

JAN 19 2007

THE KEG® STEAKHOUSE & BAR

Information for Prospective Franchisees Required by Federal Trade Commission

To protect you, we've required your Franchisor to give you this information. We haven't checked it, and don't know if it's correct. It should help you make up your mind. Study it carefully. While it includes some information about your contract, don't rely on it alone to understand your contract. Read your entire contract carefully. Buying a franchise is a complicated investment. Take your time to decide. If possible, show your contract and this information to an advisor, like a lawyer or an accountant. If you find anything you think may be wrong or anything important that's been left out, you should let us know about it. It may be against the law.

There may also be laws on franchising in your state. Ask your state agencies about them.

FEDERAL TRADE COMMISSION
Washington, D.C.

Date of Issuance: January 18, 2007

ELECTRONIC DISCLOSURE NOTICE

If you are viewing this disclosure document on a computer, or it is an electronic version, you will need a PC, Windows version XP or higher, Adobe Acrobat version 6.0 or higher and a CD-ROM drive or an Internet connection allowing downloading of documents of this size – approximately One Megabyte. You may wish to receive your disclosure document in another format, including paper, that is more convenient for you. To discuss the availability of disclosures in different formats, contact James Henderson at the address and telephone number listed on the next page.



FRANCHISE OFFERING CIRCULAR

KEG FRANCHISE U.S., INC.
A Nevada corporation

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KEG FRANCHISE U.S., Inc., a Nevada corporation, offers a franchise for the development and operation of steakhouse and bar restaurants, which sell products and services related to quality steak and grill-based dinners.

You must pay an initial franchise fee of US\$50,000. The total amount of your initial investment will depend upon several factors, as described in Item 7 of this offering circular. Your initial investment, including the initial franchise fee, is estimated to be approximately US\$2,530,000, but could be much more or less. See Items 5, 6 and 7 of this offering circular for further explanation regarding the total investment.

Information comparing franchisors is available. Call the state administrators listed in Exhibit E or your public library for sources of information.

Registration of this franchise with the state does not mean that the state recommends it or has verified the information in this offering circular. If you learn that anything in this offering circular is untrue, contact the Federal Trade Commission, and the State or Provincial authority listed in Exhibit E.

Risk Factors:

THE FRANCHISE AGREEMENT REQUIRES THAT ALL DISAGREEMENTS BE SETTLED BY ARBITRATION IN WASHINGTON. OUT OF STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE WITH US IN WASHINGTON THAN IN YOUR HOME STATE.

THE FRANCHISE AGREEMENT STATES THAT WASHINGTON LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTIONS AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS. SEE STATE ADDENDA IN EXHIBIT G FOR A SUMMARY OF SOME OF THESE LAWS.

WE HAVE BEEN IN EXISTENCE FOR A SHORT PERIOD OF TIME (SINCE JUNE 2004). THEREFORE, THERE IS ONLY A BRIEF OPERATING HISTORY TO ASSIST YOU IN JUDGING WHETHER OR NOT TO MAKE THIS INVESTMENT.

WE ARE UNDER NO OBLIGATION TO GRANT YOU AN EXCLUSIVE TERRITORY.

THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

Issuance Date (as most recently amended) for states not requiring registration: January 18, 2007.

Effective Dates for Registration States:

California: _____

New York: _____

Washington: _____