



**FOR IMMEDIATE RELEASE**

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**The Yard at Mission Rock To Open 12pm on Friday, March 20**

*A unique neighborhood gathering spot created out of recycled shipping containers to provide daily shopping, food, beverage & cultural and community events*

The Yard at Mission Rock, a pop-up shipping container village, will open to the public at 12pm on Friday, March 20, and will serve as a gathering place for those who live and work in the South Beach and Mission Bay neighborhoods. It will feature popular local tenants **Anchor Brewing, Peet's Coffee, SFMade, The North Face, Off the Grid** and **The Whole Beast** and is supported by **Bank of America**.

Open year round, seven days per week, The Yard will activate from a small parcel of Giants Parking Lot A, at the corner of 3<sup>rd</sup> St. and Terry Francois Blvd. The pop-up village is constructed out of 13 recycled shipping containers that were deemed no longer seaworthy. These containers will now serve as community gathering spots and house local food and drink establishments, pop-up shops and public open space. For daily hours and events please visit [www.theyardsf.com](http://www.theyardsf.com).

Visitors to The Yard will find **Anchor Brewing's** beer garden where their internationally renowned brews and Yard specific drafts, not available anywhere else, will be poured. The beer garden will be complemented by BBQ and burgers from **The Whole Beast**. **Peet's Coffee's** skilled baristas will serve fresh, high quality coffee and hand crafted espresso beverages within a recycled trailer that emulates Peet's new signature coffee shop design. **Off the Grid's Courtyard** establishes their first-ever permanent location and will include a wine-serving converted bus to complement an array of street food vendors. **The North Face** will feature an innovative new blend of retail and recreation opportunities in its permanent storefront, including free Mountain Athletics workouts every Thursday at 6:30 p.m. beginning on April 2, and **SFMade** will showcase locally made products from four rotating SFMade member companies including Les Mechantes, 3 Fish Studios, Lady Alamo, and wildebeest.

"The Giants are excited to see our neighborhood growing, and we believe The Yard will become an outstanding year-round gathering spot for our neighbors and all those who visit the Mission Bay neighborhood," said Larry Baer, Giants President and Chief Executive Officer.

In addition to the permanent establishments, there will be weekly and monthly community and cultural events, from workout classes to cooking demonstrations. There will be a Sunday morning farmers market to bring fresh produce to the neighborhood, and collaborations with local arts organizations to enhance The Yard in unique ways.

"The Port of San Francisco is continuing to evolve surface parking lots from pure utility into tapestries

for enjoying our waterfront. The Yard fits this vision with its exciting food scene next door to our world champion San Francisco Giants,” said Monique Moyer, Executive Director. “The Yard is an exciting stride towards making the Port’s dream a reality.”

The Yard will also give surrounding neighbors the opportunity to experience the future Mission Rock neighborhood on a smaller scale. Nestled between the maturing South Beach neighborhood and the emerging Mission Bay neighborhood, the Mission Rock district will be an exciting, new, common ground for San Franciscans. Mission Rock will feature a spectacular waterfront park, a diverse mix-use neighborhood that includes hundreds of new rental housing units, offices and homegrown retailers grouped along a network of green streets, public plazas and promenades.

For more information on The Yard at Mission Rock, please visit [www.theyardsf.com](http://www.theyardsf.com)

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**Video & images from The Yard at Mission Rock will be available after 5:30 p.m. through the following link:**

<https://sfgiants.box.com/s/ilfpfpmqnhlm90ogho8r4yakibs7k75>

### **Peet’s Coffee**

Peet’s Coffee is a specialty coffee company that started the artisan coffee movement back in 1966 in Berkeley, CA. Peet’s sources the finest beans from around the world, hand roasts its coffee in small batches, and maintains a superior standard of freshness.

### **Anchor Brewing**

Anchor Brewing Company’s roots date back to the California Gold Rush making it one of America’s oldest breweries. Its flagship Anchor Steam® Beer is San Francisco’s original since 1896. An undisputed icon, Anchor is America’s first craft brewery.

### **SFMade**

SFMade’s mission is to build and support a vibrant manufacturing sector in San Francisco that sustains companies producing locally-made products, encourages entrepreneurship and innovation, and creates employment opportunities for a diverse local workforce.

### **The North Face**

The North Face was founded in San Francisco in 1966 with the goal of preparing outdoor athletes for the rigors of their next adventure. Today they are the world's leading outdoor brand, creating athlete-tested, expedition-proven products that help people explore and test the limits of human potential. They are headquartered in Alameda, California on a LEED Platinum-certified campus.

### **Off the Grid**

Off the Grid is an innovator in activating space to create communities and bring people together around gourmet street food, craft and soul. Off the Grid operates approximately 40 public markets a week throughout the Bay Area and provides special events and catering services to a wide variety of customers from small weddings to large corporate clients

### **Bank of America**

Bank of America, one of the world's largest financial institutions, was founded in San Francisco in 1904 as The Bank of Italy. To this day, our ties to the Bay Area run deep. Bank of America supports customers and businesses large and small, while also donating time, resources and energy to support the communities where

we live and work. In the Bay Area alone, the bank provided nearly \$9 million to charitable causes and employees volunteered over 50,000 hours to local nonprofits in 2014.

**The Whole Beast**

The Whole Beast celebrates nose-to-tail cuisine, with smoky, juicy, and flavorful smoked and grilled meats, sausages, and accompanying side dishes made by chef-proprietor John Fink. The Whole Beast features animals raised and prepared in a holistic manner, paying special attention to animal husbandry. All parts are utilized, from bone broth to cracklins - so there is no waste produced.

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