



**FOR IMMEDIATE RELEASE**

Friday, July 19, 2024

**Media Contact:**  
Lily Madjus Wu  
(415) 597- 4620  
[info@tjpa.org](mailto:info@tjpa.org)

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

## **SUDS FRANCISCO WILL BRING OVER 1,200 PEOPLE TO TJPA'S SALESFORCE PARK ON SATURDAY**

*City's largest beer & music festival comes to downtown San Francisco bringing 30 breweries, live music, food, and family entertainment*

**San Francisco, CA** – Today, the Transbay Joint Powers Authority (TJPA), in partnership with its beer garden tenant, Barebottle Brewing Co., found on the rooftop Salesforce Park, announced that it will host over 1,200 people this Saturday, July 20 from noon to 5 p.m. bringing live music, 30 breweries, and bounce houses to downtown San Francisco for the inaugural Suds Francisco event - the city's first family-friendly beer and music festival. Taking place atop the TJPA's 5.4-acre public park found 70 feet above ground, Suds Francisco will offer five live bands along with 30 of the best breweries from across the Bay Area, California, and beyond, who will pour their acclaimed, award-winning beers.

"The TJPA is excited to partner with our tenant, Barebottle, once again to bring together the community through live music, beer tasting, and a family-friendly festival in the heart of downtown San Francisco, on our iconic Salesforce Park," said Adam Van de Water, Executive Director of the TJPA. "Together with Suds Francisco and Downtown First Thursdays, new bar and restaurant openings, and free multicultural Park programming we offer year-round, downtown San Francisco has become a true entertainment destination."

Participating breweries for Suds Francisco include Barebottle and Olfactory from San Francisco, Ghost Town, Original Pattern and Tenma Beer Project from Oakland, Pure Project from San Diego, Great Notion from Oregon, Fair Isle from Seattle, Weldworks from Colorado, The Answer from Virginia and many more. The event will also feature delicious food from local vendors, including Joyride Pizza, Fat Jack's BBQ, Mezcla Colombian Eats, Venga Empanadas, and Los Lobos Ice Cream. Tunes will be provided across two stages by quintessential SF bands including Pop Rocks, Matt Jaffe, St.

Francis & The Wolf. Family-friendly activities include bounce houses, face painting, and much more through Sudsville.

“Following the success of our SF Beer Week launch event in February 2023 that brought over 1,200 attendees, we’re excited to bring our own large-scale beer event once again to downtown San Francisco this Saturday,” said Michael Seitz, co-founder of Barebottle Brewing Company. “We received so much positive feedback about the previous event - especially Salesforce Park’s unique urban forest setting - that we’re looking to build on its success with an event that welcomes the whole family as Barebottle’s tap rooms - including our Beer Garden in Salesforce Park - have always welcomed families and been seen as a community hub in the neighborhoods where they are located. We want to extend this ethos to a large-scale event by creating the city’s first truly family-friendly beer festival in downtown San Francisco, where parents can enjoy some of the best beer the US has to offer, while kids have plenty of entertainment options.”

The festival will see Barebottle release a number of specially brewed beers to celebrate its eighth anniversary. The brewery has been winning top awards for its creations in recent months, with Phantasti-Cali judged to be the best “American and West Coast India Pale Ale” at the California Craft Beer Cup, and Smaller Wonder Dust taking home silver in the “Juicy and Hazy Pale” category at the World Beer Cup.

Suds Francisco is free and open to the public. Attendees can purchase tickets for unlimited tastings: \$75 for general admission and \$125 for VIP. A full list of participating breweries, bands, and food vendors, as well as tickets, is available at [www.barebottle.com/suds-francisco](http://www.barebottle.com/suds-francisco).

###

### **About TJPA and the Salesforce Transit Center and Park**

The TJPA is the owner and operator of the multimodal Salesforce Transit Center, which connects nine Bay Area transit systems and provides dining and wellness service options to the transit-oriented neighborhood in downtown San Francisco. Along with providing free activities throughout the year at its 5.4-acre rooftop Salesforce Park, the TJPA is working to extend Caltrain and ultimately, bring California High-Speed Rail service from 4th and King streets into the Salesforce Transit Center in downtown San Francisco through the Downtown Rail Extension project, also 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 four taprooms – in San Francisco’s Bernal Heights, TJPA’s Salesforce Park, Santa Clara, and Menlo Park.