

### For Immediate Release:

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## \*\*\* PRESS RELEASE \*\*\*

# SF BEER WEEK KICK OFF WILL BRING OVER 1,000 PEOPLE TO TJPA'S SALESFORCE PARK

Thirty breweries will be on tap along with free live music and local fare at the Park this Saturday

San Francisco, CA – The Transbay Joint Powers Authority (TJPA), in coordination with its rooftop park tenant, Barebottle Brewing Company, today announced that it will host over 1,000 people this Saturday, February 11, from noon to 5 p.m. for SF Beer Week at its iconic 5.4-acre Salesforce Park found 60 feet above ground level. The biggest TJPA Park activation since the start of the pandemic, this event will offer 30 local and regional breweries along with two live music stages and local food establishments contributing to downtown San Francisco's economic recovery and vitality.

"The TJPA looks forward to kicking off San Francisco Beer Week in our rooftop park and welcoming over 1,000 people to San Francisco's hottest new downtown happy hour destination," said Adam Van de Water, Executive Director of the TJPA. "This event along with the opening of Barebottle Brewing on our Park in December 2022 and the opening of the Center's restaurants Venga Empanada, Charley's Cheesesteaks, and Per Diem continues to highlight TJPA's commitment to activating this neighborhood and bringing people to downtown San Francisco as we recover from the effects of the pandemic."

This San Francisco Chapter kickoff party is one of five taking place around the Bay Area this weekend. It also marks the start of a weeklong celebration of beer in the Bay Area with hundreds of events put on by the region's 150 local, independent craft breweries through the Bay Area Brewers Guild. The event will launch the Bay Area Brewers Guild's 2023 collaboration beer: "This Beer Creates Opportunity," with the proceeds supporting an endowment fund at University of California, Davis to help underrepresented communities enter the brewing industry. More information about Beer Week can be found here: <a href="https://sfbeerweek.org/">https://sfbeerweek.org/</a>.

"After two years of SF Beer Week celebrations being impacted by the pandemic, it's fitting that we're bringing back a large-scale beer event to downtown San Francisco at TJPA's iconic

Salesforce Park," said Michael Seitz, co-founder of Barebottle Brewing. "This event will also be a great showcase of our taproom beer garden found on the rooftop Park, which will be open year-round, serving our award-winning beers, wine, soft drinks and fresh Venga empanadas."

With over 1,000 tickets sold for this event kick off, the TJPA's Salesforce Park will remain open to all park visitors as live music will be offered and local fare from five vendors, which include TJPA's Salesforce Transit Center establishments, Venga Empanada, Per Diem and Tycoon Kitchen along with Bernal Heights restaurants. Pier Diem, a local California-Italian restaurant, is officially opening their second new SF location at the Center on February 24. Tycoon Kitchen, a Thai fusion restaurant, is expected to open their second location at the Center by end of February. This SF Beer Week event activation of the Park complements the free public Park activities the TJPA offers at its rooftop park daily, which brought over 30,000 attendees through more than 600 free activities and events in 2022. For more information on the Center and Park, visit <a href="https://salesforcetransiteenter.com/">https://salesforcetransiteenter.com/</a>.

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### About the Transbay Joint Powers Authority (TJPA):

The TJPA is the owner and operator of the multimodal Salesforce Transit Center, that connects nine-Bay Area transit systems and provides dining and service options to the transit-oriented neighborhood in Downtown San Francisco along with providing free activities throughout the year at its 5.4-acre Salesforce Park. TJPA is working to extend Caltrain and ultimately, California High-Speed Rail service from 4th and King streets to the Salesforce Transit Center in downtown San Francisco through the Downtown Rail Extension project, now known as The Portal. The name of the Salesforce Transit Center is the result of a naming rights agreement with salesforce.com that helps fund the Center's operating costs.

#### **About Barebottle Brewing**

Barebottle Brewing was founded in 2016 by Lester Koga, Michael Seitz and Ben Sterling – three friends and former classmates at Cornell Business School, who bonded over a shared love of homebrewing. The brewery's award-winning beers are inspired by the San Francisco Bay Area, as well as utilizing the latest brewing techniques. Barebottle currently has three taprooms – in San Francisco's Bernal Heights, Santa Clara, and TPJA's Salesforce Park.