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**STATE OF WASHINGTON
DEPARTMENT OF FINANCIAL INSTITUTIONS
SECURITIES DIVISION**

IN THE MATTER OF DETERMINING
whether there has been a violation
of the Franchise Investment Protection Act of
Washington by:

Beyond Juice Corporation and Beyond
Juice LLC,

Respondents.

Order Number S-04-211-06-CO01

CONSENT ORDER

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INTRODUCTION

On December 20, 2005, the Securities Division, Department of Financial Institutions, Washington State, (“the Securities Division”) entered Statement of Charges And Notice of Intent to Enter an Order to Cease and Desist, Order Number S-04-211-05-SC01, (“Statement of Charges”) against Respondents, Beyond Juice Corporation and Beyond Juice LLC. Pursuant to the Franchise Investment Protection Act of Washington, RCW 19.100, the Securities Division and Respondents, Beyond Juice Corporation and Beyond Juice LLC, do hereby enter into this CONSENT ORDER in settlement of the matters alleged herein. Respondents, Beyond Juice Corporation and Beyond Juice LLC, neither admit nor deny the Findings of Fact and Conclusions of Law stated below.

1 **FINDINGS OF FACT**

2 Respondents

3 1. Beyond Juice Corporation, a Nevada corporation, was established on January 10, 1996 and is
4 currently doing business at 10170 Splendor Ridge, Las Vegas, NV 89135. Sally Kline is listed as the
5 President.

6 2. Beyond Juice LLC, a Nevada limited liability company, was established on June 17, 2003, but is in
7 default status from July 1, 2005 until at least the date of this order. Beyond Juice LLC is currently doing
8 business at 10170 Splendor Ridge, Las Vegas, NV 89135. Sally Kline is listed as the Manager.

9 Nature of Offering

10 3. Beyond Juice Corporation and Beyond Juice LLC (together as “Beyond Juice”) are the sellers of
11 a franchise opportunity to own and operate a retail restaurant, called Beyond Juice Café, in which coffee,
12 blended juice drinks, salads, health supplements, and healthy sandwiches are sold.

13 4. According to Beyond Juice, purchasers of the opportunity can purchase a Beyond Juice Café for
14 between \$199,500 and \$275,000 depending on local construction and real estate considerations. Beyond
15 Juice also offers financing for the purchaser if approximately 25% of the café cost is made as a down
16 payment.

17 5. Purchasers of the opportunity are provided with training, as well as start up support that includes
18 assistance in selecting wholesale suppliers, selection and preparation of store location, hiring and training
19 personnel, handling and establishing protocol, and merchandising. Purchasers are entitled to ongoing
20 assistance and advice relating to operation of the business.

21 6. Purchasers are entitled to use the marks and associated trade names, trademarks, service marks,
22 logotypes and other commercial symbols associated with Beyond Juice. Purchasers must comply with

1 graphics standardization, basic menus, conceptual integrity, and standards of service to the general
2 public.

3 7. Purchasers of the opportunity are obligated to pay an annual fee. The Beyond Juice website
4 (www.beyondjuice.com) gives an example of a generic franchisee paying annual royalties of \$24,000
5 based on an 8% royalty and annual gross income of \$300,000. Beyond Juice states that this sample
6 royalty amount is over 60% greater than what a Beyond Juice purchaser's annual fee would be, putting
7 the Beyond Juice annual fee at approximately \$9,600.

8 8. Beyond Juice offered and/or sold its opportunity to Washington residents via advertisements in
9 the Yakima Herald Republic. One classified ad was placed in the October 3, 2004 issue and two
10 classified ads were placed in the October 24, 2004 issue. Additionally, Beyond Juice offered and/or sold
11 its opportunity to Washington residents through the Beyond Juice website (www.beyondjuice.com).

12 Registration Status

13 9. Beyond Juice Corporation and Beyond Juice LLC are not currently and have not previously been
14 registered to offer or sell franchises in the state of Washington.

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16 Based upon the above Findings of Fact, the following Conclusions of Law are made:

17 18 **CONCLUSIONS OF LAW**

19 1. The offers and/or sale of the opportunity described above constitute the offer and/or sale of a
20 franchise as defined in RCW 19.100.010(4) and RCW 19.100.010(16).

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SIGNED this 21st day of March, 2006.

Approved for Entry by:

By _____/s/_____
Neil J. Beller, NSBA #2360
Attorney for Respondents

Signed by:
Beyond Juice Corporation

By _____/s/_____
Sally Kline, President

Signed by:
Beyond Juice, LLC

_____/s/_____
Sally Kline, Manager

SIGNED and ENTERED this ___5th___ day of ___July_____, 2006.

Michael E. Stevenson

MICHAEL E. STEVENSON
Securities Administrator

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Approved by:



Martin Cordell
Chief of Enforcement

Presented by:



Dylan Waits
Financial Legal Examiner