



# Franchise Information Report

**GREAT STEAK™**  
**AMERICA'S PREMIER CHEESESTEAK**

This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law.





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\*For the most recent information on our franchise, see our current FDD.



## WHAT IS GREAT STEAK?

**The premier cheesesteak franchise is a low-cost investment opportunity that is ramping up for rapid nationwide expansion**

Perhaps no other sandwich has benefitted more from the broadening of the American palate than the cheesesteak. In recent years, numerous national publications, including print news, magazine journalism and television, has devoted ink and airtime to spotlight the classic American sandwich. The Internet is especially important, as it has granted the millions of Americans who are cheesesteak enthusiasts a forum to discuss, argue and admire everything about why the cheesesteak sandwich, invented during the Great Depression as an alternative to hot dogs, is so great: the simplicity of the ingredients, the authenticity, the history. They also can debate where to find the best cheesesteak anywhere in the world.



As the media has taken note, so have national brands. A version of a cheesesteak has been offered on the menus of SUBWAY, Jersey Mike's, Wawa and Firehouse Subs. Even farther afield, Papa John's offers a cheesesteak pizza. While the exposure is helping to get the word out about cheesesteaks, for the millions of loyalists, the biggest sticking point is authenticity.

Thrillist published an article called "[10 Ways to Spot a Fake Philly Cheesesteak](#)," which finds Tony Luke's of Philadelphia declaring that a cheesesteak isn't authentic if "it doesn't have American cheese, Provolone, or Cheez Whiz," and that the bread "should be slightly



crusty on the outside and soft on the inside." So amid the debate, the media coverage and the growing demand for great, traditional cheesesteaks, is there a national brand that is getting the cheesesteak right? Enter the Great Steak franchise opportunity.

With locations across the nation, the premier cheesesteak franchise was founded by two brothers who fell in love with cheesesteak on a trip to Philadelphia in 1982. Great Steak was one of the first brands to bring the classic cheesesteak experience to the rest of America. Led by a passionate executive team with proven experience in growing franchise systems, Great Steak is poised to become the premier cheesesteak franchise nationwide.

*"Our success over the three decades we've been in business comes down to our unwavering commitment to the cheesesteak," says a Great Steak brand leader. "When it comes to cheesesteak, if you don't do it right and authentic, you will hear about it from your customers. Our customers are very passionate: the cheesesteak is not just a sandwich, it's a category all its own. Customers will drive miles and miles just to get a good cheesesteak. The Great Steak cheesesteak has won us a rapidly growing base of customers who are loyal, excited and find enormous enjoyment in our commitment to the cheesesteak."*



## Bring the Great Steak franchise to your community

With a low initial investment, Great Steak is a chance for new and experienced entrepreneurs to become a community's go-to local restaurant for the classic American cheesesteak experience. You can own and manage a business that focuses on the cheesesteak in its classic form, as well as in new and innovative styles.

*"Without a doubt, people who love cheesesteaks really love Great Steak," says John Wuycheck, Senior Vice President at Kahala Brands, which is the parent company of the Great Steak cheesesteak franchise. "If a franchisee brings the confidence and enthusiasm for great tasting cheesesteaks, we can teach them the cheesesteak business. Our training process maps out our simple in-store operations — they rely on attention to detail, which makes for great-tasting cheesesteaks every time a customer walks in through the doors. We can help first-time restaurant owners thrive in the underserved market of cheesesteak lovers in America and beyond."*

## Great Steak's proven business model makes it a best-bet investment

Great Steak is a low-cost investment opportunity with potential for high returns. The initial investment ranges from \$236,900 to \$678,850\* depending on which of our proven business models you choose. The food court counter and the in-line restaurant were designed to be easy to operate and to maximize profitability. Here is what you need to know about our two franchise concepts:



**Food Court Model:** This is the perfect option for a savvy entrepreneur who wants to run a simple business with a small staff, low overhead and few moving parts. Our food court counters are custom-designed to showcase the theatricality of cooking a cheesesteak: when customers walk up to a Great Steak in a food court, they get a perfect view of their cheesesteak being cooked. Our success in malls across America for more than 30 years demonstrates that this model can generate a rapid return on investment. In our three decades in business, Great Steak has developed relationships with several of the largest mall companies in America, and they cannot wait for Great Steak to enter their marketplaces.

*"Great Steak is unique in that our quality products and fresh ingredients make it very easy to establish lifelong relationships with our customers," says Nidal al-Farah, Great Steak franchisee. "From a franchisee perspective, the support that the executive team gives us is second-to-none. I have never felt like I was just a number. If I have any questions at all, I know they will help me find a solution. It's a low investment; but more importantly, it has a relatively quick return on that investment. I would open more locations in a heartbeat."*

\*See full information in our current FDD.



**In-Line Restaurant:** This model is for savvy entrepreneurs who want to bring the classic American cheesesteak experience to the heart of their communities. Our restaurants require a small footprint, a small staff and low overhead, and the Great Steak executive team will actively work with you to find the best location for your business. In addition, initial training will be extensive, and the Great Steak team will assist you in growing your business as you become the premier cheesesteak restaurant in your community.

### How Great Steak franchisees benefit from the power of Kahala Brands

One of the biggest positives in franchising with Great Steak is that you get the support of Kahala Brands, a global franchisor that specializes in growing QSR brands in its portfolio. Kahala Brands' success is reflected in its annual system-wide sale.

*"Franchising with Kahala Brands gives our franchisees access to a vertically integrated system of support that includes everything from marketing, distribution, real-estate, trademarks, IT services including POS systems, managed IT services, and much, much more," says Jeff Smit, Chief Operating Officer of Kahala Brands. "Great Steak franchisees are supported every day, from the rolling out of limited-time offerings, to training, to professional help with business plans, to how to effectively market in their communities to grow their customer base. This allows our franchisees to focus on what they do best: giving our customers the best cheesesteak experience around."*





# THE GREAT STEAK STORY

## How two brothers' shared love of the cheesesteak became the nation's premier cheesesteak franchise

How did the regional cheesesteak get to be one of the hottest sandwiches on the American cultural landscape? To answer that, we'll have to go back to 1982, when two brothers from Ohio traveled to Philadelphia and fell in love with the cheesesteak. Determined to spread the joy of thinly sliced sirloin steak and melted cheese pressed into a French roll baked in-house, the brothers founded the Great Steak & Potato Company® in Ohio. Now known simply as Great Steak, its menu has grown from a single cheesesteak to a complete line of specialty sandwiches, fries and baked potatoes.



Our recipe for generating customer loyalty is based on authenticity. Invented in Philadelphia, the cheesesteak is an American original that's become a tradition. At Great Steak, we make our cheesesteaks with only the finest American ingredients, from the specially cut and marinated beef to our freshly baked bread. Grilled to perfection, it's a genuine slice of homegrown comfort food.

*"Cheesesteaks are a category of their own," says Great Steak brand leader. "It's the quintessential American sandwich, which at its best features the simple ingredients of the original found in Philadelphia: thinly sliced sirloin steak and melted cheese cooked quickly on a griddle and then placed on a lightly toasted French roll — which is soft enough to soak up the juices. It's relatable and easy to*

*understand, and once you've had a Great Steak cheesesteak, you're hooked for life."*

This brand leader knows what he's talking about. Though he currently serves as Vice President of Operations, he got started with Great Steak as a teenager in 1988; he worked as a crew member in a location in Los Angeles, California. When he retires from his current role, his dream is to open a Great Steak franchise of his own and work the griddle every day.

*"I think that the reason Great Steak is successful is that we don't ask our franchisees to do what I haven't done myself," he says. "Great Steak is an easy-to-run business with low overhead, a simple menu and great margins, but all of that would be meaningless if our cheesesteaks were subpar. I'm passionate about our food, and I share this passion with our network of franchisees and our rapidly growing customer base."*

## Great Steak is led by a proven executive team with experience in growing franchise systems

The Great Steak executive team has designed two business models that are easy to operate and don't require a background in the restaurant industry. We leverage the power of our parent company, Kahala Brands, to source fine and fresh ingredients to keep hungry customers satisfied and margins high. In addition, Great Steak provides extensive training in every aspect of running a profitable business, as well as training you to teach your team how to provide the best classic American cheesesteak experience in your community.

"Without a doubt, people who love cheesesteaks really love Great Steak," says John Wuycheck, Senior Vice President at Kahala Brands. "If a franchisee brings the confidence and enthusiasm for great tasting cheesesteaks, we can teach them the cheesesteak business. Our training process maps out our simple in-store operations — they rely on attention to detail, which makes for great-tasting cheesesteaks every time a customer walks in through the doors. We can help first-time restaurant owners thrive in the underserved market of cheesesteak lovers in America and beyond."

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“Franchising with Kahala Brands gives our franchisees access to a vertically integrated system of support that includes everything from marketing, distribution, real-estate, trademarks, IT services including POS systems, managed IT services, and much, much more,” says a Great Steak brand leader. “Great Steak franchisees are supported every day, from the rolling out of limited-time offerings, to training, to professional help with business plans, to how to effectively market in their communities to grow their customer base. This allows our franchisees to focus on what they do best: giving our customers the best cheesesteak experience that can be found anywhere.”

### A bright future for a worthy brand

Great Steak is a low-cost investment opportunity with high potential returns; the initial investment ranges from \$236,900 to \$678,850. Having sold millions of cheesesteaks since our founding in 1982, Great Steak has a proven business model for entrepreneurs who are passionate about bringing the classic American cheesesteak experience to their communities. The franchise fee for your first traditional model Great Steak franchise is \$30,000, and the franchise fee for multiple units may be discounted if certain conditions and criteria are met.

## WHY DO PEOPLE LOVE CHEESESTEAKS?

### Great Steak cheesesteak franchise is getting the classic American sandwich right

Cheesesteak. Just the word elicits pangs of hunger among the millions of cheesesteak enthusiasts in America and around the world. The secret to its appeal probably is the simplicity it has retained since the Great Depression, when it was invented as an alternative to the hot dog. Only three ingredients are necessary: thinly sliced sirloin steak, melted cheese and a French roll that is baked in-house, and is crunchy on the outside but soft on the inside — soft enough to soak up the juices of the meat.

In recent years, the cheesesteak’s popularity has skyrocketed. The Internet allows millions of cheesesteak devotees to express their enthusiasm for the classic American sandwich — fueling demand for more cheesesteaks. National print, broadcast and online publications have devoted time to spotlight the cheesesteak. For example, The New York Times blog, Diner’s Journal, published an article titled “On the Question of Cheesesteaks,”<sup>1</sup> in which authors Sam Sifton and Pete Wells seek the essence of what makes a cheesesteak so delicious.

“I’ll start. The cheesesteak is almost a perfect sandwich. As a corollary: You don’t need to go to Philadelphia to get the best,” Sam writes.



<sup>1</sup>[The New York Times, On the Question of Cheese Steaks](#)



and Jersey Mike's. Papa John's is even offering a cheesesteak pizza.

How does such a simple sandwich become the object of national and international desire?

*"Our success over the three decades we've been in business comes down to our unwavering commitment to the cheesesteak," says a Great Steak brand leader. "When it comes to cheesesteak, if you don't do it right and authentic, you will hear about it from your customers. Our customers are very passionate: the cheesesteak is not just a sandwich, it's a category all its own. Customers will drive miles and miles just to get a good cheesesteak. The Great Steak cheesesteak has won us a rapidly growing base of customers who are loyal, excited and find enormous enjoyment in our commitment to the cheesesteak."*

### How does Great Steak get the cheesesteak right?

Authenticity is the most important word on the cheesesteak lover's criteria list. However, much like barbecue enthusiasts, cheesesteak devotees are in constant and passionate disagreement as to just what makes an authentic cheesesteak. Thrillist published an article called "[10 Ways to Spot a Fake Philly Cheesesteak](#)," which finds Tony Luke's of Philadelphia declaring that a cheesesteak isn't authentic if "it doesn't have American cheese, Provolone, or Cheez Whiz," and that the bread "should be slightly crusty on the outside and soft on the inside."

Much of the debate on authentic cheesesteaks echoes Tony Luke's comments about cheese. Does a classic cheesesteak feature provolone, American or Cheese Sauce? To remove any debate and satisfy loyalists of all stripes, Great Steak serves all three.

Founded by two Ohio brothers who fell in love with the sandwich on a trip to Philadelphia in 1982, Great Steak has since grown across the nation. Our simple menu focuses on cheesesteaks, both classic and innovative, and our commitment to the cheesesteak has won us a rapidly growing customer base that is composed of both hardcore cheesesteak purists and the more casual enjoyers of the sandwich.



While the cheesesteak will always be linked with the City of Brotherly Love, a Google search for, "best cheesesteak" generates dozens upon dozens of local newsmakers and bloggers searching for the best cheesesteak in their area. That growing demand for cheesesteak caught the attention of national brands like SUBWAY, Firehouse Subs



## Great Steak is an experiential brand

Our simple menu focuses on cheesesteaks, both classic and innovative, and our specialization is appealing to not only cheesesteak purists, but to the largest demographic in the United States: millennials. According to Gordon Food Service, 49% of millennials say that sandwiches other than burgers are their favorite food.<sup>2</sup>

*“Great Steak appeals to a wide variety of people, but we are especially appealing to the millennial demographic,” says a Great Steak brand leader. “Our food is affordable, and our use of high-quality ingredients is evident the moment a customer steps up to the counter. We don’t prepare meals in advance. Our customers tell us how they want their food, and then we cook their meal in front of them. It’s dinner and a show!”*

## WHAT ARE THE GREAT STEAK FRANCHISE MODELS?

### Choose from a food court counter concept or an in-line restaurant

Becoming a Great Steak franchise owner means that your community will never have to travel to Philadelphia to fulfill their craving for authentic American cheesesteaks. With our three decades in business, the success of the Great Steak business model has grown many locations across the nation and around the world.

Great Steak is a low-cost investment opportunity with potential for high returns. Start-up costs range from \$257,900 to \$678,850 for the traditional business model and \$236,900 to \$450,800 for the nontraditional. The food court counter and the in-line restaurant were designed to be easy to operate and to maximize profitability.

**Here is what you need to know about our two franchise concepts:**

**Food Court Model:** This is the perfect option for a savvy entrepreneur who wants to run a simple business with a small staff, low overhead and few moving parts. Our food court counters are custom-designed

<sup>2</sup>Gordon Food Service, Millennial Food Trends



to showcase the theatricality of cooking a cheesesteak: when a customer walks up to a Great Steak in a food court, they get a perfect view of their cheesesteak being cooked. Our success in malls across America for more than 30 years demonstrates that this model can generate a rapid return on investment. In our three decades in business, Great Steak has developed relationships with several of the largest mall companies in America, and they cannot wait for Great Steak to enter their marketplaces.

*I always wanted to own my own restaurant, but I realized that a franchise would give me the proven business model that would enable me to be successful," says Moe Elhindi, owner of a Great Steak location in Northern California. "This has been the case with Great Steak; it's a very simple operation. It doesn't require a lot of employees, the menu is simple and the day-to-day managing of this business is easy to understand. Of course, the product is exceptional. Once people see our cheesesteaks, the product sells itself. Great*



*Steak has made managing the inventory, the training, and maintaining the quality of the product very straightforward. Everyone who wants to go into business thinks about the bottom line, and with Great Steak, the bottom line is very good. I want to open another location, perhaps in an airport or Las Vegas."*

**In-Line Restaurant:** This model is for savvy entrepreneurs who want to bring the classic American cheesesteak experience to the heart of their communities. Our restaurants require a small footprint, a small staff and low overhead, and the Great Steak executive team will actively work with you to find the best location for your business. In addition, initial training will be extensive, and the Great Steak team will assist you in growing your business as you become the premier cheesesteak restaurant in your community.

## Who are we looking for?

Great Steak is actively seeking savvy entrepreneurs and investors who are excited by the prospect of bringing the classic American cheesesteak to their communities. While we don't require restaurant experience, we do actively seek people who have managerial experience and an entrepreneurial spirit. We want people who will follow Great Steak's proven business model, who want to grow their businesses, who love serving people and want to support their communities while creating a great life for themselves and their families.

*"Without a doubt, people who love cheesesteaks really love Great Steak," says John Wuycheck, Senior Vice President of Kahala Brands, which is the parent company of the Great Steak cheesesteak franchise. "If a franchisee brings the confidence and enthusiasm for great tasting cheesesteaks, we can teach them the cheesesteak business. Our training process maps out our simple in-store operations — they rely on attention to detail, which makes for great-tasting cheesesteaks every time a customer walks in through the doors. We can help first-time restaurant owners thrive in the underserved market of cheesesteak lovers in America and beyond."*



## WHAT ARE MY STARTUP COSTS?

**Low initial investment makes Great Steak your opportunity to bring the classic American cheesesteak to your community**

Great Steak is a low-cost investment opportunity with high potential returns; the startup costs range from \$236,900 - \$678,850. Having sold millions of cheesesteaks since our founding in 1982, Great Steak has a proven business model for entrepreneurs who are passionate about bringing the classic American cheesesteak experience to their communities. The franchise fee for your first traditional Great Steak franchise is \$30,000, and the franchise fee for multiple units may be discounted if certain conditions and criteria are met.

Your total initial investment depends primarily upon the number of restaurants you build, their size, their configuration, their location, who develops the real estate for and/or constructs them, and the amount and terms of financing. For a much more detailed look at the costs and fees of the Great Steak cheesesteak franchise opportunity, please review the table on the right:





## WHAT IS MY INVESTMENT?

**Ever dreamed of owning a cheesesteak franchise? Great Steak is your chance to turn dreams into realities**

Great Steak is a franchise with the history, knowledge and experience to help franchisees thrive. We have served millions of cheesesteaks since our founding in 1982.

Startup costs range from \$236,900 - \$678,850, making Great Steak a low-cost investment opportunity with potential for high returns. Our proven business model is ideal for entrepreneurs who are passionate about bringing the classic American cheesesteak experience to their communities. The franchise fee for the first traditional location of a Great Steak franchise is \$30,000; the fee for multiple units may be discounted if certain conditions and criteria are met.



## WHAT DO OUR CUSTOMERS SAY?

### Our rapidly growing base of customers loves the classic American cheesesteak franchise

We have sold millions of cheesesteaks since opening the first Great Steak location in 1982, and our customers are some of the most loyal folks imaginable. They love raving about the Great Steak experience on social media. Here is some of what they have to say, in their own words:

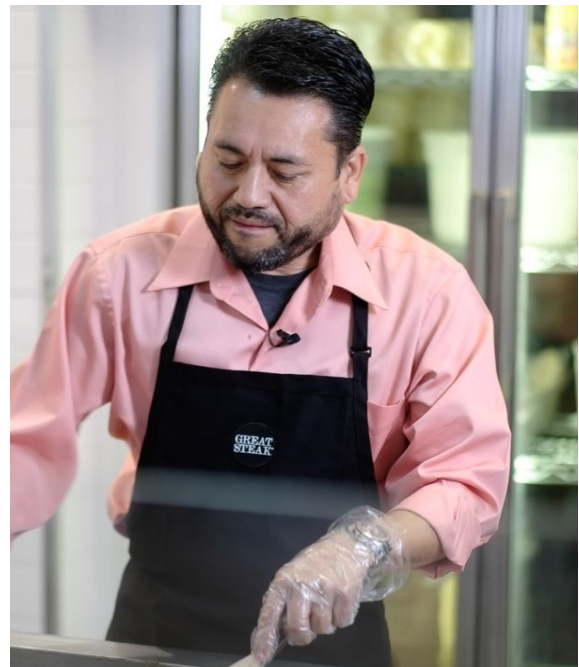
*"Never ever have I had such a good cheesesteak," says Mirando O., who gave us a five-star review on Yelp! "This place is sooooo good. The employees all hopped to attention as I entered the doorway. They were very nice and clarified everything as I ordered, which made the ordering process very easy. I barely sat down at my table when my sandwich was ready: 7 cheesesteak with everything. Sorry no pix of the original sandwich but I couldn't stop myself. Fresh ingredients, unique flavor and great service. Go here for lunch, now."*

*"I used to go to the Philly Cheese Steak shop in Pinole next to Target until I was introduced to this place," says Chris S., who gave us a five-star review on Yelp! "The bread is always fresh and soft, and the steak is always good. I get the Philly, and it's never failed me along with the Coney Island fries, French fries with nacho cheese and beans ... mm mm mmm ..."*

*"I usually get the original cheesesteak or chicken cheesesteak, always made perfectly," says Amy H., who gave us a five-star review on Yelp! "Although I frequent the Cheesesteak Shop on Fitzgerald, I actually prefer these sandwiches."*

*"Consistently good tasting – probably not healthy but who cares!!!" says Shine S., who gave us a five-star review on Yelp! "I come here frequently for a good ol' cheesesteak! Tastes just like it does in every other Great Steak, which is what I hope for! Cheese fries are delicious (they use real potatoes) and the steak sandwich is always good and greasy. :)"*

*"Everything was delicious," says Jackie M., who gave us a five-star review on Yelp! "Made to order, but our food was delivered fast. Can't beat the customer service, nicest couple ever — so adorable. I had a Philly and my husband had a gyro; he is hard to satisfy and he loved it. My 2yr old was all over the gyro as well. My 7yr old was in smoothie heaven, pineapple peach. Will definitely be back!!"*





# GREAT STEAK FRANCHISE FAQ

## Answers to common questions about the Great Steak franchise opportunity

### How much does a Great Steak franchise cost?

Initial investment ranges from \$236,900 - \$678,850. The franchise fee for your first traditional Great Steak franchise is \$30,000, and the franchise fee for multiple units may be discounted based on certain conditions and criteria.

For a more detailed look at cost and investment information, please visit the [What Are My Startup Costs?](#) page.

### What are the financial requirements to qualify for a Great Steak?

To purchase a Great Steak franchise, you will need a credit score of 650, net worth of \$250,000 and liquid capital of \$120,000.

### What experience do I need?

While you do not need restaurant experience to franchise with Great Steak, we recommend that you have a proven track record of managerial experience, an entrepreneurial spirit and the drive to follow our proven business model as you bring the classic American cheesesteak experience to your community.

### Do I have to make my own goods?

Yes! Part of the appeal of the Great Steak brand is that we create our cheesesteaks right in front of our guests. Great Steak franchise owners will spend 40 hours training in one of our restaurants, mastering the art of the cheesesteak.

### I've never built a store before. How does this work?

The Great Steak team will guide you through all phases of the site selection, lease negotiation, construction, training, grand opening and ongoing processes for marketing and operations.

### How large a space do I need for an in-line Great Steak restaurant?

A Great Steak in-line store has a small footprint. This makes securing the perfect location for your Great Steak franchise easier. It also makes for a store that is easy to manage and maintain.

### Do you help negotiate leases for mall locations?

We have relationships with several of the biggest malls in the nation, and we will help you through the process of finding your perfect Great Steak location.

### How many employees do I need?

We recommend that you employ a staff of two to four people, whom you will extensively train to maintain the quality of our products, as well as to ensure that your customers have positive experiences in your stores.

### Do you offer training and support?

Great Steak has developed an intensive training platform that includes how to manage every aspect of your business, including the most important part: correctly preparing and serving the Great Steak products to your customers. We also train you on how to manage your inventory, operate your point-of-sale system and grow your business. We provide continual reviews to help you meet financial and performance goals and ongoing coaching to help you market your business to your community.





## NEXT STEPS

Ready to bring the classic American cheesesteak experience to your community?

Once you submit your information, you will receive an email with a link to the free Great Steak franchise report, which will give you detailed information about our brand, as well as the requirements to franchise with Great Steak. A member of the Great Steak franchising staff will reach out to you by phone. The first call usually lasts just a few minutes and gives us a chance to introduce ourselves to one another and address initial questions.

Once we determine that you're financially qualified and that you're a good fit for the Great Steak brand, we hit the ground running! We will schedule your training experience at our headquarters in Scottsdale, Arizona or online, which will cover everything you need to know about the Great Steak business: from hiring new employees, to buying hardware, to advertising and marketing in your community. We will be on hand to guide you through the entire process of opening your Great Steak location to ensure that you have everything you need to make your new business a success. From the time you sign a franchise agreement with Great Steak, we estimate that your location can be open in as little as six months.



## SIGNATURE CHEESESTEAKS



**BACON CHEDDAR**



**ORIGINAL CHICKEN PHILLY**



**TERIYAKI CHICKEN PHILLY**

**America's Premier Cheesesteak**

SINCE 1982

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