



FOR IMMEDIATE RELEASE

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[Images & Video Available Here](#)

VISIT OAKLAND LAUNCHES NEW "OAKLAND COFFEE RUSH" CAMPAIGN

Coffee Rush to Debut on International Coffee Day and Tells the Story of Oakland's Unique Coffee Culture

(Oakland, CA) — [Visit Oakland](#), the city's destination marketing organization, along with the support of Oakland's coffee industry, is excited to announce the debut of the [Oakland Coffee Rush](#). The Coffee Rush will launch on International Coffee Day, September 29, and celebrates Oakland's unique and vibrant coffee culture.

Oakland has over 2,300 coffee shops and over 17 roasters within the city, and they all have their own unique story to tell. From small-batch roasters that serve coffee straight from their facility, to coffee shops serving locally roasted coffee, visitors are sure to find a one-of-a-kind coffee experience in Oakland. The city's coffee scene is thriving to such a degree that Oakland is now ranked the third most popular city in the U.S. for coffee fanatics, after Portland and Seattle (SmartAsset 2018).

Oakland's coffee professionals are revolutionizing the coffee scene, and are creating innovative and sustainable roasting practices. The roasting company **Oakland Coffee**, founded by the members of Green Day, specialize in organic, sustainably-grown, fairly traded coffee served in 100% BPI Certified Compostable pods and packaging.

Visitors can get a taste of Oakland coffee in many unique spaces, including **Bicycle Coffee Company's** mobile coffee roasting bike, **Red Bay Coffee's** converted shipping container, or by enjoying a cup of coffee from **Café Santana Roasting Company** while viewing local art on display. Oakland's roasters also offer delicious bites like vegan baked goods from **Timeless Coffee** to classic pastries from **Highwire Coffee Roasters**.

For the more adventurous coffee drinkers, **Slojoy Coffee Roasters** offers a Mint Julep drink containing espresso, simple syrup and fresh mint, shaken and poured over ice and topped with sparkling water. **Café Santana Roasting Company**, a Latino owned café, offers a Horchata Latte, Mexican Mocha, homemade Lavender Latte as well as a secret menu.

For visitors looking for a hands-on Oakland coffee learning experience, **Red Bay Coffee** offers latte art classes, **Blue Bottle Coffee** offers brewing classes and **Highwire Coffee Roasters** offers coffee tastings with their baristas.

For more information, visit oaklandcoffeerush.com or view the online press kit at <http://bit.ly/oaklandcoffeerush>. Follow on social media using @visitoakland and #OaklandCoffeeRush.

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ABOUT VISIT OAKLAND

Visit Oakland is a non-profit organization marketing Oakland, California as a travel destination. Visit Oakland offers a wide variety of complimentary services and materials for travelers interested in visiting Oakland. For more information, see our website at www.visitoakland.com and follow us on social media using @visitoakland and #oaklandloveit.

CONTACT

Allie Neal, PR Manager

O: (510) 208-0529 C: (925) 286-5284 E: allie@visitoakland.com