

**Business Narrative**  
**CMR Investment Group, LLC**  
**“Bear Hug”**

Bear Hug is an upscale bar, focused on an elevated food and drink menu that will allow us to stand out as a premier destination for those seeking an exclusive dining and beverage experience in Laredo. It will operate mainly on a reservation only basis to ensure an intimate and high-quality experience, with open hours from 4 pm to 12 am Tuesday and Wednesdays, and extended hours from 4 pm to 2 am Thursday through Saturday. The establishment is designed with a luxurious indoor space for relaxed, comfortable seating and a dynamic outdoor patio that hosts acoustic live music, creating a perfect backdrop for social gatherings under the Laredo sky.

At the heart of Bear Hug’s offerings is a menu of expertly crafted cocktails, developed and served by the acclaimed mixologist Cesar Martinez, known as “Cheese”, whose reputation for excellence in drink creation adds to the bar’s allure. The drink menu is paired with a selection of fine appetizers and entrees, each designed to complement each other. The bar’s commitment to quality, combined with its strategic hours of operation, positions it as a unique option that balances the vibrancy of Las Vegas, the chic sophistication of NYC and exclusive atmosphere of a Chicago speakeasy.

Once operational, Bear Hug plans to employ 18-20 Full Time employees along with 4-6 Part-Time employees. The expected maximum number of patrons is 80 at a single time, to sustain a personal and unique service experience. Estimated parking needs during peak times are 12 – 14 parking spaces for employees and 40-50 for patron use.