

## FRANCHISE DISCLOSURE DOCUMENT



NBC Franchisor LLC  
a Delaware limited liability company  
5005 Lyndon B. Johnson Pkwy, Suite 600  
Dallas, Texas 75244  
(972) 239-3034  
Website: [www.nothingbundtcakes.com](http://www.nothingbundtcakes.com)  
Email: [joel.larkin@nothingbundtcakes.com](mailto:joel.larkin@nothingbundtcakes.com)

The franchise is to operate gourmet bakeries offering and selling specialty bundt cakes, other food items, and retail merchandise under the “Nothing Bundt Cakes®” mark.

The total investment necessary to begin operation of a Nothing Bundt Cakes® Bakery that is 1,600 sq. ft. to 1,800 sq. ft. in size is \$667,100 to \$906,500. The total investment necessary to begin operation of a Nothing Bundt Cakes® Bakery that is larger than 1,800 sq. ft. is \$747,100 to \$1,032,500. This includes \$71,784 to \$76,784 that must be paid to the franchisor and its affiliate.

If you want development rights for at least two Nothing Bundt Cakes® Bakeries in a specified development area, you must sign franchisor’s then-current form of Development Rights Rider to the Franchise Agreement. The total investment necessary to begin operation of the first Bakery, if you acquire development rights, for a total of 3 Bakeries is \$712,100 to \$951,500. This includes \$116,784 to \$121,784 that must be paid to franchisor or an affiliate in connection with opening the first Bakery.

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 the disclosure document at least 14 calendar days before you sign a binding agreement with or make any payment to the franchisor or an affiliate in connection with the proposed franchise sale. **Note, however, that no government agency has verified the information contained in this document.**

You may wish to receive your disclosure document in another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact Joel Larkin at 5005 Lyndon B. Johnson Pkwy, Suite 600, Dallas, Texas 75244 and (972) 239-3034.

The terms of your contract will govern your franchise relationship. Don’t rely on the disclosure document alone to understand your contract. Read all of your contract carefully. Show your contract and this disclosure document to an advisor, like a lawyer or an accountant.

Buying a franchise is a complex investment. The information in this disclosure document can help inform your decision. 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, DC 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: April 28, 2025, as amended July 30, 2025.

Chief Legal Officer: Camille Penniman

Ms. Penniman has served as General Counsel of NBC since October 2021, and she was appointed Chief Legal Officer of NBC in April 2023. From December 2020 until September 2021, she served as Senior Vice President of Legal at FleetPride, Inc. in Irving, Texas, and from June 2014 until March 2020 she served as Senior Vice President of Legal at Raising Cane's Chicken Fingers, LLC in Plano, Texas. Ms. Penniman serves in her present capacities in Dallas, Texas.

Chief Technology Officer: Scott Lovejoy

Mr. Lovejoy has served as Chief Technology Officer of NBC since November 2023. Prior to joining us, Mr. Lovejoy served as Vice President of Technology at Topgolf Callaway Brands in Dallas, Texas from September 2016 to July 2023. From May 2017 to July 2023, he also served as President and Chairman of the Board at Topgolf Cares Foundation in Dallas, Texas. Mr. Lovejoy serves in his present capacities in Dallas, Texas.

Chief Operations Officer: Wanda Williams

Ms. Williams has served as Chief Operations Officer of NBC since August 2024. Prior to joining us, Ms. Williams served as Head of Yum Global Franchising for Yum! Brands from November 2020 until July 2024. Before that position, Ms. Williams was Vice President, Operations for Pizza Hut US from November 2015 to October 2020. Ms. Williams serves in her present capacities in Dallas, Texas.

Vice President of Franchise Sales: Todd Peterson

Mr. Peterson has served as Vice President of Franchise Sales of NBC since June 2025. Prior to joining us, Mr. Peterson served as Chief Development Officer of Robeks Corporation in Los Angeles, California from April 2022 to June 2025. From January 2019 to April 2022, Mr. Peterson served as Vice President of Franchise Development of Wingstop, Inc. in Dallas, Texas. Mr. Peterson serves in his present capacities in Dallas, Texas.

**ITEM 3**  
**LITIGATION**

Our Disclosures

In the Matter of Nothing Bundt Franchising, LLC, Securities Commissioner of Maryland; Case No. 2021-0013. On March 4, 2021, NBC entered into a consent order with the Maryland Securities Commissioner on account of an October 2020 franchise sale in Maryland when NBC was not effectively registered to sell franchises. In resolving the matter, NBC agreed to offer the franchisee the right to rescind its franchise agreement and to immediately and permanently cease and desist from the offer or sale of franchises in violation of the Maryland Franchise law.

**EXHIBIT L TO THE DISCLOSURE DOCUMENT**  
**STATE EFFECTIVE DATES**

The following states require that this Disclosure Document be registered or filed with the state, or be exempt from registration: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington and Wisconsin.

This Disclosure Document is either not registered or registered, on file or exempt from registration in the following states having franchise registration and disclosure laws or business opportunity laws, with the following effective dates:

California	April 28, 2025 (Exempt)
Hawaii	<del>Not Filed</del> <u>Pending</u>
Illinois	April 28, 2025 (Exempt)
Indiana	April 28, 2025 (Exempt)
Maryland	May 12, 2025 (Exempt)
Michigan	April 28, 2025
Minnesota	May 27, 2025, <u>as amended Pending</u>
New York	April 28, 2025 (Exempt)
North Dakota	May 6, 2025 (Exempt)
Rhode Island	May 13, 2025 (Exempt)
South Dakota	<del>Pending</del> <u>May 6, 2025</u>
Virginia	May 19, 2025 <del>(Exempt)</del> , <u>as amended Pending</u>
Washington	May 23, 2025 (Exempt)
Wisconsin	May 1, 2025, <u>as amended August 11, 2025</u>

**RECEIPT**  
**(KEEP THIS COPY FOR YOUR RECORDS)**

This disclosure document summarizes certain provisions of the franchise agreement and other information in plain language. Read this disclosure document and all agreements carefully.

If NBC Franchisor LLC offers you a franchise, it must provide this disclosure document to you 14 calendar days before you sign a binding agreement with, or make a payment to, the franchisor or an affiliate in connection with the proposed franchise sale. New York requires that we give you this disclosure document at the earlier of the first personal meeting or 10 business days before the execution of the franchise or other agreement 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 execution of any binding franchise or other agreement or the payment of any consideration, whichever occurs first.

If NBC Franchisor 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, DC 20580 and the appropriate state agency listed on Exhibit A.

Issuance date: April 28, 2025, as amended July 30, 2025.

The franchise seller is NBC Franchisor LLC, located at 5005 Lyndon B. Johnson Pkwy, Suite 600, Dallas, Texas 75244. Its telephone number is (972) 239-3034.

Any additional individual franchise sellers involved in offering the Nothing Bundt Cakes franchises are: Joel Larkin, 5005 Lyndon B. Johnson Pkwy, Suite 600, Dallas, Texas 75244, joel.larkin@nothingbundtcakes.com; (469) 534-3292 and \_\_\_\_\_. NBC Franchisor LLC authorizes the agents listed in Exhibit A to receive service of process for it.

I have received a disclosure document dated April 28, 2025, as amended July 30, 2025, that included the following Exhibits:

A – List of State Agencies/Agents for Service of Process	G – Franchisees Who Have Left the System
B – Franchise Agreement	H – State Specific Addendum
C – Development Rights Rider	I – Confidentiality and Non-Disclosure Agreement
D – Financial Statements	J – Franchisee Disclosure Acknowledgment Statement
E – Operations Manual Table of Contents	K – Form of General Release
F – List of Franchisees	L – State Effective Dates

Date: \_\_\_\_\_  
(Do not leave blank)

\_\_\_\_\_  
Signature of Prospective Franchisee

\_\_\_\_\_  
Print Name

You may return the signed receipt either by signing, dating and mailing it to NBC Franchisor LLC at 5005 Lyndon B. Johnson Pkwy, Suite 600, Dallas, Texas 75244, or emailing a copy of the signed and dated receipt to legal@nothingbundtcakes.com.

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