the immediate termination of this Agreement and of all rights granted to Franchisee under this Agreement.

(e) Incorporation of Development Information Term Sheet – The Development Information Term Sheet attached as Schedule A is hereby incorporated into this Agreement.

During the Term of this Agreement, provided that Franchisee is in compliance with the terms of this Agreement including, but not limited to, the Development Obligations, and each respective Franchise Agreement, Franchisor will not develop and open or license any third party the right to develop and open any new Toastique Restaurants with a Restaurant Location within the Development Area. Franchisee agrees that the designated territory for each Development Restaurant shall be determined by the Franchisee.

Agreement for each respective Development Restaurants and that, in aggregate, the operating territories for Franchisee's Development Restaurants may be smaller than the Development Area.

## **2.2 LIMITED EXCLUSIVITY AND RESERVED RIGHTS**

Except as provided in Section 2.1 of this Agreement, the rights granted in this Agreement are non-exclusive. Franchisor, on Franchisor's own behalf and on behalf of Franchisor's affiliates, successors and assigns, reserves all other rights not expressly granted to Franchisee in this Agreement.

## **2.3 PERSONAL RIGHTS**

Franchisee does not and shall not have or possess the right to franchise, subfranchise, license, sublicense and/or otherwise Transfer Franchisee's rights under this Agreement. The rights and privileges granted and conveyed to the Franchisee in this Agreement may not be Transferred, and, among other things, relate only to Development Area and subject to the terms and conditions of each respective Franchise Agreement for each Development Restaurant.

# **SECTION 3 TERM AND TERMINATION**

## **3.1 TERM**

This Agreement will be for a term (the "Term") that commences as of the Effective Date and, unless earlier terminated by Franchisor, will automatically end on the earlier of (a) the last day of the calendar month that the final Development Restaurant is required to be opened in accordance with the terms of the Development Schedule, (b) the day that the designated territory for the last Development Restaurant is designated by Franchisor, or (c) the date of termination of this Agreement pursuant to the terms of this Agreement. Upon expiration or termination of this Agreement for any reason, Franchisee will not have any rights within the Development Area. The Term may not be renewed or extended.

## **3.2 TERMINATION BY FRANCHISOR**

Franchisor possesses the right, at Franchisor's option, to terminate this Agreement and all rights granted to Franchisee hereunder, without affording Franchisee with any opportunity to cure such default, effective upon written notice to Franchisee, or automatically upon the occurrence of any of the following events: (a) if Franchisee Abandons Franchisee's obligations under this Agreement; (b) if Franchisee for four consecutive months, or any shorter period that indicates an intent by Franchisee to discontinue Franchisee's development of Restaurants within the Development Area, fails to engage in commercially reasonable efforts and actions necessary for Franchisee's timely satisfaction of the Development Obligations; (c) As to any one Development Restaurant, Franchisee's failure to timely enter into a Franchise Agreement as set forth in Section 4.3 of this Agreement; (d) if Franchisee becomes insolvent or is adjudicated bankrupt, or if any action is taken by Franchisee, or by others against the Franchisee, under any insolvency, bankruptcy or reorganization act, or if Franchisee makes an assignment for the benefit or creditors or a receiver is appointed by the Franchisee; (e) if Franchisee fails to meet its development obligations under the Development Schedule for any single Development Period including, but not limited to, Franchisee's failure to establish, open and/or maintain the cumulative number of Toastique Restaurants in accordance with Development Schedule; and/or (f) in the event that any one Franchise Agreement is terminated respecting any Development Restaurant and/or any other Franchise Agreement between Franchisor and Franchisee.

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## **SECTION 4**

### **DEVELOPMENT AREA FEE, INITIAL FEES AND DEVELOPMENT SCHEDULE**

#### **4.1 DEVELOPMENT AREA FEE**

In exchange for the rights set forth and granted pursuant to the terms of this Agreement, upon execution of this Agreement, Franchisee shall pay to Franchisor a development area fee (the “Development Area Fee”). The Development Area Fee is not refundable under any circumstance. The amount of the Development Area Fee is set forth in the Development Information Term Sheet.

Franchisee agrees that the Development Area Fee is not a franchise fee and, that at the time of signing each respective Franchise Agreement, Franchisee shall pay to Franchisor an initial franchise fee and all other fees in accordance with the terms and conditions of each respective Franchise Agreement, except that the initial franchise fee shall conform to the amounts set forth in Section 4.2 of this Agreement. If the then current standard Franchise Agreement to be signed by the Franchisee respecting a Development Restaurant to be established and operated by Franchisee specifies an initial franchise fee that is greater than or different from the initial franchise fee specified in Section 4.2, below, then the amount of the initial franchise fee as specified in Section 4.2 shall govern. However, all other terms and provisions of each respective Franchise Agreement, as to each Respective Development Restaurant, shall take precedence and govern.

#### **4.2 DEVELOPMENT RESTAURANT INITIAL FRANCHISE FEES**

The initial franchise fee for each respective Development Restaurant (the “Development Restaurant Initial Franchise Fee”), to be developed and operated pursuant to the terms and conditions of each respective Franchise Agreement, shall be comprised of the applicable fixed sums set forth in the Development Information Term Sheet.

#### **4.3 PAYMENT OF INITIAL FRANCHISE FEES AND FRANCHISE AGREEMENTS**

The applicable initial franchise fee as set forth in Section 4.2 of this Agreement for the first Development Restaurant shall be payable as set forth in accordance with the terms of the Franchise Agreement for Franchisee’s first Development Restaurant. The applicable initial franchise fees, if any, as may be set forth in Section 4.2 of this Agreement for all other Development Restaurants authorized by this Agreement, shall be paid in such amounts as set forth in Section 4.2 of this Agreement at the time of signing the Franchise Agreement for each respective Development Restaurant.

Either prior to or simultaneous to the execution of this Agreement, Franchisee has signed the Franchise Agreement for Franchisee’s first Development Restaurant. Franchisee’s second Development Restaurant and all Development Restaurants thereafter, respectively, are to be developed and operated by Franchisee pursuant to the terms and conditions of Franchisor’s then current Franchise Agreement which Franchisee must sign, on or before the earlier of: (a) The date Franchisee (subject to Franchisor’s approval of the Restaurant Location) executes a lease for the Restaurant Location for each respective Development Restaurant; (b) The date Franchisee (subject to Franchisor’s approval of the Restaurant Location) enters into a purchase agreement for the real estate for the Restaurant Location for each respective Development Restaurant; or (c) nine months prior to the date that each respective Development Restaurant must be open and in operation pursuant to the Development Schedule.

#### **4.4 DEVELOPMENT SCHEDULE**

Franchisee agrees to timely develop, establish, commence the operations of, and operate each respective Development Restaurant in strict accordance with the requirements of the development schedule (the “Development Schedule”) set forth in the Development Information Term Sheet attached to and incorporated into this Agreement as Schedule A. The Development Schedule, among other things, sets forth and defines each respective measurement period / measurement periods (each, respectively, a

“Development Period”) and the number of Development Restaurants that Franchisee must establish and open (a “Newly Opened Development Restaurant(s)”) within the respective Development Period and, the minimum number of cumulative Development Restaurants (the “Cumulative Development Restaurants”) that must be open and in operation as of the last day of each applicable Development Period.

Franchisee agrees that, as to the Development Restaurants, Franchisee shall meet the requirements of the Development Schedule including, without limitation, requirements as to the number of Development Restaurants that must be timely developed, established, open, and in operation by Franchisee within the Development Area and as to each respective Development Period.

#### **4.5 REASONABLENESS OF DEVELOPMENT SCHEDULE**

Franchisee agrees and represents that it has conducted its own independent investigation and analysis of the prospects for the establishment of Toastique Restaurants within the Development Area, that Franchisee approves of the Development Schedule as being reasonable and viable, and that Franchisee recognizes that failure to achieve the results described in the Development Schedule will constitute a material breach of this Agreement with time being of the essence.

### **SECTION 5** **OTHER OBLIGATIONS OF FRANCHISEE**

#### **5.1 EXECUTION OF FRANCHISE AGREEMENTS**

For each Toastique Restaurant owned, developed and opened for business by the Franchisee in the Development Area, Franchisee must execute Franchisor’s then current standard Franchise Agreement. A then current standard Franchise Agreement must be executed by the Franchisee for each and every Development Restaurant on or before the earlier of: (a) the date Franchisee (subject to Franchisor’s approval of the Restaurant Location) executes a lease for the Restaurant Location for each respective Development Restaurant; (b) the date Franchisee (subject to Franchisor’s approval of the Restaurant Location) enters into a purchase agreement for the real estate for the Restaurant Location for each respective Development Restaurant; or (c) nine months prior to the date that each respective Development Restaurant must be open and in operation pursuant to the Development Schedule.

#### **5.2 ROYALTY FEES AND OTHER FRANCHISE AGREEMENT FEES ACKNOWLEDGMENT**

Franchisee agrees that pursuant to the terms of each respective Franchise Agreement respecting and/or concerning the Development Area and/or this Agreement, that nothing contained in this Agreement shall obviate and/or reduce Franchisee’s obligations as set forth in each respective Franchise Agreement including, without limitation, Franchisee’s obligations, respectively, to pay royalty and all other fees in accordance with each respective Franchise Agreement. Nothing contained in this Agreement shall modify, reduce or mitigate Franchisee’s obligations to Franchisor. The only fee and right contained in the Franchise Agreement that is modified by this Agreement is the fixed one-time initial franchise fee paid by Franchisee to Franchisor at the time of signing the Franchise Agreement, as such initial franchise fee is set forth and defined in Section 4.2 of this Agreement as to the Development Restaurants.

#### **5.3 MODIFICATIONS TO FRANCHISE AGREEMENT**

Franchisee agrees that what constitutes Franchisor’s then current Franchise Agreement shall be determined by Franchisor, in Franchisor’s exclusive discretion and that, among other things, the Franchise Agreement may be modified from time to time by Franchisor and that reasonable modification and amendments to the Franchise Agreement will not alter Franchisee’s obligations under this Agreement.

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#### **5.4 COMPLIANCE WITH FRANCHISE AGREEMENTS**

Franchisee will operate the Development Restaurants and all other Toastique Restaurants in strict compliance with the terms and conditions of each respective Franchise Agreement.

#### **5.5 SITE SELECTION**

Franchisee will be solely responsible for selecting the site(s) for the Franchisee's Restaurant Locations. In accordance with the terms and conditions of each respective Franchise Agreement, Franchisee must obtain Franchisor's prior written approval as to each potential Restaurant Location selected by Franchisee. Franchisee will retain an experienced commercial real estate broker or salesperson who has sufficient experience in locating Restaurant sites to locate, acquire, purchase or lease the site for the Franchisee's Development Restaurants. Accordingly, no provision of this Agreement will be construed or interpreted to impose any obligation upon Franchisor to locate a site for the Development Restaurants, to assist Franchisee in the selection of a suitable site for the Development Restaurants, or to provide any assistance to the Franchisee in the purchase or lease of the site for the Development Restaurants.

#### **5.6 SITE SELECTION CRITERIA**

Franchisee will not lease, purchase or otherwise acquire a Restaurant Locations for the Development Restaurants until such information as Franchisor may require regarding the proposed site has been provided to Franchisor by Franchisee and has been approved by Franchisor. Information requested by Franchisor may include, without limitation, information regarding the proposed Restaurant Location as to accessibility, visibility, potential traffic flows, lease terms and other demographic information. Franchisee shall not enter into any lease or purchase agreement with respect to any proposed Restaurant Location until Franchisor has approved the site.

### **SECTION 6** **TRANSFER OF INTEREST**

#### **6.1 BY FRANCHISOR**

At all times, Franchisor possesses and maintains the sole and absolute right to transfer and/or assign Franchisor's rights and obligations under this Agreement, in whole and/or in part (for any purpose and in any form of transaction as may be designated and/or elected by Franchisor, in Franchisor's sole discretion) to any person, entity, Corporate Entity and/or third party without the consent of Franchisee and without the approval of Franchisee.

#### **6.2 BY FRANCHISEE**

Franchisee shall not Transfer and/or assign this Agreement without the express written consent of Franchisor which Franchisor may withhold in Franchisor's sole discretion and Franchisor's Reasonable Business Judgment. If Franchisee is a Corporate Entity the Owners of Franchisee shall not Transfer their ownership and/or equity interests in Franchisee without the express written consent of Franchisor which Franchisor may withhold in Franchisor's sole discretion and Franchisor's Reasonable Business Judgment. Any Transfer and/or assignment in violation of the foregoing shall constitute a material default of this Agreement and shall result in the immediate and automatic termination of this Agreement.

### **SECTION 7** **ENFORCEMENT AND CONSTRUCTION**

#### **7.1 SEVERABILITY AND SUBSTITUTION OF VALID PROVISIONS**

(1) Except as expressly provided to the contrary in this Agreement, each term and provision of this Agreement shall be interpreted or otherwise construed to be independent of each other and severable. Although each term and condition of this Agreement are considered by the parties to be reasonable and intended to be enforceable, if any such term and condition of this Agreement is found by a court of

competent jurisdiction, agency, or other governmental agency to be unenforceable as written or otherwise, then such term and condition shall be modified, rewritten, interpreted, or “blue-lined” to include as much of its nature and scope as will render it enforceable. If such term and condition cannot be so modified, rewritten, interpreted, or “blue-lined” in any respect, then it will not be given effect and severed from this Agreement, and the remainder of this Agreement shall be interpreted, construed and enforced as if such term and condition was not included in this Agreement.

(2) If any applicable and binding law or rule requires a greater prior notice of the termination of this Agreement than is required in this Agreement, or the taking of some other action not required by this Agreement, or if under any applicable and binding law or rule, any term and condition of this Agreement, or any specification, standard, or operating procedure Franchisor prescribes is invalid or unenforceable, then the greater prior notice and/or other action required by law or rule shall be substituted for the comparable provisions, and Franchisor has the right, in its sole discretion, to modify the invalid or unenforceable term and condition, specification, standard, or operating procedure to the extent required to be valid and enforceable. Franchisee agrees to be bound by any such substituted and/or modified term and condition of this Agreement imposing the maximum duty permitted by law that is prescribed within the terms of any provision of this Agreement as though it were originally and separately articulated in, and made a part of, this Agreement as of the Effective Date and/or any specification, standard or operating procedure Franchisor prescribes, which may result from striking from any terms and conditions, specifications, standards, or operating procedures, and any portion or portions thereof, a court may hold to be unenforceable or from reducing the scope of any promise or covenant to the extent required to comply with a court order. Modifications to this Agreement shall be effective only in those jurisdictions in which such terms and conditions, specifications, standards, or operating procedures are found to be unenforceable, unless Franchisor elects to give them greater applicability, in which case, this Agreement shall be enforced as originally made in all other jurisdictions.

## **7.2 WAIVER OF OBLIGATIONS**

No delay, waiver, omission, or forbearance on the part of Franchisor to enforce any term and condition of this Agreement or exercise any of Franchisor’s rights, options, or powers under this Agreement constitutes a waiver by Franchisor to enforce any other term and condition of this Agreement or exercise any of Franchisor’s other rights, options, or powers under this Agreement. No such delay, waiver, omission, or forbearance shall constitute a waiver by Franchisor to subsequently enforce such term and condition of this Agreement or subsequently exercise such right, option, or power. Acceptance by Franchisor of any payments, fees, charges, or other amount from Franchisee payable to Franchisor pursuant to this Agreement shall not constitute a waiver or acceptance of Franchisee’s default or breach of this Agreement or otherwise a waiver of any term and condition of this Agreement, and Franchisor reserves the right to pursue any and all additional remedies set forth in this Agreement, at law, or in equity. Franchisor shall likewise not be deemed to have waived or impaired any term and condition, right, option or power set forth in this Agreement by virtue of any custom or practice of the parties at variance with the terms and conditions of this Agreement or Franchisor’s insistence upon Franchisee’s strict compliance with Franchisee’s obligations, including any mandatory specification, standard or operating procedure. No waiver by Franchisor of any term and condition of this Agreement shall be valid unless in writing and signed by Franchisor.

## **7.3 SPECIFIC PERFORMANCE AND INJUNCTIVE RELIEF**

Nothing in this Agreement bars Franchisor’s right to obtain specific performance of the provisions of this Agreement and injunctive relief under legal and/or equity rules against threatened conduct that will cause damages or loss to it, the Licensed Marks or the System.

#### **7.4 RIGHTS OF PARTIES ARE CUMULATIVE**

The rights of Franchisor and Franchisee under this Agreement are cumulative and no exercise or enforcement by a party of any right or remedy precludes the exercise or enforcement by that party of any other right or remedy which Franchisor or Franchisee is entitled by law to enforce.

#### **7.5 GOVERNING LAW**

THIS AGREEMENT AND THE RELATIONSHIP BETWEEN THE PARTIES HERETO SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE INTERNAL LAWS OF THE STATE OF ARIZONA, EXCEPT THAT ITS CHOICE OF LAW AND CONFLICTS OF LAWS RULES SHALL NOT APPLY AND ANY FRANCHISE REGISTRATION, DISCLOSURE, RELATIONSHIP OR SIMILAR STATUTE WHICH MAY BE ADOPTED BY THE STATE OF ARIZONA SHALL NOT APPLY UNLESS ITS JURISDICTIONAL REQUIREMENTS ARE MET INDEPENDENTLY WITHOUT REFERENCE TO THIS PARAGRAPH.

#### **7.6 CHOICE OF LAW, NON-BINDING MEDIATION, BINDING ARBITRATION, AND CONSENT TO JURISDICTION**

- (1) **Non-Binding Mediation** – Franchisee and Franchisor agree that before either party may bring any action, dispute and/or controversy arising from or related to this Agreement and/or the franchise relationship between Franchisor and Franchisee in arbitration, the parties must first mediate the dispute through non-binding mediation. Mediation shall be non-binding and shall be conducted by the American Arbitration Association (“AAA”) in accordance with the AAA’s then current rules for the mediation of commercial disputes. All mediation proceedings shall be conducted in or, if a mediator is not available in then at a suitable location selected by the mediator that is located closest to Washington, D.C. Mediation shall be conducted by one mediator and if Franchisor and Franchisee cannot agree on a mediator then the mediator shall be selected by the AAA. Mediation shall be conducted within 45 days of the AAA’s designation and/or acknowledgment of the selected mediator or such longer period as may be agreed to between Franchisor and Franchisee in writing signed by each respective party. Franchisor and Franchisee shall each be responsible for their own costs associated with mediation and Franchisor and Franchisee shall each be responsible for and shall each pay 50% of the mediator’s fee and the AAA’s mediation fees.

Notwithstanding the preceding paragraph, Franchisor and Franchisee agree this Sub-Section 7.6(1) and, thereby, the prerequisite requirement of non-binding mediation, shall not, at Franchisor’s election, apply to: (a) any claims or disputes related to or concerning a breach of this Agreement by Franchisee that, under the terms of this Agreement, may entitle Franchisor to the award of injunctive relief; and/or (b) claims by either Franchisor or Franchisee under this Agreement that relates to either Franchisor’s or Franchisee’s failure to pay fees or other monetary obligations due under this Agreement.

- (2) **Arbitration** – Subject to the prerequisite requirements of non-binding mediation as set forth in Sub-Section 7.6(1), and, except, at Franchisor’s election, as to any claims or disputes related to or concerning a breach of this Agreement by Franchisee that, under the terms of this Agreement, may entitle Franchisor to the award of injunctive relief, Franchisor and Franchisee agree that all disputes, controversies, and claims, arising from and/or related to this Agreement, the relationship between Franchisor and Franchisee, the System, and/or the validity of this Agreement and/or the Ancillary Agreements, shall be submitted, on demand of either Franchisor or Franchisee, to the AAA for binding arbitration. Arbitration shall be conducted by one arbitrator in accordance with the AAA’s then current rules for commercial disputes, except as may be otherwise required in this Section 7.6. All arbitration proceedings shall be



conducted in Washington, D.C. or, if suitable AAA facilities are not available in Washington, D.C. then at a suitable AAA location selected by the arbitrator that is located closest to Washington, D.C.

In connection with binding arbitration, Franchisor and Franchisee further agree that:

- (a) All matters relating to arbitration, will be governed by the United States Federal Arbitration Act, except as expressly or otherwise set forth in this Agreement;
  - (b) The arbitration hearing shall be conducted within 180 days of the demand for arbitration;
  - (c) The arbitrator shall render written findings of fact and conclusions of law;
  - (d) Except as may be otherwise required and/or prohibited by this Agreement including, but not limited to Sections 7.8, 7.9, 7.13, 7.14, 7.17, and 7.23, of this Agreement, the arbitrator has the right to award or include in his or her award any relief that he or she determines to be proper, including monetary damages, interest on unpaid sums, specific performance, injunctive relief, attorneys' fees, and costs and expenses as allowable under this Agreement. Notwithstanding the foregoing, under no circumstance shall the Arbitrator be authorized to award or declare the Licensed Marks to be generic or invalid;
  - (e) They shall each be bound to the limitations periods set forth in Section 7.8 of this Agreement and that, in any arbitration proceeding, Franchisor and Franchisee must each timely submit, within the same arbitration proceeding, any claim that would constitute a compulsory counterclaim as such claims are defined and set forth under Rule 13 of the United States Federal Rules of Civil Procedure. Any claim that is not submitted or filed as required shall be forever barred;
  - (f) Judgment upon the arbitrator's award may be entered in any court of competent jurisdiction; and
  - (g) Arbitration and/or any arbitration award must be conducted in accordance with the terms of this Agreement including, but not limited to, the requirements set forth in this Section 7.
- (3) **Consent to Jurisdiction and Venue** – Subject to the non-binding mediation and arbitration provisions set forth in this Section 7.6, Franchisor and Franchisee agree that any judicial action or legal proceeding must be brought in a court of competent jurisdiction located within Washington, D.C. or the county closest to Washington, D.C. Franchisor and Franchisee do hereby irrevocably consent to and waive any objection to such jurisdiction or venue. Without limitation to the foregoing and notwithstanding same, Franchisor and Franchisee agree that Franchisor, at Franchisor's election, may bring any legal action or proceeding seeking a temporary restraining order, preliminary injunction, or any action seeking Franchisor's enforcement of an arbitration award or any judicial decision in the federal or state court located in the county and state where either the Franchised Business was located or where Franchisee resides.

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### **7.7 VARIANCES**

FRANCHISEE AGREES THAT FRANCHISOR HAS AND MAY AT DIFFERENT TIMES, IN FRANCHISOR'S ABSOLUTE AND SOLE DISCRETION, APPROVE EXCEPTIONS OR CHANGES FROM THE UNIFORM STANDARDS OF THE SYSTEM, WHICH FRANCHISOR DEEMS DESIRABLE OR NECESSARY UNDER PARTICULAR CIRCUMSTANCES. FRANCHISEE UNDERSTANDS THAT IT HAS NO RIGHT TO OBJECT TO OR AUTOMATICALLY OBTAIN SUCH VARIANCES, AND ANY EXCEPTION OR CHANGE MUST BE APPROVED IN ADVANCE BY FRANCHISOR IN WRITING. FRANCHISEE UNDERSTANDS THAT EXISTING FRANCHISEES MAY OPERATE UNDER DIFFERENT FORMS OF AGREEMENTS AND THAT THE RIGHTS AND OBLIGATIONS OF EXISTING FRANCHISEES MAY DIFFER MATERIALLY FROM THIS AGREEMENT.

### **7.8 LIMITATIONS OF CLAIMS**

ANY AND ALL CLAIMS AND/OR CAUSES OF ACTION ARISING OUT OF, OR RELATING TO, THIS AGREEMENT, OR THE RELATIONSHIP BETWEEN FRANCHISEE AND FRANCHISOR RESULTING FROM THIS AGREEMENT, SHALL BE BARRED UNLESS SUCH CLAIM AND/OR CAUSE OF ACTION IS COMMENCED WITHIN TWO YEARS FROM THE DATE ON WHICH THE ACT OR EVENT GIVING RISE TO THE CLAIM OCCURRED OR ONE YEAR FROM THE DATE ON WHICH FRANCHISEE OR FRANCHISOR KNEW, OR SHOULD HAVE KNOWN, IN THE EXERCISE OF REASONABLE DILIGENCE, OF THE FACTS GIVING RISE TO SUCH CLAIM AND/OR CAUSE OF ACTION, WHICHEVER OCCURS FIRST IN TIME.

### **7.9 WAIVER OF PUNITIVE DAMAGES**

FRANCHISOR AND FRANCHISEE HEREBY WAIVE TO THE FULLEST EXTENT PERMITTED BY LAW, ANY RIGHT TO OR CLAIM FOR ANY PUNITIVE, EXEMPLARY, CONSEQUENTIAL OR SPECULATIVE DAMAGES AGAINST THE OTHER AND AGREE THAT IN THE EVENT OF A DISPUTE BETWEEN THEM, EXCEPT AS OTHERWISE PROVIDED HEREIN, EACH SHALL BE LIMITED TO THE RECOVERY OF ACTUAL DAMAGES SUSTAINED BY IT, PROVIDED THAT SUCH WAIVER SHALL NOT APPLY TO ANY CLAIM: (A) ALLOWED BY FRANCHISOR OR FRANCHISEE FOR ATTORNEY'S FEES OR COSTS AND EXPENSES UNDER THIS AGREEMENT; AND/OR (B) FOR LOST PROFITS BY FRANCHISOR OR FRANCHISEE AND THE OWNERS UPON OR ARISING OUT OF THE TERMINATION OF THIS AGREEMENT. NOTWITHSTANDING ANYTHING TO THE CONTRARY IN THIS AGREEMENT, IF ANY OTHER TERM OF THIS AGREEMENT IS FOUND OR DETERMINED TO BE UNCONSCIONABLE OR UNENFORCEABLE FOR ANY REASON, THE FOREGOING PROVISIONS OF WAIVER BY AGREEMENT OF PUNITIVE, EXEMPLARY, INCIDENTAL, INDIRECT, SPECIAL, CONSEQUENTIAL OR OTHER SIMILAR DAMAGES SHALL CONTINUE IN FULL FORCE AND EFFECT.

### **7.10 WAIVER OF JURY TRIAL**

FRANCHISOR AND FRANCHISEE IRREVOCABLY WAIVE TRIAL BY JURY IN ANY ACTION, PROCEEDING, OR COUNTERCLAIM, WHETHER AT LAW OR IN EQUITY, BROUGHT BY EITHER OF THEM AGAINST THE OTHER, WHETHER A LEGAL ACTION, IN MEDIATION, OR IN ARBITRATION.

### **7.11 BINDING EFFECT**

This Agreement is binding upon the parties of this Agreement and their respective executors, administrators, heirs, assigns and successors in interest, and shall not be modified except by written agreement signed by both Franchisee and Franchisor.

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#### **7.12 COMPLETE AGREEMENT**

Notwithstanding the foregoing, nothing in the franchise agreement or any related agreement is intended to disclaim the representations made in the Franchise Disclosure Document.

#### **7.13 ATTORNEY FEES AND EXPENSES**

Franchisee agrees that in the event that an arbitrator in any arbitration proceeding and/or a court of competent jurisdiction shall issue an award, judgment, decision and/or order finding, holding and/or declaring Franchisee's breach of this Agreement than Franchisor shall also be entitled to the recovery of all reasonable attorney fees, costs and expenses associated with and/or related to such arbitration and/or litigation. Said fees, costs and expenses shall include, but not be limited to, attorney fees, arbitration fees, arbitrator fees, deposition expenses, expert witness fees and filing fees.

#### **7.14 WAIVER OF CLASS-ACTION:**

##### **INDIVIDUAL DISPUTE RESOLUTION AND NO MULTI-PARTY ACTIONS**

FRANCHISOR AND FRANCHISEE AGREE THAT ALL PROCEEDINGS AND/OR LEGAL ACTIONS ARISING OUT OF OR RELATED TO THIS AGREEMENT AND/OR THE OFFER AND SALE OF THE TOASTIQUE RESTAURANT FRANCHISE FROM FRANCHISOR TO FRANCHISEE, WILL BE CONDUCTED ON AN INDIVIDUAL BASIS AND NOT A CLASS-WIDE BASIS, AND, THAT ANY PROCEEDING BETWEEN FRANCHISEE, FRANCHISEE'S OWNERS, SPOUSES AND/OR GUARANTORS AND FRANCHISOR AND/OR FRANCHISOR'S AFFILIATES, OFFICERS, DIRECTORS AND/OR EMPLOYEES MAY NOT BE CONSOLIDATED WITH ANY OTHER PROCEEDING BETWEEN FRANCHISOR AND ANY OTHER THIRD PARTY.

#### **7.15 ACCEPTANCE BY FRANCHISOR**

This Agreement will not be binding on Franchisor unless and until an authorized officer of Franchisor has signed it.

#### **7.16 OPPORTUNITY FOR REVIEW BY FRANCHISEE'S ADVISORS**

Franchisor recommends that Franchisee have this Agreement and the Franchise Disclosure Document reviewed by Franchisee's lawyer, accountant, and other business advisors, prior to signing this Agreement.

#### **7.17 NO PERSONAL LIABILITY BY FRANCHISOR'S EMPLOYEES, OFFICERS AND/OR AUTHORIZED AGENTS**

Franchisee agrees that the fulfillment of any of Franchisor's obligations written in this Agreement or based on any oral communications ruled to be binding in a court of law shall be Franchisor's sole obligation and none of Franchisor's employees, officers and/or authorized agents shall be personally liable to Franchisee for any reason. In addition to the foregoing, Franchisor and Franchisee are not joint employers.

#### **7.18 NON-UNIFORM AGREEMENTS**

Franchisee agrees that Franchisor makes no representations or warranties that all other agreements with Toastique Holdings, LLC franchisees entered into before or after the Effective Date do or will contain terms substantially similar to those contained in this Agreement. Franchisee agrees that Franchisor may waive or modify comparable provisions of other Franchise Agreements to other System franchisees in a non-uniform manner.

#### **7.19 NO RIGHT TO OFFSET**

Franchisee shall not, on grounds of the alleged nonperformance, material breach, or default by Franchisor of this Agreement, any other agreement between Franchisor and Franchisee, or for any other reason, withhold any payment, fee, or any other amount payable by Franchisee to Franchisor pursuant to this Agreement, including, without limitation, the payment of the Royalty Fee and Advertising Contributions, or any other payment obligation by Franchisee to Franchisor. Franchisee shall not have the right to offset

or withhold any liquidated or unliquidated amount allegedly due to Franchisee from Franchisor against any payment, fee, or any other amount payable to Franchisor pursuant to this Agreement or any other payment obligation by Franchisee to Franchisor.

#### **7.20 HEADINGS**

The headings and subheadings in this Agreement are strictly for convenience and reference only, and they shall not limit, expand, or otherwise affect the interpretation and construction of the terms and conditions of this Agreement.

#### **7.21 AUTHORITY TO EXECUTE AND BIND**

Each party agrees, warrants and represents that it has all requisite power and authority to enter into this Agreement. The execution, delivery, and performance of this Agreement has been duly and lawfully authorized by all necessary actions of each party, and the signatory to this Agreement for each party has been duly and lawfully authorized to execute this Agreement for and on behalf of the party for whom each signatory has signed.

#### **7.22 COUNTERPARTS; ELECTRONIC SIGNATURES; MULTIPLE COPIES**

This Agreement may be executed in counterparts, all of which counterparts shall be deemed originals and taken together shall constitute a single agreement, and the signature pages of which may be detached from the several counterparts and attached to a single copy of this Agreement to physically form a single document.

#### **7.23 JOINT AND SEVERAL LIABILITY**

If Franchisee consists of more than one person or entity, then their liability under this Agreement shall be deemed joint and several.

#### **7.24 RECITALS AND REPRESENTATIONS**

The parties acknowledge and agree that the recitals and representations contained on the first page of this Agreement are true and accurate, shall constitute a material part of this Agreement, and are hereby fully incorporated into the terms and conditions of this Agreement.

### **SECTION 8** **NOTICES**

All written notices and reports permitted or required to be delivered by this Agreement shall be deemed so delivered, at the time delivered by hand, one business day after being placed in the hands of a national commercial courier service for overnight delivery (properly addressed and with tracking confirmation), or three business days after placed in the U.S. mail by registered or certified mail, postage prepaid, and addressed to the party to be notified at its most current principal business address of which the notifying party has been notified. The addresses for the parties set forth in the initial paragraph of this Agreement shall be used unless and until a different address has been designated by written notice to the other party. Any notice required under this Agreement shall not be deemed effective or given by Franchisee to Franchisor unless given in strict compliance with this Agreement.

In all cases where Franchisor's prior approval is required and no other method or timing for obtaining such approval is prescribed, Franchisee shall request such approval in writing, and Franchisor shall respond within 10 business days after receiving Franchisee's written request and all supporting documentation, provided if Franchisor does not respond, such request shall be deemed unapproved. Franchisor's consent to, or approval of, any act or request by Franchisee shall be effective only to the extent specifically stated, and Franchisor's consent or approval shall not be deemed to waive, or render unnecessary, consent or approval of any other subsequent similar act or request.

**IN WITNESS WHEREOF**, the parties have executed, sealed and delivered this Agreement as of the Effective Date set forth in the first paragraph of this Agreement.

**Franchisor:**

Toastique Holdings, LLC

**Franchisee:**

By:

Signature

Signature

Name and Title (please print)

Name (please print)

Dated

Dated

Signature

Name (please print)

Dated



## Multi-Unit Development Agreement – Schedule A

### DEVELOPMENT INFORMATION TERM SHEET

This Development Information Term Sheet is attached to, is incorporated into, and forms a part of the Toastique Multi-Unit Development Agreement between Toastique Holdings, LLC, an Arizona limited liability company with a principal place of business located at 764 Maine Avenue SW, Washington, D.C., 20024, (the “Franchisor”) and \_\_\_\_\_ (the “Franchisee”).

Defined terms shall have the meanings set forth in the Toastique Multi-Unit Development Agreement between Franchisor and Franchisee and are further defined and set forth in this Development Information Term Sheet.

If Franchisee is a Corporate Entity, Franchisee represents and affirms to Franchisor that the following is a list of each Owner of Franchisee:		
Owner Name	Owner Address	Ownership Interest Percentage

Development Area Fee	Total Development Restaurants
\$ _____	[-----]

Development Area
<p>[To be Effective this Schedule Must be Completed and Signed by Franchisor]</p>

Development Restaurant Initial Franchise Fee for the First Development Restaurant
<p><b>FIRST DEVELOPMENT RESTAURANT:</b> The Development Restaurant Initial Franchise Fee for the First Development Restaurant is: \$55,000, payable and due upon execution of the applicable Franchise Agreement for the First Development Restaurant. This initial franchise fee is separate from and in addition to the Development Area Fee.</p>

Development Restaurant Initial Franchise Fee for Other Development Restaurants
<p><b>OTHER AUTHORIZED DEVELOPMENT RESTAURANTS:</b> Provided that Franchisee is not in default of the terms of this Toastique Multi-Unit Development Agreement (including but not limited to the Development</p>

Schedule set forth below) and that neither Franchisee nor Franchisee's affiliates are in default of any Franchise Agreement or other agreement with Franchisor, the Development Restaurant Initial Franchise Fee for each additional Development Restaurant (over and above the First Development Restaurant) is: \$0 (waived) payable at the time of signing the Franchise Agreement for each Development Restaurant.

<b>Development Schedule</b>		
Development Period	Newly Opened Development Restaurants	Cumulative Development Restaurants
Development Period 1: [----- <b>TO</b> -----]	[-----]	[-----]
Development Period 2: [----- <b>TO</b> -----]	[-----]	[-----]
Development Period 3: [----- <b>TO</b> -----]	[-----]	[-----]
Development Period 4: [----- <b>TO</b> -----]	[-----]	[-----]
Development Period 5: [----- <b>TO</b> -----]	[-----]	[-----]
Development Period 6: [----- <b>TO</b> -----]	[-----]	[-----]
Development Period 7: [----- <b>TO</b> -----]	[-----]	[-----]
Development Period 8: [----- <b>TO</b> -----]	[-----]	[-----]
Development Period 9: [----- <b>TO</b> -----]	[-----]	[-----]
Development Period 10: [----- <b>TO</b> -----]	[-----]	[-----]

[SIGNATURE PAGE TO FOLLOW]

This Development Information Term Sheet shall be effective as of the Effective Date of the Toastique Multi-Unit Development Agreement.

**Franchisor:**

Toastique Holdings, LLC

**Franchisee:**

By:

Signature

Signature

Name and Title (please print)

Name (please print)

Dated

Dated

Signature

Name (please print)

Dated





FRANCHISE DISCLOSURE DOCUMENT  
**EXHIBIT H**  
LIST OF FRANCHISEES

<b>FRANCHISEES (As of December 31, 2024)</b>			
<b>State</b>	<b>Business Address</b>	<b>Franchisee</b>	<b>Phone Number</b>
CA	3345 Buena Vista Road, Suite 600 Bakersfield, CA 93311	LuckyBK LLC	(661) 473-1711
	350 Railroad Avenue, Suite 100 Danville, CA 94526	Morning Glory Partners LLC	(925) 725-4786
	6255 Sunset Boulevard, Suite 170 Los Angeles, CA 90028	VS Hospitality Inc.	(323) 645-7400
	226 Marine Avenue Newport Beach, CA 92662	Orange Seed LLC	(949) 430-9395
CO	418 S. Tejon Street, Suite 140 Colorado Springs, CO 80903	FourTeem LLC	(707) 372-3099
	11590 Ridgeline Drive, Suite 100 Colorado Springs, CO 80921	WrenBird Toast Ridgeline LLC	(719) 900-1590
	955 Albion Street Denver, CO 80220	9+CO LLC	(303) 263-2701
	8501 E Arapahoe Road, Suite B Greenwood Village, CO 80112	Sadeen, LLC	(303) 862-8694
	9567 S University Boulevard, Unit C3 Highlands Ranch, CO 80126	coPeachy LLC	(720) 379-7920
FL	10 S Lemon Avenue, Suite C Sarasota, FL 34236	Clementine Toast & Coffee, Inc.	(813) 532-6353
	1011 East Cumberland Avenue Tampa, FL 33602	Live Whole Water St LLC	(407) 797-6212
	14410 Shoreside Way, Suite 170 Winter Garden, FL 34787	Live Whole Hamlin LLC	(407) 797-6212
GA	1230 W. Peachtree Street NW Atlanta, GA 30309	Always Wrights Juicery LLC	(404) 968-9866
KS	9747 E. 21st Street North, Suite 115 Wichita, KS 67206	Hoffmann Investments LLC	(316) 618-9484
MD	214 Harker Place Annapolis, MD 21401	MAJC Group LLC / FreshFunAH LLC	(443) 430-0085
	6201 Mango Tree Road Columbia, MD 21044	Friends Trio LLC	(240) 278-9689
	10209 Grand Central Avenue, Suite 118 Owings Mills, MD 21117	Get Toasted LLC	(301) 675-8449
MI	200 E Washington Street Ann Arbor, MI 48104	Toasty Life LLC	(734) 585-5965
MN	320 Engel Street Wayzata, MN 55391	HummBerdee LLC	(952) 600-5766
NJ	11 S. Passaic Avenue Chatham, NJ 07098	Wardius Family LLC	(973) 524-8281
	1450 Washington Street Hoboken, New Jersey 07030	MJ-ARA Growth Enterprises LLC	(732) 710-0007
	2-4 Garber Square Ridgewood, NJ 07450	Toasty Jules LLC	(201) 595-0170

	280 96 <sup>th</sup> Street, Unit B Stone Harbor, NJ 08247	Toastique Stone Harbor LLC	(610) 247-3611
NY	604 North Avenue New Rochelle, NY 10801	Stuart Partners Franchise Holdings LLC	(914) 455-8011
NC	1120 South Tryon Street, Suite 150 Charlotte, NC 28203	HealthyLiving LLC	(704) 910-5200
TN	820 4th Avenue North Nashville, TN 37219	Jay Randal Asher LLC	(615) 669-3566
TX	5467 Belt Line Road Dallas, TX 75254	TOAST2TX LLC	(214) 258-5194
	4610 Long Prairie Road, Suite 130 Flower Mound, TX 75028	Wrightway Toast Incorporated	(469) 464-3021
UT	1091 N Bluff Street, Unit 1004 St. George, UT 84770	Toastique STG, LLC	(435) 922-8865
VA	535 Belaire Avenue Chesapeake, VA 23320	Fueled by Health LLC	(757) 515-4106

<b>FRANCHISEES (Outlets Not Yet Open as of January 1, 2025)</b>			
<b>State</b>	<b>Territory</b>	<b>Franchisee</b>	<b>Phone Number</b>
AZ	TBD	Modest Foods Company LLC	602-620-3668
CA	TBD	Tony Capolino	949-826-1890
	TBD	Kriscca LLC	818-468-2077
	TBD	Generis LLC	949-356-2056
	TBD	SJConrad LLC	209-292-1080
	TBD	M DINA LA LLC	949-466-3805
	TBD	Palyanytsya LLC	818-877-3626
	TBD	Ravkar LLC	909-278-9590
	TBD	INVERTIS FRANCHISE GROUP LLC	470-954-7108
	TBD	ADR Holdings LLC	530-813-2457
	TBD	Cordova Legacy, LLC	949-565-6221
CO	TBD	Copeachy LLC	774-722-7234
	TBD	GWV Toast LLC	408-772-0677
CT	TBD	Stuart Partners Franchise Holdings LLC	914-455-8011
	TBD	Royal Family Toast LLC	203-258-0104
FL	TBD	Curlique LLC	716-930-4611
	TBD	Juan Monroy	617-470-1968
	TBD	CHOPWERKS LLC	617-784-7760
	TBD	Lion Innovation Group LLC	619-315-1153
GA	TBD	Sonorange Corp	404-409-2273
	TBD	DCMT Healthy You Corporation	336-848-4970
	TBD	Appetite Alchemists LLC	404-925-6741
	TBD	SRJS Enterprises Inc	203-912-8314
IL	TBD	WELLTOAST LLC	773-398-4487
IA	TBD	Daniel Gannon	515-314-2629
KS	TBD	HappyHealthyHumble LLC	816-466-0786
MA	TBD	Washington Neves	978-335-7488
	TBD	KAAKEH LLC	508-661-9985
MI	TBD	SISTERS K LLC	313-402-6762

	TBD	Healthy Eats LLC	313-575-5098
MO	TBD	Ajia E. Haizel	636-399-2486
NE	TBD	Juicy Ventures LLC	301-659-0330
NV	TBD	Fresh Vibes LLC	301-659-0330
NJ	TBD	ONA Hospitality LLC	201-303-2591
NY	TBD	Tabernacle & Toast LLC	973-703-0156
	TBD	ZMG Holdings LLC	917-575-6778
	TBD	CAP5 ENTERPRISES LLC	631-827-1498
NC	TBD	Kobiri LLC	919-749-0833
	TBD	LYNK ENTERPRISES LLC	810-434-7235
OH	TBD	DiCesare Corp	216-973-6944
PA	TBD	Delco Toast LLC	215-266-5699
	TBD	Steel Town Toast, LLC	412-498-8602
SD	TBD	AHEART LLC	605-999-7776
TX	TBD	D+N Lozano LLC	956-589-6698
	TBD	ELPLUS FUND CORP	737-274-2077
	TBD	Guy's Toast01 LLC	713-302-0429
	TBD	L&D Solutions LLC	470-985-8508
	TBD	Valbri Foods Enterprises LLC	956-319-1507
	TBD	DBOSS LLC	214-718-4076
	TBD	Vitalroots Ventures Inc	814-504-6470
UT	TBD	Hayden Family LLC	530-556-0337
VA	TBD	Bunny and Squirrel LLC	202-460-9731
	TBD	Freshtastic LLC	443-703-8853
	TBD	TRG & Associates Enterprises LLC	571-266-9718



FRANCHISE DISCLOSURE DOCUMENT  
**EXHIBIT I**  
LIST OF FRANCHISEES  
THAT HAVE LEFT THE SYSTEM

<b>FRANCHISEES THAT HAVE LEFT THE SYSTEM (January 1, 2024 through December 31, 2024)</b>			
<b>State</b>	<b>Business Address</b>	<b>Franchisee</b>	<b>Phone Number</b>
CO	9567 S University Boulevard, Unit C3 Highlands Ranch, CO 80126	Happy Toast LLC	(720) 397-7920
	8501 E Arapahoe Road, Suite B Greenwood Village, CO 80112	Stephen and Melissa Stewart	(281) 960-4017
DE	637 Nesting Lane Middletown, DE 19709	Lynn Luu	(484) 680-5729
MD	990 Prince George Drive Eldersburg, MD 21784	BMAC LLC	(443) 506-5723
PA	21 E 3rd Street Bethlehem, PA 18015	Violet May LLC	(610) 573-1649
TX	2620 Perseverance Drive Austin, TX 78731	C & G Restaurant Holdings INC	(512) 458-6278



FRANCHISE DISCLOSURE DOCUMENT  
**EXHIBIT J**  
STATE SPECIFIC ADDENDA

**California FDD Amendment**  
Amendments to the Toastique Holdings, LLC Franchise Disclosure Document

**The registration of this franchise offering by the California Department of Financial Protection and Innovation does not constitute approval, recommendation, or endorsement by the commissioner.**

1. Item 17 “Renewal, Termination, Transfer and Dispute Resolution: The Franchise Relationship,” is supplemented by the addition of the following:

A. THE CALIFORNIA FRANCHISE INVESTMENT LAW REQUIRES THAT A COPY OF ALL PROPOSED AGREEMENTS RELATING TO THE SALE OF THE FRANCHISE BE DELIVERED TOGETHER WITH THE DISCLOSURE DOCUMENT.

B. The franchisor, any person or franchise broker in Item 2 of the FDD is not subject to any currently effective order of any national securities association or national securities exchange, as defined in the Securities Exchange Act of 1934, 15 U.S.C.A. 78a *et seq.*, suspending or expelling such persons from membership in such association or exchange.

C. California Business and Professions Code Sections 20000 through 20043 establish the rights of the franchisee concerning termination, transfer, or non-renewal of a franchise. If the Franchise Agreement contains a provision that is inconsistent with the law, the law will control.

D. The Franchise Agreement provides for termination upon bankruptcy. This provision may not be enforceable under federal bankruptcy law. (11 U.S.C.A. Sec. 101 *et seq.*).

E. The Franchise Agreement contains a covenant not to compete, which extends beyond the termination of the franchise. This provision may not be enforceable under California law.

F. The Franchise Agreement requires binding arbitration. The arbitration will occur in Washington, D.C. with the costs being borne by the franchisee and franchisor.

Prospective franchisees are encouraged to consult private legal counsel to determine the applicability of California and federal laws (such as Business and Professions Code Section 20040.5 Code of Civil Procedure Section 1281, and the Federal Arbitration Act) to any provisions of a Franchise Agreement restricting venue to a forum outside the State of California.

G. The Franchise Agreement requires application of the laws of the State of Arizona. This provision may not be enforceable under California law.

2. Section 31125 of the California Corporations Code requires us to give you a Disclosure Document, in a form containing the information that the commissioner may by rule or order require, before a solicitation of a proposed material modification of an existing franchise.

3. You must sign a general release of claims if you renew or transfer your franchise. California Corporations Code Section 31512 voids a waiver of your rights under the Franchise Investment Law (California Corporations Code Sections 31000 through 31516).



4. Business and Professions Code Section 20010 voids a waiver of your rights under the Franchise Relations Act (Business and Professions Code Sections 20000 through 20043).

5. Item 6 “Other Fees.” is supplemented by the addition of the following statement: “The highest interest rate allowed by law in the State of California is 10%.”

6. The following URL address is for the franchisor’s website: [www.toastique.com](http://www.toastique.com).

OUR WEBSITE HAS NOT BEEN REVIEWED OR APPROVED BY THE CALIFORNIA DEPARTMENT OF FINANCIAL PROTECTION AND INNOVATION. ANY COMPLAINTS CONCERNING THE CONTENT OF THIS WEBSITE MAY BE DIRECTED TO THE CALIFORNIA DEPARTMENT OF FINANCIAL PROTECTION AND INNOVATION AT [www.dfpi.ca.gov](http://www.dfpi.ca.gov).

7. California’s Franchise Investment Law (Corporations Code sections 31512 and 31512.1) states that any provision of a franchise agreement or related document requiring the franchisee to waive specific provisions of the law is contrary to public policy and is void and unenforceable. The law also prohibits a franchisor from disclaiming or denying (i) representations it, its employees or its agents make to you, (ii) our ability to rely on any representations it makes to you, or (iii) any violation of the law.

8. No statement, questionnaire or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of: (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

### **Connecticut FDD Amendment**

#### **Amendments to the Toastique Holdings, LLC Franchise Disclosure Document**

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1. Item 3 “Litigation.” is supplemented by the addition of the following:

A. Neither the Franchisor nor any person identified in Items 1 or 2 above has any administrative, criminal or material civil action (or a significant number of civil actions irrespective of materiality) pending against him alleging a violation of any franchise law, fraud, embezzlement, fraudulent conversion, restraint of trade, unfair or deceptive practices, business opportunity law, securities law, misappropriation of property or comparable allegations.

B. Neither the Franchisor nor any other person identified in Items 1 or 2 above has during the 10 year period immediately preceding the date of this Disclosure Document, been convicted of a felony or pleaded nolo contendere to a felony charge or been held liable in any civil action by final judgment, or been the subject of any material complaint or other legal proceeding where a felony, civil action, complaint or other legal proceeding involved violation of any franchise law, fraud, embezzlement, fraudulent conversion, restraint of trade, unfair or deceptive practices, business opportunity law, securities law, misappropriation of property or comparable allegations or which was brought by a present or former purchaser-investor or which involves or involved the business opportunity relationship.

C. Neither the Franchisor nor any person identified in Items 1 or 2 above is subject to any currently effective injunctive or restrictive order or decree relating to the franchise, or under any federal, state or Canadian franchise, securities, business opportunity, antitrust, trade regulation or trade practice law

as a result of concluded or pending action or proceeding brought by a public agency, or is a party to a proceeding currently pending in which an order is sought, relating to or affecting business opportunity activities or the seller-purchaser-investor relationship, or involving fraud, including but not limited to, a violation of any business opportunity law, franchise law, securities law or unfair or deceptive practices law, embezzlement, fraudulent conversion, misappropriation of property or restraint of trade.

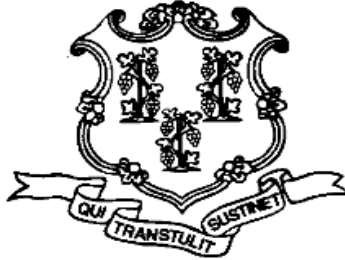
D. Neither Company nor any person identified in Item 2 above is subject to any currently effective order of any national securities association or national securities exchange (as defined in the Securities & Exchange Act of 1934) suspending or expelling these persons from membership in the association or exchange.

2. Item 4 “Bankruptcy,” is supplemented by the addition of the following:

No entity or person listed in Items 1 and 2 of this Disclosure Document has, at any time during the previous 10 fiscal years (a) filed for bankruptcy protection, (b) been adjudged bankrupt, (c) been reorganized due to insolvency, or (d) been a principal, director, executive officer or partner of any other person that has so filed or was adjudged or reorganized, during or within one year after the period that the person held a position with the other person.

If the seller fails to deliver the products, equipment or supplies or fails to render the services necessary to begin substantial operation of the business within 45 days of the delivery date stated in your contract be cancelled.

#### DISCLOSURES REQUIRED BY CONNECTICUT LAW



The State of Connecticut does not approve, recommend, endorse or sponsor any business opportunity. The information contained in this disclosure has not been verified by the state. If you have any questions about this investment, see an attorney before you sign a contract or agreement.

#### BUSINESS OPPORTUNITY DISCLOSURE

The following business opportunity disclosure is provided by Toastique Holdings, LLC a registered business in the State of Connecticut.

Disclosure Document is dated: January 14, 2025

### **Hawaii FDD Amendment**

#### **Amendments to the Toastique Holdings, LLC Franchise Disclosure Document**

Exhibit L “FDD Receipts,” is supplemented with the addition of the following:

The Receipt for this Disclosure Document (Exhibit “L”) is supplemented to add the following:

1. THIS FRANCHISE WILL BE/HAVE BEEN FILED UNDER THE FRANCHISE INVESTMENT LAW OF THE STATE OF HAWAII. FILING DOES NOT CONSTITUTE APPROVAL, RECOMMENDATION OR ENDORSEMENT BY THE DIRECTOR OF COMMERCE AND CONSUMER AFFAIRS OR A FINDING BY THE DIRECTOR OF COMMERCE AND CONSUMER AFFAIRS THAT THE INFORMATION PROVIDED HEREIN IS TRUE, COMPLETE AND NOT MISLEADING.

2. THE FRANCHISE INVESTMENT LAW MAKES IT UNLAWFUL TO OFFER OR SELL ANY FRANCHISE IN THIS STATE WITHOUT FIRST PROVIDING TO THE PROSPECTIVE FRANCHISEE, OR SUBFRANCHISOR, AT LEAST SEVEN DAYS BEFORE THE EXECUTION BY THE PROSPECTIVE FRANCHISEE, OF ANY BINDING FRANCHISE OR OTHER AGREEMENT, OR AT LEAST SEVEN DAYS BEFORE THE PAYMENT OF ANY CONSIDERATION BY THE FRANCHISEE, OR SUBFRANCHISOR, WHICHEVER OCCURS FIRST, A COPY OF THE DISCLOSURE DOCUMENT, TOGETHER WITH A COPY OF ALL PROPOSED AGREEMENTS RELATING TO THE SALE OF THE FRANCHISE.

3. THIS DISCLOSURE DOCUMENT CONTAINS A SUMMARY ONLY OF CERTAIN MATERIAL PROVISIONS OF THE FRANCHISE AGREEMENT AND THE CONTRACT OR AGREEMENT SHOULD BE REFERRED TO FOR A STATEMENT OF ALL RIGHTS, CONDITIONS, RESTRICTIONS AND OBLIGATIONS OF BOTH THE FRANCHISOR AND THE FRANCHISEE.

4. NO STATEMENT, QUESTIONNAIRE OR ACKNOWLEDGEMENT SIGNED OR AGREED TO BY A FRANCHISEE IN CONNECTION WITH THE COMMENCEMENT OF THE FRANCHISE RELATIONSHIP SHALL HAVE THE EFFECT OF: (I) WAIVING ANY CLAIMS UNDER ANY APPLICABLE STATE FRANCHISE LAW, INCLUDING FRAUD IN THE INDUCEMENT, OR (II) DISCLAIMING RELIANCE ON ANY STATEMENT MADE BY ANY FRANCHISOR, FRANCHISE SELLER, OR OTHER PERSON ACTING ON BEHALF OF THE FRANCHISOR. THIS PROVISION SUPERSEDES ANY OTHER TERM OF ANY DOCUMENT EXECUTED IN CONNECTION WITH THE FRANCHISE.

### **Illinois FDD Amendment**

#### **Amendments to the Toastique Holdings, LLC Franchise Disclosure Document**

#### **DISCLOSURE REQUIRED BY THE STATE OF ILLINOIS**

Illinois Law governs the Franchise Agreement.

In conformance with Section 4 of the Illinois Franchise Disclosure Act, any provision in a Franchise Agreement that designates jurisdiction and venue in a forum outside of the State of Illinois is void. However, a Franchise Agreement may provide for arbitration to take place outside of Illinois.

Franchisee’s rights upon Termination and Non-Renewal are set forth in Sections 19 and 20 of the Illinois Franchise Disclosure Act.

In conformance with Section 41 of the Illinois Franchise Disclosure Act, any condition, stipulation or provision purporting to bind any person acquiring any franchise to waive compliance with the Illinois Franchise Disclosure Act or any other law of Illinois is void.

### **Indiana FDD Amendment**

#### **Amendments to the Toastique Holdings, LLC Franchise Disclosure Document**

1. Item 8, “Restrictions on Sources of Products and Services,” is supplemented by the addition of the following:

Under Indiana Code Section 23-2-2.7-1(4), the franchisor will not obtain money, goods, services, or any other benefit from any other person with whom the franchisee does business, on account of, or in relation to, the transaction between the franchisee and the other person, other than for compensation for services rendered by the franchisor, unless the benefit is promptly accounted for, and transmitted by the franchisee.

2. Item 6, “Other Fees” and Item 9, “Franchisee’s Obligations,” are supplemented, by the addition of the following:

The franchisee will not be required to indemnify franchisor for any liability imposed upon franchisor as a result of franchisee’s reliance upon or use of procedures or products that were required by franchisor, if the procedures or products were utilized by franchisee in the manner required by franchisor.

3. Item 17, “Renewal, Termination, Transfer and Dispute Resolution,” is supplemented, by the addition of the following:

A. Indiana Code 23-2-2.7-1(7) makes unlawful unilateral termination of a franchise unless there is a material violation of the Franchise Agreement and termination is not in bad faith.

B. Indiana Code 23-2-2.7-1(5) prohibits a prospective general release of claims subject to the Indiana Deceptive Franchise Practices Law.

C. ITEM 17(r) is amended subject to Indiana Code 23-2-2.7-1(9) to provide that the post-term non-competition covenant shall have a geographical limitation of the territory granted to Franchisee.

D. ITEM 17(v) is amended to provide that Franchisees will be permitted to commence litigation in Indiana for any cause of action under Indiana Law.

E. ITEM 17(w) is amended to provide that in the event of a conflict of law, Indiana Law governs any cause of action that arises under the Indiana Disclosure Law or the Indiana Deceptive Franchise Practices Act.

### **Maryland FDD Amendment**

#### **Amendments to the Toastique Holdings, LLC Franchise Disclosure Document**

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Item 17, “Renewal, Termination, Transfer and Dispute Resolution,” is supplemented, by the addition of the following:

- A. The general release required as a condition of renewal, sale, and/or assignment/transfer shall not apply to any liability under the Maryland Franchise Registration and Disclosure Law.
- B. A Franchisee may bring a lawsuit in Maryland for claims arising under the Maryland Franchise Registration and Disclosure Law.
- C. Any claims arising under the Maryland Franchise Registration and Disclosure Law must be brought within three years after the grant of the franchise.
- D. The Franchise Agreement provides for termination upon bankruptcy. This provision may not be enforceable under federal bankruptcy law (11 U.S.C. Section 101, et seq.).

No statement, questionnaire or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of: (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

### **Michigan FDD Amendment**

#### **Amendments to the Toastique Holdings, LLC Franchise Disclosure Document**

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1. THE STATE OF MICHIGAN PROHIBITS CERTAIN UNFAIR PROVISIONS THAT ARE SOMETIMES IN FRANCHISE DOCUMENTS. IF ANY OF THE FOLLOWING PROVISIONS ARE IN THESE FRANCHISE DOCUMENTS, THE PROVISIONS ARE VOID AND CANNOT BE ENFORCED AGAINST YOU.

- A. A prohibition of your right to join an association of Franchisees.
- B. A requirement that you assent to a release, assignment, novation, waiver or estoppel that deprives you of rights and protections provided in this act. This shall not preclude you, after entering into a Franchise Agreement, from settling any and all claims.
- C. A provision that permits us to terminate a franchise before the expiration of this term except for good cause. Good cause shall include your failure to comply with any lawful provision of the Franchise Agreement and to cure the failure after being given written notice of the failure and a reasonable opportunity, which in no event need be more than 30 days, to cure the failure.
- D. A provision that permits us to refuse to renew a franchise without fairly compensating you by repurchase or other means for the fair market value at the time of expiration of your inventory, supplies, equipment, fixtures and furnishings. Personalized materials that have no value to us and inventory, supplies, equipment, fixtures and furnishings not reasonably required in the conduct of the franchise business are not subject to compensation. This subsection applies only if: (a) the term of the franchise is less than five years, and (b) you are prohibited by the Franchise Agreement or other agreement from

continuing to conduct substantially the same business under another trademark, service mark, trade name, logotype, advertising or other commercial symbol in the same area subsequent to the expiration of the franchise or you do not receive at least six months advance notice of our intent not to renew the franchise.

E. A provision that permits us to refuse to renew a franchise on terms generally available to other Franchisees of the same class or type under similar circumstances. This section does not require a renewal provision.

F. A provision requiring that litigation be conducted outside this state. This shall not preclude you from entering into an agreement, at the time of litigation, to conduct litigation at a location outside this state.

G. A provision that permits us to refuse to permit a transfer of ownership of a franchise, except for good cause. The subdivision does not prevent us from exercising a right of first refusal to purchase the franchise. Good cause shall include, but is not limited to:

- (i) The failure of the proposed transferee to meet our then current reasonable qualifications or standards.
- (ii) The fact that the proposed transferee is our or Sub-franchisor's competitor.
- (iii) The unwillingness of the proposed transferee to agree in writing to comply with all lawful obligations.
- (iv) Your or proposed transferee's failure to pay us any sums or to cure any default in the Franchise Agreement existing at the time of the proposed transfer.

H. A provision that requires you to resell to us items that are not uniquely identified with us. This subdivision does not prohibit a provision that grants us a right of first refusal to purchase the assets of a franchise on the same terms and conditions as a bona fide third party willing and able to purchase those assets, nor does this subdivision prohibit a provision that grants us the right to acquire the assets of a franchise for the market or appraised value and has failed to cure the breach in the manner provided in Item 17(g).

I. A provision that permits us to directly or indirectly convey, assign or otherwise transfer our obligations to fulfill contractual obligations to you unless a provision has been made for providing the required contractual services.

2. If our most recent financial statements are unaudited and show a net worth of less than \$100,000, you may request that we arrange for the escrow of initial investment and other funds you paid until our obligations, if any, to provide real estate, improvements, equipment, inventory, training or other items included in the franchise offering are fulfilled. At our option, a surety bond may be provided in place of escrow.

3. THE FACT THAT THERE IS A NOTICE OF THIS OFFERING ON FILE WITH THE ATTORNEY GENERAL DOES NOT CONSTITUTE APPROVAL, RECOMMENDATION OR ENFORCEMENT BY THE ATTORNEY GENERAL.

4. Any questions regarding this notice should be directed to: State of Michigan, Consumer Protection Division, Attention: Franchise Bureau, 670 Law Building, Lansing, MI 48913; telephone number (517) 373-3800.

## **Minnesota FDD Amendment**

### Amendments to the Toastique Holdings, LLC Franchise Disclosure Document

#### ADDITIONAL RISK FACTORS:

1. THESE FRANCHISES HAVE BEEN REGISTERED UNDER THE MINNESOTA FRANCHISE ACT. REGISTRATION DOES NOT CONSTITUTE APPROVAL, RECOMMENDATION OR ENDORSEMENT BY THE COMMISSIONER OF COMMERCE OF MINNESOTA OR A FINDING BY THE COMMISSIONER THAT THE INFORMATION PROVIDED HEREIN IS TRUE, COMPLETE AND NOT MISLEADING.

2. THE MINNESOTA FRANCHISE ACT MAKES IT UNLAWFUL TO OFFER OR SELL ANY FRANCHISE IN THIS STATE WHICH IS SUBJECT TO REGISTRATION WITHOUT FIRST PROVIDING TO THE PROSPECTIVE FRANCHISEE, AT LEAST SEVEN DAYS PRIOR TO THE EXECUTION BY THE PROSPECTIVE FRANCHISEE OF ANY BINDING FRANCHISE OR OTHER AGREEMENT, OR AT LEAST SEVEN DAYS PRIOR TO THE PAYMENT OF ANY CONSIDERATION, BY THE FRANCHISEE, WHICHEVER OCCURS FIRST, A COPY OF THIS PUBLIC OFFERING STATEMENT, TOGETHER WITH A COPY OF ALL PROPOSED AGREEMENTS RELATING TO THE FRANCHISE. THIS PUBLIC OFFERING STATEMENT CONTAINS A SUMMARY ONLY OF CERTAIN MATERIAL PROVISIONS OF THE FRANCHISE AGREEMENT. THE CONTRACT OR AGREEMENT SHOULD BE REFERRED TO FOR AN UNDERSTANDING OF ALL RIGHTS AND OBLIGATIONS OF BOTH THE FRANCHISOR AND THE FRANCHISEE.

#### AMENDMENT OF FDD DISCLOSURES:

A. Item 6, "Other Fees", Not sufficient funds are governed by Minnesota Statute 604.113, which puts a cap of \$30 on service charges.

B. Item 13, "Trademarks", Item 13 is supplemented by the addition of the following: As required by the Minnesota Franchise Act, Minn. Stat. Sec. 80C.12(g), we will reimburse you for any costs incurred by you in the defense of your right to use the marks, so long as you were using the marks in the manner authorized by us, and so long as we are timely notified of the claim and given the right to manage the defense of the claim including the right to compromise, settle or otherwise resolve the claim, and to determine whether to appeal a final determination of the claim.

C. Item 17, "Renewal, Termination, Transfer and Dispute Resolution," Item 17 is supplemented by the addition of the following: With respect to franchises governed by Minnesota law, we will comply with Minn. Stat. Sec. 80C.14, Subds. 3, 4 and 5, which require, except in certain specified cases, that you be given 90 days- notice of termination (with 60 days to cure) and 180 days-notice of non-renewal of the Agreement.

D. Item 17 "Renewal, Termination, Transfer and Dispute Resolution," Item 17 is supplemented by the addition of the following: Item 17 shall not provide for a prospective general release of claims against us that may be subject to the Minnesota Franchise Law. Minn. Rule 2860.4400D prohibits a franchisor from requiring a franchisee to assent to a general release.

E. Minn. Stat. §80C.21 and Minn. Rule 2860.4400J prohibit us from requiring litigation to be conducted outside Minnesota. In addition, nothing in the Disclosure Document or Franchise Agreement can

abrogate or reduce any of your rights as provided for in Minnesota Statutes, Chapter 80C, or your rights to any procedure, forum or remedies provided for by the laws of the jurisdiction.

F. No statement, questionnaire or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of: (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

### **New York FDD Amendment**

#### **Amendments to the Toastique Holdings, LLC Franchise Disclosure Document**

1. The following information is added to the cover page of the Franchise Disclosure Document:

**INFORMATION COMPARING FRANCHISORS IS AVAILABLE. CALL THE STATE ADMINISTRATORS LISTED IN EXHIBIT A OR YOUR PUBLIC LIBRARY FOR SERVICES OR INFORMATION. REGISTRATION OF THIS FRANCHISE BY NEW YORK STATE DOES NOT MEAN THAT NEW YORK STATE RECOMMENDS IT OR HAS VERIFIED THE INFORMATION IN THIS FRANCHISE DISCLOSURE DOCUMENT. IF YOU LEARN ANYTHING IN THIS FRANCHISE DISCLOSURE DOCUMENT IS UNTRUE, CONTACT THE FEDERAL TRADE COMMISSION AND THE APPROPRIATE STATE OR PROVINCIAL AUTHORITY. THE FRANCHISOR MAY, IF IT CHOOSES, NEGOTIATE WITH YOU ABOUT ITEMS COVERED IN THE FRANCHISE DISCLOSURE DOCUMENT. HOWEVER, THE FRANCHISOR CAN NOT USE THE NEGOTIATING PROCESS TO PREVAIL UPON A PROSPECTIVE FRANCHISEE TO ACCEPT TERMS THAT ARE LESS FAVORABLE THAN THOSE SET FORTH IN THIS FRANCHISE DISCLOSURE DOCUMENT.**

2. The following is to be added at the end of Item 3:

With the exception of what is stated above, the following applies to the franchisor, its predecessor, a person identified in Item 2, or an affiliate offering franchises under the franchisor's principal trademark:

A. No such party has an administrative, criminal, or civil action pending against that person alleging: a felony, a violation of a franchise, antitrust, or securities law, fraud, embezzlement, fraudulent conversion, misappropriation of property, unfair or deceptive practices, or comparable civil or misdemeanor allegations.

B. No such party has pending actions, other than routine litigation incidental to the business, which are significant in the context of the number of franchisees and the size, nature, or financial condition of the franchise system or its business operations.

C. No such party has been convicted of a felony or pleaded nolo contendere to a felony charge or, within the 10-year period immediately preceding the application for registration, has been convicted of or pleaded nolo contendere to a misdemeanor charge or has been the subject of a civil action alleging: violation of a franchise, antifraud, or securities law; fraud; embezzlement; fraudulent conversion or misappropriation of property; or unfair or deceptive practices or comparable allegations.

D. No such party is subject to a currently effective injunctive or restrictive order or decree relating to the franchise, or under a Federal, State, or Canadian franchise, securities, antitrust, trade regulation, or trade practice law, resulting from a concluded or pending action or proceeding brought by a public agency; or is subject to any currently effective order of any national securities association or national securities exchange,



as defined in the Securities and Exchange Act of 1934, suspending or expelling such person from membership in such association or exchange; or is subject to a currently effective injunctive or restrictive order relating to any other business activity as a result of an action brought by a public agency or department, including, without limitation, actions affecting a license as a real estate broker or sales agent.

3. The following is added to the end of the “Summary” sections of Item 17(c), titled “**Requirements for a franchisee to renew or extend**,” and Item 17(m), entitled “**Conditions for franchisor approval of transfer**”:

However, to the extent required by applicable law, all rights you enjoy and any causes of action arising in your favor from the provisions of Article 33 of the General Business Law of the State of New York and the regulations issued thereunder shall remain in force; it being the intent of this proviso that the non-waiver provisions of General Business Law Sections 687(4) and 687(5) be satisfied.

4. The following language replaces the “Summary” section of Item 17(d), titled “**Termination by franchisee**”: You may terminate the agreement on any grounds available by law.

5. The following is added to the end of the “Summary” sections of Item 17(v), titled “**Choice of forum**,” and Item 17(w), titled “**Choice of law**”:

The foregoing choice of law should not be considered a waiver of any right conferred upon the franchisor or the franchisee by Article 33 of the General Business Law of the State of New York

6. Franchise Questionnaires and Acknowledgements -- No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

7. Receipts--Any sale made must be in compliance with § 683(8) of the Franchise Sale Act (N.Y. Gen. Bus. L. § 680 et seq.), which describes the time period a Franchise Disclosure Document (offering prospectus) must be provided to a prospective franchisee before a sale may be made. New York law requires a franchisor to provide the Franchise Disclosure Document at the earlier of the first personal meeting, 10 business days before the execution of the franchise or other agreement, or the payment of any consideration that relates to the franchise relationship.

### **North Dakota FDD Amendment**

#### **Amendments to the Toastique Holdings, LLC Franchise Disclosure Document**

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1. Item 5, “**Initial fees**”, Item 5 is supplemented by the addition of the following:

Refund and cancellation provisions will be inapplicable to franchises operating under North Dakota Law, North Dakota Century Code Annotated Chapter 51-19, Sections 51-19-01 through 51-19-17. If franchisor elects to cancel this Franchise Agreement, franchisor will be entitled to a reasonable fee for its evaluation of you and related preparatory work performed and expenses actually incurred.

2. Item 6, “Other Fees”, Item 6 is supplemented by the addition of the following:

No consent to termination or liquidated damages shall be required from franchisees in the State of North Dakota.

3. Item 17, “Renewal, Termination, Transfer and Dispute Resolution,” Item 17 is supplemented by the addition of the following:

A. Any provision requiring a franchisee to sign a general release upon renewal of the Franchise Agreement has been determined to be unfair, unjust and inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law.

B. Any provision requiring a franchisee to consent to termination or liquidation damages has been determined to be unfair, unjust and inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law.

C. Covenants restricting competition contrary to Section 9-08-06 of the North Dakota Century Code, without further disclosing that such covenants may be subject to this statute, are unfair, unjust and inequitable. Covenants not to compete such as those mentioned above are generally considered unenforceable in the State of North Dakota.

D. Any provision in the Franchise Agreement requiring a franchisee to agree to the arbitration or mediation of disputes at a location that is remote from the site of the franchisee’s business has been determined to be unfair, unjust and inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law. The site of arbitration or mediation must be agreeable to all parties and may not be remote from the franchisee’s place of business.

E. Any provision in the Franchise Agreement which designates jurisdiction or venue or requires the franchisee to agree to jurisdiction or venue in a forum outside of North Dakota is void with respect to any cause of action which is otherwise enforceable in North Dakota.

F. Apart from civil liability as set forth in Section 51-19-12 of the N.D.C.C., which is limited to violations of the North Dakota Franchise Investment Law (registration and fraud), the liability of the franchisor to a franchisee is based largely on contract law. Despite the fact that those provisions are not contained in the franchise investment law, those provisions contain substantive rights intended to be afforded to North Dakota residents and it is unfair to franchise investors to require them to waive their rights under North Dakota Law.

G. Any provision in the Franchise Agreement requiring that the Franchise Agreement be construed according to the laws of a state other than North Dakota are unfair, unjust or inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law.

H. Any provision in the Franchise Agreement which requires a franchisee to waive his or her right to a jury trial has been determined to be unfair, unjust and inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law.

4. No statement, questionnaire or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of: (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person

acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

### **Rhode Island FDD Amendment**

#### Amendments to the Toastique Holdings, LLC Franchise Disclosure Document

Item 17, “Renewal, Termination, Transfer and Dispute Resolution,” Item 17 is supplemented by the addition of the following:

A. The Rhode Island Franchise Investment Act, R.I. Gen. Law Ch. 395 Sec. 19-28.1-14 provides that a provision in a Franchise Agreement restricting jurisdiction or venue to a forum outside this state or requiring the application of the laws of another state is void with respect to a claim otherwise enforceable under the Rhode Island Franchise Investment Act.

B. Any general release as a condition of renewal, termination or transfer will be void with respect to claims under the Rhode Island Franchise Investment Act.

### **Virginia FDD Amendment**

#### Amendments to the Toastique Holdings, LLC Franchise Disclosure Document

Item 17, “Renewal, Termination, Transfer and Dispute Resolution,” Item 17(h) is supplemented by the addition of the following:

Under Section 13.1-564 of the Virginia Retail Franchising Act, it is unlawful for a franchisor to cancel a franchise without reasonable cause. If any grounds for default or termination stated in Toastique Franchise Agreement do not constitute “reasonable cause,” as that term may be defined in the Virginia Retail Franchising Act or the laws of Virginia, that provision may not be enforceable.

No statement, questionnaire or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of: (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

### **Washington FDD Amendment**

#### Amendments to the Toastique Holdings, LLC Franchise Disclosure Document

In recognition of the Washington State Franchise Investment Protection Act, Chapter 19.100 RCW, the following amendments are made to the Franchise Disclosure Document:

1. In the event of a conflict of laws, the provisions of the Washington Franchise Investment Protection Act, Chapter 19.100 RCW will prevail.
2. RCW 19.100.180 may supersede the Franchise Agreement in your relationship with the franchisor including the areas of termination and renewal of your franchise. There may also be court decisions which may supersede the Franchise Agreement in your relationship with the franchisor including the areas of termination and renewal of your franchise.

3. In any arbitration or mediation involving a franchise purchased in Washington, the arbitration or mediation site will be either in the state of Washington, or in a place mutually agreed upon at the time of the arbitration or mediation, or as determined by the arbitrator or mediator at the time of arbitration or mediation. In addition, if litigation is not precluded by the Franchise Agreement, a franchisee may bring an action or proceeding arising out of or in connection with the sale of franchises, or a violation of the Washington Franchise Investment Protection Act, in Washington.

4. A release or waiver of rights executed by a franchisee may not include rights under the Washington Franchise Investment Protection Act or any rule or order thereunder except when executed pursuant to a negotiated settlement after the agreement is in effect and where the parties are represented by independent counsel. Provisions such as those which unreasonably restrict or limit the statute of limitations period for claims under the Act, or rights or remedies under the Act such as a right to a jury trial, may not be enforceable.

5. Transfer fees are collectable to the extent that they reflect the franchisor's reasonable estimated or actual costs in effecting a transfer.

6. Pursuant to RCW 49.62.020, a noncompetition covenant is void and unenforceable against an employee, including an employee of a franchisee, unless the employee's earnings from the party seeking enforcement, when annualized, exceed \$100,000 per year (an amount that will be adjusted annually for inflation). In addition, a noncompetition covenant is void and unenforceable against an independent contractor of a franchisee under RCW 49.62.030 unless the independent contractor's earnings from the party seeking enforcement, when annualized, exceed \$250,000 per year (an amount that will be adjusted annually for inflation). As a result, any provisions contained in the Franchise Agreement or elsewhere that conflict with these limitations are void and unenforceable in Washington.

7. RCW 49.62.060 prohibits a franchisor from restricting, restraining, or prohibiting a franchisee from (i) soliciting or hiring any employee of a franchisee of the same franchisor or (ii) soliciting or hiring any employee of the franchisor. As a result, any such provisions contained in the Franchise Agreement or elsewhere are void and unenforceable in Washington.

8. No statement, questionnaire or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of: (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

### **Wisconsin FDD Amendment**

#### **Amendments to the Toastique Holdings, LLC Franchise Disclosure Document**

Item 17, "Renewal, Termination, Transfer and Dispute Resolution," Item 17 is supplemented by the addition of the following:

The Wisconsin Fair Dealership Law Title XIV-A Ch. 135, Section 135.01-135.07 may affect the termination provision of the Franchise Agreement.



STATE SPECIFIC AMENDMENTS TO FRANCHISE AGREEMENT  
AND, IF APPLICABLE, MULTI-UNIT DEVELOPMENT AGREEMENT

## CALIFORNIA FRANCHISE AGREEMENT AMENDMENT

### Amendments to the Toastique Franchise Agreement

No statement, questionnaire or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of: (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

IN WITNESS WHEREOF, the parties have duly executed and delivered this California State amendment to the Toastique Holdings, LLC Franchise Agreement on the same date as the Franchise Agreement was executed.

**Franchisor:** Toastique Holdings, LLC

**Franchisee:**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name and Title (please print)

\_\_\_\_\_  
Name (please print)

\_\_\_\_\_  
Dated

\_\_\_\_\_  
Dated

## HAWAII FRANCHISE AGREEMENT AMENDMENT

### Amendments to the Toastique Holdings, LLC Franchise Agreement

In recognition of the requirements of the Hawaii Franchise Investment Law, the undersigned agree to the following modifications to the Toastique Holdings, LLC Franchise Agreement (the “Franchise Agreement”), as follows:

1. Sub-Article 14.C.(6). Sub-article 14.C.(6), under the Article section titled “Conditions for Approval of Transfer,” is supplemented by the addition of the following language:

; provided, however, that all rights enjoyed by Franchisee and any causes of action arising in Franchisee’s favor from the provisions of the Hawaii Franchise Investment Law, shall remain in force; it being the intent of this provision that the non-waiver provisions of the Hawaii Franchise Investment Law be satisfied; and

The Hawaii Franchise Investment Law provides rights to the franchisee concerning non-renewal, termination and transfer of the Franchise Agreement. If this Sub-article contains a provision that is inconsistent with the Hawaii Franchise Investment Law, the Hawaii Franchise Investment Law will control.

2. Sub-Article 15.B.(8). Sub-article 15.B.(8), under the Article section titled “Conditions for Renewal,” is supplemented by the addition of the following:

; provided, however, that all rights enjoyed by Franchisee and any causes of action arising in Franchisee’s favor from the provisions of the Hawaii Franchise Investment Law, shall remain in force; it being the intent of this provision that the non-waiver provisions of the Hawaii Franchise Investment Law be satisfied; and

The Hawaii Franchise Investment Law provides rights to the franchisee concerning non-renewal, termination and transfer of the Franchise Agreement. If this subarticle contains a provision that is inconsistent with the Hawaii Franchise Investment Law, the Hawaii Franchise Investment Law will control.

3. Each provision of this amendment shall be effective only to the extent, with respect to such provision, that the jurisdictional requirements of the Hawaii Franchise Investment Law are met independently without reference to this amendment.

4. No statement, questionnaire or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of: (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

[SIGNATURE PAGE TO FOLLOW]

IN WITNESS WHEREOF, the parties have duly executed and delivered this Hawaii State amendment to the Toastique Holdings, LLC Franchise Agreement on the same date as the Franchise Agreement was executed.

**Franchisor: Toastique Holdings, LLC**

**Franchisee:**

By: \_\_\_\_\_  
Signature of Franchisor

\_\_\_\_\_  
Signature of Franchisee

\_\_\_\_\_  
Name and Title

\_\_\_\_\_  
Name (please print)



## **Illinois Addendum to the Franchise and Multi-Unit Development Agreements**

In recognition of the requirements of the Illinois Franchise Disclosure Act, 815 ILCS 705/1 to 705/45, and Ill. Admin. Code tit. 15, §200.100 et seq., the undersigned agree to the following modifications to the Toastique Holdings, LLC Franchise Agreement (the “Franchise Agreement”) and, if Franchisor and Franchisee both sign the Toastique Holdings, LLC Multi-Unit Development Agreement (the “Development Agreement”), as follows:

1. Article 14.C of the Franchise Agreement, under the heading “Conditions for Approval of Transfer,” the following language is added to the end of subarticle 14.C.(6):

; excluding only such claims as the transferor and its Owners may have under the Illinois Franchise Disclosure Act (815 ILCS 705/1 to 705/45).

2. Article 15.B. of the Franchise Agreement, under the heading “Conditions for Renewal,” the following language is added to the end of subarticle 15.B.(8):

; excluding only such claims as the transferor and its Owners may have under the Illinois Franchise Disclosure Act (815 ILCS 705/1 to 705/45).

3. Article 18.F. of the Franchise Agreement, and if Franchisee executes a Development Agreement, Section 7.5 of the Development Agreement, under the heading “Governing Law”, shall be amended by the addition of the following statement added after the end of the last sentence of Article 18.F. of the Franchise Agreement and Section 7.5 of the Development Agreement:

Illinois Addendum: Illinois law governs the agreements between the parties to this franchise.

In conformance with Section 4 of the Illinois Franchise Disclosure Act, any provision in a Franchise Agreement that designates jurisdiction and venue in a forum outside of the State of Illinois is void. However, a Franchise Agreement may provide for arbitration to take place outside of Illinois.

Franchisee’s rights upon Termination and Non-Renewal are set forth in Sections 19 and 20 of the Illinois Franchise Disclosure Act.

In conformance with Section 41 of the Illinois Franchise Disclosure Act, any condition, stipulation or provision purporting to bind any person acquiring any franchise to waive compliance with the Illinois Franchise Disclosure Act, or any other law of Illinois is void.

4. Article 18.G. of the Franchise Agreement, and if Franchisee executes a Development Agreement, Section 7.6 of the Development Agreement, under the heading “Choice of Law, Non-Binding Mediation, Binding Arbitration, and Consent to Jurisdiction”, shall be amended by the addition of the following statement added after the end of the last sentence of Article 18.G. of the Franchise Agreement and Section 7.6 of the Development Agreement:

Illinois Addendum: Illinois law governs the agreements between the parties to this franchise.

In conformance with Section 4 of the Illinois Franchise Disclosure Act, any provision in a Franchise Agreement that designates jurisdiction and venue in a forum outside of the State of Illinois is void. However, a Franchise Agreement may provide for arbitration to take place outside of Illinois.

Franchisee's rights upon Termination and Non-Renewal are set forth in Sections 19 and 20 of the Illinois Franchise Disclosure Act.

In conformance with Section 41 of the Illinois Franchise Disclosure Act, any condition, stipulation or provision purporting to bind any person acquiring any franchise to waive compliance with the Illinois Franchise Disclosure Act, or any other law of Illinois is void.

5. Article 18.K of the Franchise Agreement, and if Franchisee executes a Development Agreement, Section 7.10 of the Development Agreement, under the heading "Waiver of Jury Trial", shall be supplemented by the addition of the following statement at the end of the sentence contained in Article 18.K. of the Franchise Agreement and Section 7.10 of the Development Agreement:

; except that nothing in this Agreement should be considered a waiver of any right conferred upon Franchisee by the Illinois Franchise Disclosure Act.

6. Article 18 of the Franchise Agreement, and if Franchisee executes a Development Agreement, Section 7 of the Development Agreement, under the heading "Enforcement and Construction," shall be supplemented by the addition of the following new subarticle 18.Z. to the Franchise Agreement and Section 7.24 of the Development Agreement:

Any foregoing acknowledgments are not intended to, nor shall they act as a release, estoppel or waiver or any liability under the Illinois Franchise Disclosure Act.

7. Each provision of this amendment shall be effective only to the extent, with respect to such provision, that the jurisdictional requirements of the Illinois Franchise Disclosure Act (815 ILCS 705/1 to 705/45) are met independently without reference to this amendment.

8. No statement, questionnaire or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of: (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

9. Section 7.12 of the Multi-Unit Development Agreement is supplemented with the following: Notwithstanding the foregoing, nothing in the franchise agreement or any related agreement is intended to disclaim the representations made in the Franchise Disclosure Document.

[SIGNATURE PAGE TO FOLLOW]

IN WITNESS WHEREOF, the parties have duly executed and delivered this Illinois amendment to the Toastique Holdings, LLC Franchise Agreement and, if applicable, the Development Agreement on the same date as the Franchise Agreement and Development Agreement were, respectively, executed.

**Franchisor: Toastique Holdings, LLC**

**Franchisee:**

By: \_\_\_\_\_  
Signature of Franchisor

\_\_\_\_\_  
Signature of Franchisee

\_\_\_\_\_  
Name and Title

\_\_\_\_\_  
Name (please print)

## MARYLAND FRANCHISE AND DEVELOPMENT AGREEMENT AMENDMENT

### Amendments to the Toastique Holdings, LLC Franchise Agreement

In recognition of the requirements of the Maryland Franchise Registration and Disclosure Law, the parties to the attached Toastique Holdings, LLC Franchise Agreement (the “Franchise Agreement”) and, if Franchisor and Franchisee both sign the Toastique Holdings, LLC Multi-Unit Development Agreement (the “Development Agreement”), as follows:

1. The Franchise Agreement provides that disputes are resolved through arbitration. A Maryland franchise regulation states that it is an unfair or deceptive practice to require a franchisee to waive its right to file a lawsuit in Maryland claiming a violation of the Maryland Franchise Law. In light of the Federal Arbitration Act, there is some dispute as to whether this forum selection requirement is legally enforceable.

2. The general release required as a condition of renewal, sale, and/or assignment/transfer shall not apply to any liability under the Maryland Franchise Registration and Disclosure Law.

3. Article 18.G. of the Franchise Agreement and, if Franchisee executes a Development Agreement, Section 7.6 of the Development Agreement, under the heading “Choice of Law, Non-Binding Mediation, Binding Arbitration, and Consent to Jurisdiction,” shall be amended by the addition of the following statement added to Article 18.G. of the Franchise Agreement and Section 7.6 of the Development Agreement:

A franchisee may bring a lawsuit in Maryland for claims arising under the Maryland Franchise Registration and Disclosure Law.

4. Article 18.I. of the Franchise Agreement and, if Franchisee executes a Development Agreement, Section 7.8 of the Development Agreement, under the heading “Limitations of Claims,” shall be amended by the addition of the following statement added to Article 18.I. of the Franchise Agreement and Section 7.8 of the Development Agreement:

Any claims arising under the Maryland Franchise Registration and Disclosure Law must be brought within three years after the grant of the franchise.

A general release required as a condition of renewal, sale, and/or assignment or transfer of a Franchise Agreement shall not apply to any liability under the Maryland Franchise Registration and Disclosure Law.

5. All representations requiring prospective franchisees to assent to a release, estoppel, or waiver of liability are not intended to nor shall they act as a release, estoppel or waiver of any liability incurred under the Maryland Franchise Registration and Disclosure Law.

6. Each provision of this amendment shall be effective only to the extent, with respect to such provision, that the jurisdictional requirements of the Maryland Franchise Registration and Disclosure Law are met independently without reference to this amendment.

7. No statement, questionnaire or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of: (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

[SIGNATURE PAGE TO FOLLOW]

IN WITNESS WHEREOF, the parties have duly executed and delivered this Maryland amendment to the Toastique Holdings, LLC Franchise Agreement and, if applicable, the Development Agreement on the same date as the Franchise Agreement and Development Agreement were, respectively, executed.

Franchisor: Toastique Holdings, LLC

Franchisee:

By: \_\_\_\_\_

Signature of Franchisor

\_\_\_\_\_  
Signature of Franchisee

\_\_\_\_\_  
Name and Title

\_\_\_\_\_  
Name (please print)

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_  
Signature of Franchisee

\_\_\_\_\_  
Name (please print)

Date: \_\_\_\_\_

Address: \_\_\_\_\_

## MINNESOTA FRANCHISE AND DEVELOPMENT AGREEMENT AMENDMENT

### Amendments to the Toastique Holdings, LLC Franchise Agreement

In recognition of the requirements of the Minnesota Statutes, Chapter 80C. and Minnesota Franchise Rules, Chapter 2860, the parties to the attached Toastique Holdings, LLC Franchise Agreement (the “Franchise Agreement”) and, if Franchisor and Franchisee both sign the Toastique Holdings, LLC Multi-Unit Development Agreement (the “Development Agreement”), as follows:

1. Article 14.C. of the Franchise Agreement, under the heading “Conditions for Approval of Transfer,” subarticle 14.C(6) is supplemented with the addition of the following language:

; provided, however, that all rights enjoyed by Franchisee and any causes of action arising in Franchisee’s favor from the provisions of the Minnesota Franchise Act, Minn. Stat. Section 80C.14 et seq. and Minnesota Rules 2860.4400(D), shall remain in force; it being the intent of this provision that the non-waiver provisions of the Minnesota Rules 2860.4400(D) be satisfied; and

Minnesota law provides a franchisee with certain termination and non-renewal rights. Minn. Stat. Sect. 80C.14 Subdivisions 3, 4, and 5 require, except in certain specified cases, that franchisee be given 180 days-notice of nonrenewal of this Agreement by Franchisor.

2. Article 15.B. of the Franchise Agreement, under the heading “Conditions for Renewal,” subarticle 15.B(8) is supplemented with the addition of the following language:

; provided, however, that all rights enjoyed by Franchisee and any causes of action arising in Franchisee’s favor from the provisions of the Minnesota Franchise Act, Minn. Stat. Section 80C.14 et seq. and Minnesota Rules 2860.4400(D), shall remain in force; it being the intent of this provision that the non-waiver provisions of the Minnesota Rules 2860.4400(D) be satisfied; and

Minnesota law provides a franchisee with certain termination and non-renewal rights. Minn. Stat. Sect. 80C.14 Subdivisions 3, 4, and 5 require, except in certain specified cases, that franchisee be given 180 days-notice of nonrenewal of this Agreement by Franchisor.

3. Under Article 11 of the Franchise Agreement, under the heading “Notification of Infringement and Claims,” the subarticle 11.C. shall be supplemented by the addition of the following:

Franchisor agrees to protect Franchisee, to the extent required by the Minnesota Franchise Act, against claims of infringement or unfair competition with respect to Franchisee’s use of the Marks when, in the opinion of Franchisor’s counsel, Franchisee’s rights warrant protection pursuant to Article 11.E. of this Agreement.

4. Under Article 14 of the Franchise Agreement, under the heading “Conditions for Approval of Transfer,” the subarticle 14.C. shall be supplemented by the addition of the following:

Franchisor shall not unreasonably withhold consent to transfer the Franchise Agreement.

5. Under Article 16 of the Franchise Agreement, under the heading “Defaults and Automatic Termination Upon Written Notice Without Cure Period,” the subarticle 16.A.(2). shall be supplemented by the addition of the following:

Article 16.A.(2) will not be enforced to the extent prohibited by applicable law.

6. Under Article 16 of the Franchise Agreement, under the heading “Defaults and Automatic Termination After 30 Day Cure Period,” the subarticle 16.A.(4)(f), shall be supplemented by the addition of the following:

Subarticle 16.A.(4)(f) will not be enforced to the extent prohibited by applicable law.

7. Under both subarticles 16.A.(2) and 16.A.(4) of the Franchise Agreement, the following is added:

Minnesota law provides a franchisee with certain termination rights. Minn. Stat. Sect. 80C.14 Subdivisions 3, 4, and 5 require, except in certain specified cases, that franchisee be given 90 days-notice of termination (with 60 days to cure) of this Agreement.

8. Article 18.F. of the Franchise Agreement, under the heading “Governing Law”, shall be amended by the addition of the following statement added to the end of the last sentence of Article 18.F.:

; except to the extent otherwise prohibited by applicable law with respect to claims arising under the Minnesota Franchise Act.

9. Article 18.G. of the Franchise Agreement and, if Franchisee executes a Development Agreement, Section 7.6 of the Development Agreement, under the heading “Choice of Law, Non-Binding Mediation, Binding Arbitration, and Consent to Jurisdiction”, shall be amended by the addition of the following statement added to the end of the last sentence of Article 18.G. of the Franchise Agreement and Section 7.6 of the Development Agreement:

; except to the extent otherwise prohibited by applicable law with respect to claims arising under the Minnesota Franchise Act.

10. Article 18.K. of the Franchise Agreement, and if Franchisee executes a Development Agreement, Section 7.10 of the Development Agreement, under the heading “Waiver of Jury Trial”, shall be supplemented by the addition of the following statement at the end of the sentence contained in Article 18.K. of the Franchise Agreement and Section 7.10 of the Development Agreement:

; except that nothing in this Agreement should be considered a waiver of any right conferred upon Franchisee by the Minnesota Franchise Act.

11. Article 18.I. of the Franchise Agreement and, if Franchisee executes a Development Agreement, Section 7.8 of the Development Agreement, under the heading “Limitations of Claims,” shall be supplemented by the addition of the following statement:

Under the Minnesota Franchise Act, any claims between the parties must be commenced within three years of the occurrence of the facts giving rise to such claim, or such claim shall be barred.

12. Article 18 of the Franchise Agreement and if Franchisee executes a Development Agreement, Section 7 of the Development Agreement, under the heading “Enforcement and Construction,” shall be supplemented by the addition of the following new subarticle 18.Z. to the Franchise Agreement and Section 7.24 of the Development Agreement:

Any foregoing acknowledgments are not intended to, nor shall they act as a release, estoppel or waiver or any liability under the Minnesota Franchise Act.

13. Each provision of this amendment shall be effective only to the extent, with respect to such provision, that the jurisdictional requirements of the Minnesota Franchise Act are met independently without reference to this amendment.

14. No statement, questionnaire or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of: (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

IN WITNESS WHEREOF, the parties have duly executed and delivered this Minnesota State amendment to the Toastique Holdings, LLC Franchise Agreement and, if applicable, the Development Agreement on the same date as the Franchise Agreement and Development Agreement were, respectively, executed.

**Franchisor: Toastique Holdings, LLC**

**Franchisee:**

By: \_\_\_\_\_  
Signature of Franchisor

\_\_\_\_\_  
Signature of Franchisee

\_\_\_\_\_  
Name and Title

\_\_\_\_\_  
Name (please print)

Date: \_\_\_\_\_

Date: \_\_\_\_\_

\_\_\_\_\_  
Signature of Franchisee

\_\_\_\_\_  
Name (please print)

Date: \_\_\_\_\_



## NEW YORK FRANCHISE AND DEVELOPMENT AGREEMENT AMENDMENT

### Amendments to the Toastique Holdings, LLC Franchise Agreement

In recognition of the requirements of the New York General Business Law, Article 33, Sections 680 through 695, and of the regulations promulgated thereunder (N.Y. Comp. Code R. & Regs., tit. 13, §§ 200.1 through 201.16), the parties to the attached Toastique Holdings, LLC Franchise Agreement (the “Franchise Agreement”) and, if Franchisor and Franchisee both sign the Toastique Holdings, LLC Multi-Unit Development Agreement (the “Development Agreement”), as follows:

1. Under Article 14.C. of the Franchise Agreement, under the heading “Conditions for Approval of Transfer,” the subarticle 14.C(6) is supplemented with the addition of the following language:

; provided, however, that all rights and causes of action arising in favor of Franchisee from the provisions of New York General Business Law Sections 680-695 and the regulations issued thereunder, shall remain in force; it being the intent of this provision that the non-waiver provisions of N.Y. Gen. Bus. Law Sections 687.4 and 687.5 be satisfied.

2. Under Article 15.B. of the Franchise Agreement, under the heading “Conditions for Renewal,” the subarticle 15.B(8) is supplemented with the addition of the following language:

; provided, however, that all rights and causes of action arising in favor of Franchisee from the provisions of New York General Business Law Sections 680-695 and the regulations issued thereunder, shall remain in force; it being the intent of this provision that the non-waiver provisions of N.Y. Gen. Bus. Law Sections 687.4 and 687.5 be satisfied.

3. Article 18 of the Franchise Agreement and, if Franchisee executes a Development Agreement, Section 7 of the Development Agreement, under the heading “Enforcement and Construction,” shall be supplemented by the addition of the following new subarticle 18.Z. to the Franchise Agreement and Section 7.24 of the Development Agreement:

Nothing in this Agreement should be considered a waiver of any right conferred upon franchisee by New York General Business Law, Sections 680-695.

4. There are circumstances in which an offering made by Toastique Holdings, LLC would not fall within the scope of the New York General Business Law, Article 33, such as when the offer and acceptance occurred outside the state of New York. However, an offer or sale is deemed made in New York if you are domiciled in New York or the Outlet will be opening in New York. Toastique Holdings, LLC is required to furnish a New York prospectus to every prospective franchisee who is protected under the New York General Business Law, Article 33.

5. Each provision of this amendment shall be effective only to the extent, with respect to such provision, that the jurisdictional requirements of the New York General Business Law, are met independently without reference to this amendment.

6. No statement, questionnaire or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of: (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

[SIGNATURE PAGE TO FOLLOW]

IN WITNESS WHEREOF, the parties have duly executed and delivered this New York amendment to the Toastique Holdings, LLC Franchise Agreement and, if applicable, the Development Agreement on the same date as the Franchise Agreement and Development Agreement were, respectively, executed.

**Franchisor:** Toastique Holdings, LLC

**Franchisee:**

By: \_\_\_\_\_  
Signature of Franchisor

\_\_\_\_\_  
Signature of Franchisee

\_\_\_\_\_  
Name and Title

\_\_\_\_\_  
Name (please print)

Date: \_\_\_\_\_

Date: \_\_\_\_\_

\_\_\_\_\_  
Signature of Franchisee

\_\_\_\_\_  
Name (please print)

Date: \_\_\_\_\_

## NORTH DAKOTA FRANCHISE AGREEMENT AMENDMENT

### Amendments to the Toastique Holdings, LLC Franchise Agreement

In recognition of the North Dakota Franchise Investment Law, Section 51-19, the parties to the attached Toastique Holdings, LLC Franchise Agreement (the “Franchise Agreement”) agree as follows:

The North Dakota Addendum is only applicable if you are a resident of North Dakota or if your Toastique Restaurant outlet will be located within the State of North Dakota.

1. Article 15 of the Franchise Agreement is hereby amended by the addition of the following language: “Provisions requiring North Dakota franchisees to sign a general release upon renewal of the Franchise Agreement are not enforceable in North Dakota.”

2. Article 16 of the Franchise Agreement is hereby amended by the addition of the following language: “Provisions requiring North Dakota Franchisees to consent to termination or liquidated damages are not enforceable in North Dakota.”

3. Articles 6 and 17 of the Franchise Agreement are hereby amended by the addition of the following language: “Covenants not to compete such as those mentioned above are generally considered unenforceable in the state of North Dakota.”

4. Article 18 of the Franchise Agreement is hereby amended by the addition of the following language: “Covenants requiring North Dakota franchisees to consent to the jurisdiction of courts outside of North Dakota may not be enforceable in North Dakota.”

5. Article 18 of the Franchise Agreement is hereby amended by the addition of the following language: “for North Dakota Franchisees, North Dakota law shall apply.”

6. Article 18 of the Franchise Agreement is hereby amended by the addition of the following language: “Provisions requiring a franchisee to consent to a waiver of trial by jury are not enforceable under Section 51-19-09 of the North Dakota Franchise Investment Law.”

7. Article 18 of the Franchise Agreement is hereby amended by the addition of the following language: “Provisions requiring the franchisee to consent to a waiver of exemplary and punitive damages are not enforceable under Section 51-19-09 of the North Dakota Franchise Investment Law.”

8. Article 18 of the Franchise Agreement is hereby amended by the addition of the following language: “Provisions requiring a franchisee to consent to a limitation of claims within one year have been determined to be unfair, unjust and inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law. Therefore, for North Dakota franchisees, the statute of limitations under North Dakota Law will apply.”

9. No statement, questionnaire or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of: (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

[SIGNATURE PAGE TO FOLLOW]

Each provision of this amendment shall be effective only to the extent, with respect to such provision, that the jurisdictional requirements of North Dakota Law are met independently without reference to this amendment.

**Franchisor: Toastique Holdings, LLC**

**Franchisee:**

By: \_\_\_\_\_  
Signature of Franchisor

\_\_\_\_\_  
Signature of Franchisee

\_\_\_\_\_  
Name and Title

\_\_\_\_\_  
Name (please print)

Date: \_\_\_\_\_

Date: \_\_\_\_\_

\_\_\_\_\_  
Signature of Franchisee

\_\_\_\_\_  
Name (please print)

Date: \_\_\_\_\_

## WASHINGTON STATE FRANCHISE AGREEMENT AMENDMENT

### Amendments to the Toastique Holdings, LLC Franchise Agreement

In recognition of the Washington State Franchise Investment Protection Act, Chapter 19.100 RCW, the parties to the attached Toastique Holdings, LLC Franchise Agreement (the “Franchise Agreement”) agree as follows:

1. In the event of a conflict of laws, the provisions of the Washington Franchise Investment Protection Act, Chapter 19.100 RCW will prevail.
2. RCW 19.100.180 may supersede the Franchise Agreement in your relationship with the franchisor including the areas of termination and renewal of your franchise. There may also be court decisions which may supersede the Franchise Agreement in your relationship with the franchisor including the areas of termination and renewal of your franchise.
3. In any arbitration or mediation involving a franchise purchased in Washington, the arbitration or mediation site will be either in the state of Washington, or in a place mutually agreed upon at the time of the arbitration or mediation, or as determined by the arbitrator or mediator at the time of arbitration or mediation. In addition, if litigation is not precluded by the Franchise Agreement, a franchisee may bring an action or proceeding arising out of or in connection with the sale of franchises, or a violation of the Washington Franchise Investment Protection Act, in Washington.
4. A release or waiver of rights executed by a franchisee may not include rights under the Washington Franchise Investment Protection Act or any rule or order thereunder except when executed pursuant to a negotiated settlement after the agreement is in effect and where the parties are represented by independent counsel. Provisions such as those which unreasonably restrict or limit the statute of limitations period for claims under the Act, or rights or remedies under the Act such as a right to a jury trial, may not be enforceable.
5. Transfer fees are collectable to the extent that they reflect the franchisor’s reasonable estimated or actual costs in effecting a transfer.
6. Pursuant to RCW 49.62.020, a noncompetition covenant is void and unenforceable against an employee, including an employee of a franchisee, unless the employee’s earnings from the party seeking enforcement, when annualized, exceed \$100,000 per year (an amount that will be adjusted annually for inflation). In addition, a noncompetition covenant is void and unenforceable against an independent contractor of a franchisee under RCW 49.62.030 unless the independent contractor’s earnings from the party seeking enforcement, when annualized, exceed \$250,000 per year (an amount that will be adjusted annually for inflation). As a result, any provisions contained in the Franchise Agreement or elsewhere that conflict with these limitations are void and unenforceable in Washington.
7. RCW 49.62.060 prohibits a franchisor from restricting, restraining, or prohibiting a franchisee from (i) soliciting or hiring any employee of a franchisee of the same franchisor or (ii) soliciting or hiring any employee of the franchisor. As a result, any such provisions contained in the Franchise Agreement or elsewhere are void and unenforceable in Washington.
8. No statement, questionnaire or acknowledgement signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of: (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any

statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

IN WITNESS WHEREOF, the parties have duly executed and delivered this Washington State amendment to the Toastique Holdings, LLC Franchise Agreement on the same date as the Franchise Agreement was executed.

**Franchisor: Toastique Holdings, LLC**

**Franchisee:**

By: \_\_\_\_\_  
Signature of Franchisor

\_\_\_\_\_  
Signature of Franchisee

\_\_\_\_\_  
Name and Title

\_\_\_\_\_  
Name (please print)

Date: \_\_\_\_\_

Date: \_\_\_\_\_



FRANCHISE DISCLOSURE DOCUMENT  
**EXHIBIT K**  
STATE EFFECTIVE DATES

### **State Effective Dates**

The following states have franchise laws that require that the Franchise Disclosure Document be registered or filed with the states, 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 document is effective and may be used in the following states, where the document is filed, registered or exempt from registration, as of the Effective Date stated below:

<u>Effective Dates</u>	
California	
Hawaii	
Illinois	
Indiana	
Maryland	
Michigan	
Minnesota	
New York	
North Dakota	
Rhode Island	
South Dakota	
Virginia	
Washington	
Wisconsin	

Other states may require registration, filing, or exemption of a franchise under other laws, such as those that regulate the offer and sale of business opportunities or seller-assisted marketing plans.





FRANCHISE DISCLOSURE DOCUMENT  
**EXHIBIT L**  
RECEIPTS

Toastique Holdings, LLC  
**RECEIPT**

This Disclosure Document summarizes certain provisions of the Franchise Agreement and other information in plain language. Read this Disclosure Document and all the agreements carefully.

If Toastique Holdings, LLC offers you a franchise, we must provide this Disclosure Document to you 14 calendar days before you sign a binding agreement with, or make a payment to, us or an affiliate of ours in connection with the proposed franchise sale, or sooner if required by applicable law.

Applicable state laws in New York and Rhode Island require that we give you this document at the earlier of the first personal meeting or 10 business days before the execution of the franchise or other agreements or the payment of any consideration that relates to the franchise relationship. Michigan requires that we give you this Disclosure Document at least 10 business days before the signing of any binding franchise or other agreement, or the payment of any consideration, whichever occurs first.

If Toastique Holdings, LLC does not deliver this Disclosure Document on time or if it contains a false or misleading statement, or a material omission, a violation of federal law and state law may have occurred and should be reported to the Federal Trade Commission, Washington, D.C. 20580 and the applicable state administrator identified in Exhibit A of this Disclosure Document. We authorize the respective state agencies identified in Exhibit B of this Disclosure Document to receive service of process for us in the particular state.

The Issuance Date of this Disclosure Document is: January 14, 2025

The franchise sellers for this offering are:

Name	Principal Business Address	Telephone Number
Brianna Keefe	764 Maine Avenue SW, Washington, D.C. 20024	(202) 484-5200
George Izett	764 Maine Avenue SW, Washington, D.C. 20024	(202) 484-5200

I received a Disclosure Document issued on January 14, 2025, that included the following exhibits:

A. List of State Administrators	G. Multi-Unit Development Agreement
B. List of Agents for Service of Process	H. List of Franchisees
C. Operations Manual Table of Contents	I. List of Franchisees Who Have Left the System
D. Financial Statements	J. State Specific Addenda
E. Franchise Agreement	K. State Effective Dates
F. 1-3 Multi-Franchise Addendum, 1-4 Multi-Franchise Addendum, and 1-5 Multi-Franchise Addendum	L. Receipts

\_\_\_\_\_

**Date**

\_\_\_\_\_

**Print Name**

\_\_\_\_\_

**Signature**

\_\_\_\_\_

**Date**

\_\_\_\_\_

**Print Name**

\_\_\_\_\_

**Signature**

**Please sign this copy of the receipt, date your signature, and return it to Toastique Holdings, LLC, 764 Maine Avenue SW, Washington, D.C. 20024.**

Toastique Holdings, LLC  
**RECEIPT**

This Disclosure Document summarizes certain provisions of the Franchise Agreement and other information in plain language. Read this Disclosure Document and all the agreements carefully.

If Toastique Holdings, LLC offers you a franchise, we must provide this Disclosure Document to you 14 calendar days before you sign a binding agreement with, or make a payment to, us or an affiliate of ours in connection with the proposed franchise sale, or sooner if required by applicable law.

Applicable state laws in New York and Rhode Island require that we give you this document at the earlier of the first personal meeting or 10 business days before the execution of the franchise or other agreements or the payment of any consideration that relates to the franchise relationship. Michigan requires that we give you this Disclosure Document at least 10 business days before the signing of any binding franchise or other agreement, or the payment of any consideration, whichever occurs first.

If Toastique Holdings, LLC does not deliver this Disclosure Document on time or if it contains a false or misleading statement, or a material omission, a violation of federal law and state law may have occurred and should be reported to the Federal Trade Commission, Washington, D.C. 20580 and the applicable state administrator identified in Exhibit A of this Disclosure Document. We authorize the respective state agencies identified in Exhibit B of this Disclosure Document to receive service of process for us in the particular state.

The Issuance Date of this Disclosure Document is: January 14, 2025

The franchise sellers for this offering are:

Name	Principal Business Address	Telephone Number
Brianna Keefe	764 Maine Avenue SW, Washington, D.C. 20024	(202) 484-5200
George Izett	764 Maine Avenue SW, Washington, D.C. 20024	(202) 484-5200

I received a Disclosure Document issued on January 14, 2025, that included the following exhibits:

A. List of State Administrators	G. Multi-Unit Development Agreement
B. List of Agents for Service of Process	H. List of Franchisees
C. Operations Manual Table of Contents	I. List of Franchisees Who Have Left the System
D. Financial Statements	J. State Specific Addenda
E. Franchise Agreement	K. State Effective Dates
F. 1-3 Multi-Franchise Addendum, 1-4 Multi-Franchise Addendum, and 1-5 Multi-Franchise Addendum	L. Receipts

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Print Name**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Print Name**

\_\_\_\_\_  
**Signature**

**Please sign this copy of the receipt, date your signature, and return it to Toastique Holdings, LLC, 764 Maine Avenue SW, Washington, D.C. 20024.**