

EXHIBIT A



LISTEN TO RICK BAYLESS ON



THE FEED



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ABOUT RICK BAYLESS

Meet Rick Bayless

Most people know Rick Bayless from winning the title of Bravo's Top Chef Masters, beating out the French and Italian with his authentic Mexican cuisine. His highly rated Public Television series, **Mexico—One Plate at a Time**, is broadcast coast to coast and has earned him multiple Daytime Emmy nominations for Best Culinary Host.



Rick has nine cookbooks. His second book, **Mexican Kitchen**, won the Julia Child IACP cookbook of the year award in 1996, and his fourth book, **Mexico—One Plate at a Time** won James Beard Best International Cookbook of the Year award in 2001. **Fiesta at Rick's** spent a number of weeks on the New York Times best seller list.

Rick's side by side award-winning restaurants are in Chicago. The casual **Frontera Grill** was founded in 1987 and received the James Beard Foundation's highest award, Outstanding Restaurant, in 2007. The 4-star **Toplobampo**, which served its first meals in 1991, earned the Beard Foundation's award for Outstanding Restaurant in 2017 — a unprecedented feat for side-by-side restaurants. The wildly popular, LEED GOLD-certified, fast-casual **Xoco** has been around since 2009, serving wood-oven tortas, steaming caldos, golden churros and bean-to-cup Mexican hot chocolate. In 2018, Rick and his daughter Lanie opened **Bar Sótano**, a speakeasy-style mezcal bar with modern Mexican bar food.

Rick's quick-service **Tortas Frontera** have changed the face of food service at O'Hare International Airport, while **Frontera Fresco** has brought Frontera flavors to several Macy's stores and Northwestern University. His award-

winning **Frontera** line of salsas, cooking sauces and organic chips can be found coast to coast.

In 2016, he opened two new restaurants in Chicago's bustling West Loop neighborhood — the Baja-inspired, wood-fired **Leña Brava** and the adjacent **Cervecería Cruz Blanca**, a craft brewery and Oaxacan-style taquería. Both have earned critical acclaim. Also in 2016, he opened **Frontera Cocina** in Disney Springs.

Rick and his staff established the **Frontera Farmer Foundation** in 2003 to support small Midwestern farms. Each year, grants are awarded to farmers for capital improvements to their family farms, encouraging greater production and profitability. To date, the Foundation has awarded nearly 200 grants totaling nearly \$2 million. In 2007, Bayless and his team launched the **Frontera Scholarship**, a full tuition scholarship that sends a Mexican-American Chicago Public School student to Kendall College to study culinary arts. In 2007 Rick was awarded the Humanitarian of the Year by the International Association of Culinary Professionals for his many philanthropic endeavors.



Rick has received a great number of **James Beard Award** nominations in many categories, and he has won seven: Midwest Chef of the Year, National Chef of the Year, Humanitarian of the Year, Who's Who of American Food and Drink, Best Podcast, plus two for his cookbooks.

The Government of Mexico has bestowed on Rick the **Mexican Order of the Aztec Eagle**—the highest decoration bestowed on foreigners whose work has benefitted Mexico and its people.

Recently, Rick finished up a sold-out 5-week run on stage at Lookingglass Theatre, where he created **Cascabel**—offering theatergoers the story of a meal, told through flavor, memory, song, dance and amazing physical feats.

In 2016, he earned the **Julia Child Foundation Award**, a prestigious honor given to “an individual who has made a profound and significant impact on the way America cooks, eats and drinks.”

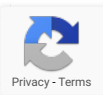


EXHIBIT B



CERVECERÍA CRUZ BLANCA, CHICAGO | RICKBAYLESS.COM >

FRONTERA RESTAURANTS ▾



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HOURS:
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Christmas Day – Closed
New Year’s Eve – Open 11am – 1am.
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BREWERY



CRAFT MEXICAN CERVEZA

Cruz Blanca is a small-batch Chicago brewery passionately focused on ModMex lagers, sunny IPA's and tropical wild-fermented sours. Inspired by the original Cruz Blanca Brewery that opened in Mexico City in the 1860's.

Brewery Tours are held every Saturday at 3 p.m. and are \$10 a person. *Reservations highly recommended to ensure availability.*

BEER & COCKTAILS MENU

12/13/19 (PDF) • Jacob Sembrano, Brewmaster

DRINK SPECIALS

VISIT OUR BREWERY WEBSITE AT CRUZBLANCA.COM >

TAQUERÍA



SMOKE ALLEY TAQUERÍA

Choose your pleasure — half-cured flank steak, chorizo, chicken or portobello — and our taqueros will pile it all on a big beer tray with wood-grilled knob onions, peppers, smoky Oaxacan pasilla salsa, guacamole, crunchy pico de gallo, and limey cucumbers. And, of course, a stack of fresh-made tortillas.

We also offer Oaxcan-style *TLAYUDAS* — gigantic, shareable tostadas with black bean spread, cheese, and your choice of wood-grilled proteins.

TAQUERÍA MENU

GIFT CARDS

BRUNCH MENU

TAQUERÍA SPECIALS

CATERING & EVENTS

FIESTA-FRIENDLY EVENTS

Plan the perfect fiesta with crowd-pleasing fare from award-winning chef Rick Bayless.

Your guests can make their own tacos with our house-made corn tortillas and choose from an array of toppings. Include our freshly-made guacamole, amazing sides, and stellar house-beers for a fun fiesta spread at Cruz Blanca or packaged to go for your catered event.



PRIVATE EVENTS MENU

CATERING MENU

BOOK A PRIVATE EVENT

REQUEST CATERING QUOTE

ABOUT CRUZ BLANCA BREWERY & TAQUERÍA



KEEP ALL LINES OPEN AND FLOWING

As expressed by our crossroads logo, *Keep all lines open and flowing* is a mantra for making and serving good beer — a reflection of our commitment to sharing and exploring possibilities.

Cruz Blanca makes beers that open people up to new flavors, new ideas, and new experiences. From endlessly refreshing Mexican lagers and sunny IPAs that transport us to warmer places, to the less-travelled roads of barrel-aged and wild fermentation ales, there's always a journey in the beer that keeps us curious about what's next.

We're all at the same long table (with tacos), and there's always room for one more.

VISIT OUR BREWERY WEBSITE AT CRUZBLANCA.COM >

CONTACT US

Cruz Blanca Brewery & Taquería

904 West Randolph Street • Chicago, IL 60607 • 312-733-1975 • info@cruzblanca.com

Inquiry Topic

Cruz Blanca

Address 1

First Name*

Address 2

Last Name*

City

Email Address*

State/Region

Comments*

Zip Code

Country

Telephone

Yes, please add my email address to the Cruz Blanca mailing list.

SEND



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EXHIBIT C

CRUZE™



NEW

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FOR THE
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Crüze™ is a non-alcoholic beverage engineered to ENHANCE the cruising experience for those who love to cruise. Wave goodbye to on-board dehydration, illness, hangovers and exhaustion and say hello to rejuvenation, replenishment, revival and restoration. It provides the fuel you need to stay healthy and hydrated.