



## 18 YEARS OF SOGGY BEACH MAGIC & MEMORIES

Dear Community,

It is with tremendous sadness and at the same time deep gratitude that we announce the closing of Soggy Peso this coming **AUGUST 1st**. The good news is Sunset Bar & Grill will remain open!

The Coppel group, who owns the old Club Med property, have new innovative plans to create a different concept on the beach. It is time for us to welcome their vision and a new beginning. As we prepare for this transition, we would like to take a moment here to express our heartfelt thanks to everyone who has been a part of the Soggy story.

For 18 years we had the privilege of operating the best little beach bar of San Carlos. For all those years, we have co-created and shared the most magical experiences with you and your families! We have witnessed the growth of our community, as well as the growth of many families. Couples met, children were born, parents became grandparents and grandparents passed... 3 generations of families from Mexico, USA and Canada have walked the sandy beach floors of Soggy, taking with them priceless memories they will cherish for lifetimes. It takes a village to write a success story and you were all part of it. Thank you!

The people we thank are countless! Our customers, providers, musicians, staff, passers-by...

To all our customers who have come and gone over the years, to our original customers who supported us when we were just a little 4 table shack, helping us grow the business organically through word of mouth to their friends & family, to all the customers who participated in the nonprofit fundraising and community building, to our customers who have become good friends over the years and introduced us to their families, to residents and travelers from near and far – we thank you!

Running a business in Mexico can be tricky to say the least! Having good providers is crucial. Some have changed over time, but most have been around for many years. We give a special thanks to all the mom & pop providers who shared our vision and business ethic from the get-go and grew with us. Thank you to the bigger corporate businesses who stood by us even before we had a reputation to stand on. We give a special thanks to one family out of

Empalme who has provided us with the freshest and best crab since the day we opened on April 4<sup>th</sup>, 2004, back when we only had 2 food items on the menu (crab tostada and fish ceviche) and 2 drinks to choose from (a beer or a margarita). We thank all the suppliers who made a trip out to the beach every week for years. From San Carlos, Guaymas, Empalme, Hermosillo, and even AZ - thank you for taking care of us. It was a pleasure working together!

Creating an ambiance of fun and good vibes cannot happen without music! To all the musicians who have graced the Soggy stage, to those who have grown with us from their musical beginnings, to the band leaders and organizers... we know performing at your level - mostly as second jobs - is hard work... thank you for blessing us with your talent every week. Out of your genuine love for music, you have given us amazing performances, energetic vibes, beautiful sounds, and soulful voices, creating an amazing Soggy ambiance.

The MVPs of our story are our devoted staff... they have given us their heart, loyalty and sweat, sometimes spending more time at work than at home, to provide for their large families. We would like to acknowledge the veteran staff at Soggy Peso, those who climbed the mountain, building the business block by block alongside us, year after year. For some it has been 7 years, others more than 10, and for 1 special lady in the kitchen from La Manga, who started at age 16, it has been 17 years. Newer or older, we thank them all. After 18 years we continue to be amazed at the nighttime sound of the staff's laughter after long grueling stressful shifts. We know having a great hard-working team is priceless. It was a true blessing to have such loyal staff for so many years. It was a pleasure and an honor to support and watch them & their families grow. They are second family to us; we salute them and will be forever grateful.

Friends, family, co-workers, community members - thank you all for your love and support along the way. No success in life is worth it, or truly a success, if it has not been shared with people like you. Thank you for making magic with us!

Our wish for all of you is that you cherish many Soggy memories and tell happy Soggy stories. To the Sun, to the Moon, to the Stars, to the Sand, to the Water, to the Wind, and to ALL! Thank you for providing and guiding us!

With so much Love and Gratitude,

Lisa & Frank

PS: We would love to read or see a picture of your favorite Soggy memory! Email us at [soggypesobar@hotmail.com](mailto:soggypesobar@hotmail.com) or post a message on our Facebook page. As we get closer to our final closing date, we just might send a shout out to share a little trip down memory lane...In the meantime come and enjoy Soggy's last summer season!