

FRANCHISE DISCLOSURE DOCUMENT



Smalls Sliders Franchising LLC
a Georgia limited liability company
7000 Central Parkway, Suite 1100
Atlanta, Georgia 30328
Phone: (504) 723-0362
www.smallssliders.com

E-mail: richard.leveille@smallssliders.com

We offer franchises for the operation of a “Smalls Sliders Restaurant” that offers a limited menu of made-to-order sliders, fries, sauces, milkshakes, beverages and other ancillary food products that we authorize from time to time.

The total investment necessary to begin operations of a Smalls Sliders Restaurant is \$1,274,223 to \$1,778,006. This includes \$50,000 that must be paid to us or our affiliate(s).

If you purchase the development rights to own multiple Smalls Sliders Restaurants, you also must pay us a development fee of \$15,000 multiplied by the number of Smalls Sliders Restaurants (excluding the first) that you must open. For example, if you purchase the right to own 5 Smalls Sliders Restaurants, your development fee would be \$60,000, excluding the Initial Franchise Fee for your first Restaurant. The total investment necessary to acquire development rights for 2 to 5 additional Smalls Sliders Restaurant is \$1,289,223 to \$1,838,006. This includes \$65,000 to \$125,000 that must be paid to us or our affiliate(s).

This Disclosure Document summarizes certain provisions of your Franchise Agreement and other information in plain English. Read this Disclosure Document and all accompanying agreements carefully. You must receive this Disclosure Document at least 14 calendar-days before you sign a binding agreement with, or make any payment to, the franchisor or an affiliate in connection with the proposed franchise sale. **Note, however, that no governmental agency has verified the information contained in this document.** You may wish to receive your Disclosure Document in another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact Richard Leveille at 7000 Central Parkway, Suite 1100, Atlanta, Georgia 30328 and (504) 723-0362.

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

Buying a franchise is a complex investment. The information in this Disclosure Document can help you make up your mind. More information on franchising, such as “[A Consumer’s Guide to Buying a Franchise](#),” which can help you understand how to use this Disclosure Document, is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, D.C. 20580. You can also visit the FTC’s home page at www.ftc.gov 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 29, 2024, [as amended November 1, 2024](#)

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Industry Laws and Regulations

You must comply with existing laws, regulations, and ordinances that apply generally to all businesses, such as the Americans with Disabilities Act, federal wage and hour laws and state law equivalents, the Affordable Care Act, the Occupational Safety and Health Act, anti-terrorism and anti-corruption laws (such as the Patriot Act and the Foreign Corrupt Practices Act), and data protection and privacy laws (such as credit card protection under the U.S. Fair and Accurate Credit Transactions Act, or “FACTA”). You are solely responsible for complying with all applicable laws, and for obtaining and maintaining all necessary licenses and permits required by public authorities. You should investigate these laws that may apply to the food and beverage industry and to all businesses in general.

Because your Restaurant serves food and beverages, you also must comply with all existing regulations concerning food service, nutrition, calorie content, and other federal or state regulations that apply specifically to the food and beverage service industry. For example, the Environmental Protection Agency, U.S. Food and Drug Administration, the U.S. Department of Agriculture, as well as state and local environmental and health departments and other agencies, have laws and regulations concerning the preparation of food and sanitary conditions of food and beverage establishments. State and local agencies may periodically conduct inspections for compliance with these requirements. Under the federal Clean Air Act and certain state laws, you may be required to comply with applicable statutory guidelines, such as localized quality standards for ozone, carbon monoxide and particulate matters. Certain provisions of these laws impose limits on emissions resulting from commercial food preparation.

ITEM 2 BUSINESS EXPERIENCE

Chief Executive Officer: Maria Rivera

Maria Rivera has served as Chief Executive Officer for Smalls Holdings, LLC (parent company) since November 2022. Before joining us, she served as President, Krispy Kreme US at Krispy Kreme Doughnut Corp. from January 2022 until October 2022. During her time with Krispy Kreme, Maria also served as Chief Operating Officer from September 2018 to January 2022, as Vice President of U.S. and Canada Retail Operations from September 2016 to September 2018. While working with Krispy Kreme, Maria was located in Winston-Salem, North Carolina and Charlotte, North Carolina. Maria is based in Atlanta, Georgia.

Chief Financial Officer: Dan Hurwitz

Dan Hurwitz became our Chief Financial Officer in September 2024. From February 2024 to September 2024, Dan was on sabbatical. Dan was the Chief Financial Officer of Philz Coffee in Oakland, California from April 2022 to January 2024. From March 2020 to March 2023, Dan was the Vice President, Global Financial Planning and Analysis and Investor Relations for GameStop, based on Grapevine, Texas. From January 2020 to March 2020, Dan was on sabbatical. Dan is based in Atlanta, Georgia.

Chief Development Officer: Donald Crocker

Donald Crocker ~~become~~became our Chief Development Officer in April 2024. Don was Inspire Brands’ Chief Development Officer in Atlanta, Georgia from March 2019 until March 2024. He previously was Inspire Brands’ Senior Vice President Real Estate in Atlanta, Georgia from July 2018 to March 2019. Don is based in Atlanta, Georgia.

Chief Operating Officer: Julie Hauser Blanner

~~Julie Hauser Blanner became our Chief Operating Officer in April 2024. Julie previously served as Chief Franchising Officer at European Wax Center from January 2023 to April 2024 and before that as their Senior Vice President, Operations, Field Training, and Industry Engagement from November 2021 to January 2023. She was a Vice President of Operations for European Wax Center from June 2021 to November 2021 and was a Regional Vice President, Franchise Development & Support from September 2019 to June 2021. These positions were based in Plano, Texas. Before European Wax Center, Julie was a Senior Vice President with Front Burner Restaurants based in Plano, Texas from August 2018 until September 2019, where she oversaw general operations. Julie is based in Atlanta, Georgia.~~

Vice President of Franchise Development: Richard Leveille

Richard Leveille has served as our Vice President of Franchise Development since December 2023. Before this, he served as our Chief Development Officer from January 2022 to December 2023. From January 2019 to December 2021, Richard served as Chief Development Officer of Twist Brands and Painting with a Twist in Mandeville, Louisiana. Richard is based in Atlanta, Georgia.

Senior Vice President, Head of Marketing: Michael Alberici

Michael Alberici has served as our Senior Vice President and Head of Marketing since May 2023. From September 2021 to May 2023, Michael served as Vice President of Marketing of Cinnabon in Atlanta, Georgia. From December 2019 to September 2021, Michael served as Director of Marketing of Cinnabon in Atlanta, Georgia. From February 2016 to December 2019, Michael served as Brand Manager for Darden Restaurants in Orlando, Florida. Michael is based in Atlanta, Georgia.

Vice President of Technology: Krishna Douglas

Krishna Douglas has served as our Vice President of Technology since May 2023. From June 2018 to May 2023, Krishna served as Director, Information Technology of Inspire Brands in Sandy Springs, Georgia. Krishna is based in Atlanta, Georgia.

Vice President of Finance: David McAllister

~~David McAllister has served as our Vice President of Finance since April 2023. From February 2022 to April 2023, David served as Senior Director of Financial Planning and Analysis of Focus Brands in Atlanta, Georgia. From October 2020 to February 2022, David served as Director of Financial Planning and Analysis of Focus Brands in Atlanta, Georgia. From April 2018 to October 2020, David served as Director of Financial Planning and Analysis for D4C Dental Brands in Atlanta, Georgia. David is based in Atlanta, Georgia.~~

Vice President of Supply Chain: Gregory Lee Swafford

Gregory Lee Swafford has served as our Vice President of Supply Chain since April 2023. From May 2022 to April 2023, Gregory served as Vice President of Cost Management of Biglari Holdings in San Antonio, Texas. From July 2021 to May 2022, Gregory served as Senior Director of Supply Chain of Fogo de Chão in Plano, Texas. From December 2015 to July 2021, Gregory served as Senior Vice President of Supply Chain of SPB Hospitality in Nashville, Tennessee. Gregory is based in Atlanta, Georgia.

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:

State	Effective Date
Illinois	July 3, 2024, as amended
Indiana	April 29, 2024, as amended
Minnesota	Pending October 15, 2024, as amended
North Dakota	September 23, 2024, as amended
South Dakota	July 29, 2024
Virginia	June 18, 2024, as amended
Wisconsin	July 18, 2024, as amended

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.

RECEIPT

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 Smalls Sliders Franchising LLC offers you a franchise, it must provide this disclosure document to you: (a) 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; (b) in New York, at the earlier of: (i) your first personal meeting to discuss the franchise, or (ii) 10 business days before you sign a binding agreement with, or make payment to, us or an affiliate in connection with the proposed franchise sale; (c) in Iowa, at the earlier of: (i) your first personal meeting to discuss the franchise; or (ii) 14 days before you sign a binding agreement with, or make payment to, us or an affiliate in connection with the proposed franchise sale; or (d) in Michigan, at least 10 business days before the earlier of when you sign a binding franchise or other agreement or pay any consideration to us (or an affiliate of ours).

If Smalls Sliders Franchising LLC does not deliver this Disclosure Document on time, or if it contains a false or misleading statement or a material omission, then 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 state agency listed on Exhibit A.

The franchisor is Smalls Sliders Franchising LLC, located at 7000 Central Parkway, Suite 1100 Atlanta, Georgia 30328. Its telephone number is (504) 723-0363.

The franchise seller(s) for this offering is or are:

- Richard Leveille, 7000 Central Parkway, Suite 1100, Atlanta, Georgia 30328, (504) 723-0362;
- Donald Crocker, 7000 Central Parkway, Suite 1100, Atlanta, Georgia 30328, (609) 442-4191;
- _____.

Issuance Date: April 29, 2024, [as amended November 1, 2024](#)

We authorize the state agencies identified on Exhibit B to receive service of process for us in the particular state.

I received a Disclosure Document dated April 29, 2024, [as amended November 1, 2024](#) that included the following Exhibits:

- | | | | |
|-----------|---|-----------|--|
| Exhibit A | List of State Administrators | Exhibit G | Table of Contents Brand Standards Manual |
| Exhibit B | List of State Agents for Service of Process | Exhibit H | Sample Form of General Release |
| Exhibit C | Franchise Agreement | Exhibit I | Lists of Current and Former Franchise Owners |
| Exhibit D | Development Rights Rider | Exhibit J | Franchise Owner Disclosure Questionnaire |
| Exhibit E | State Addenda to Franchise Agreement | Exhibit K | State Addenda to Disclosure Document |
| Exhibit F | Financial Statements | | |

Date

(Sign, Date and Keep for Your Records)

Prospective Franchisee

Authorized Signature

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| Exhibit F | Financial Statements | | |

Date

(Sign, Date and Return to us, the franchisor)

Prospective Franchisee

Authorized Signature