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

IN THE MATTER OF DETERMINING) Order No.: S-18-2418-18-FO01
Whether there has been a violation of the)
Franchise Investment Protection Act of) ENTRY OF FINDINGS OF FACT AND
Washington:) CONCLUSIONS OF LAW AND FINAL ORDER
) TO CEASE AND DESIST
Kwench Juice Franchising Inc.,)
)
Respondent.)
)

INTRODUCTION

On May 1, 2018, the Securities Administrator of the State of Washington issued Statement of Charges and Notice of Intent to Enter Order to Cease and Desist, S-18-2418-18-SC01, (“Statement of Charges”), against the Respondent Kwench Juice Franchising Inc. The Statement of Charges, together with a Notice of Opportunity to Defend and Opportunity for Hearing (“Notice of Opportunity for Hearing”), and an Application for Adjudicative Hearing (“Application for Hearing”), was served on the Respondent on May 7, 2018.

The Notice of Opportunity for Hearing advised the Respondent that a written application for an administrative hearing on the Statement of Charges must be received within twenty days from the date of receipt of the notice. The Statement of Charges advised the Respondent that if a hearing was not requested, the Securities Administrator intends to adopt the “Tentative Findings of Fact” and “Conclusions of Law,” as set forth in the Statement of Charges, as final, and enter a final order against the Respondent to cease and desist from violations of the Franchise Investment Protection Act.

The Respondent Kwench Juice Franchising Inc. failed to request an administrative hearing within twenty days of receipt of the Statement of Charges and Notice of Opportunity for Hearing, either on the Application for Hearing provided or otherwise. The Securities Administrator therefore will adopt as final the

1 findings of fact and conclusions of law as set forth in the Statement of Charges and enter a final order against
2 the Respondent to cease and desist from violations of the Franchise Investment Protection Act.

3 **FINDINGS OF FACT**

4 Respondent

5 1. Kwench Juice Franchising Inc. (“Kwench Juice”) was incorporated in Massachusetts on July
6 22, 2015 and has a principal place of business in Boston, Massachusetts. Kwench Juice operates a cafe in
7 Boston under the trade name Kwench Juice Cafe, which features juices and fruit smoothies.

8 Prior Enforcement Order

9 2. On October 31, 2016, the State of Rhode Island, Department of Business Regulation, issued
10 an Order to Cease and Desist against Kwench Juice Franchising Inc. and its President, Christos Gregoris. The
11 State of Rhode Island alleged that Kwench Juice Franchising Inc. offered an unregistered franchise to residents
12 of Rhode Island. On February 13, 2017, the State of Rhode Island entered into a Consent Agreement with
13 Kwench Juice Franchising Inc. and Christos Gregoris.

14 Franchise Offer in Washington

15 3. Between at least February 22 and March 28, 2018, Kwench Juice posted an advertisement on
16 Craigslist that offered Kwench Juice Cafe franchises for sale. The advertisement was targeted to the Spokane,
17 Washington area.

18 4. For an initial fee, Kwench Juice offered prospective purchasers the right to own and operate a
19 cafe under the Kwench Juice Cafe trade name. A single franchise was available for a fee of \$19,500, or three
20 franchises were available for a fee of \$29,500. The advertisement claims that Kwench Juice provides all
21 assistance in opening the purchaser’s cafe, including assistance in securing a location and negotiating the
22 lease. Prospective purchasers were invited to call the President of Kwench Juice for further information.
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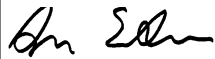
1 review of this agency action under the provisions of RCW 34.05. For the requirements for filing a Petition for
2 Judicial Review, see RCW 34.05.510 and sections following.

3
4 Signed and Entered this 14th day of June 2018.

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8 _____
9 William M. Beatty
10 Securities Administrator

11 Approved by:

12 

13 _____
14 Suzanne Sarason
15 Chief of Enforcement

16 Presented by:

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18 _____
19 Bridgett Fisher
20 Financial Legal Examiner

21 Reviewed by:

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23 _____
24 Robert Kondrat
25 Financial Legal Examiner Supervisor