



The Port of San Francisco and Ritual Coffee Roasters Team Up For an Embarcadero Seawall Themed Espresso Blend

San Francisco's Ritual Coffee Roasters supports the Port of San Francisco's Seawall Program education efforts by roasting a themed espresso blend: Seawall Stroll

San Francisco, CA - Thursday, August 30, 2018 – The Port of San Francisco and Ritual Coffee Roasters have partnered to educate the public about San Francisco's Seawall Earthquake Safety Program through the creation of a specialty espresso blend, the Seawall Stroll.

“We know that a resilient Embarcadero Seawall is the foundation for a resilient San Francisco,” Port Director Elaine Forbes said. “Strengthening the Seawall is a citywide issue – local businesses like Ritual Coffee that are not directly on the waterfront still depend on the Seawall because no matter where you live or work, public transportation, emergency response, and a thriving local economy are key.”

The Embarcadero Seawall transformed what was once a tidal mudflat into the thriving waterfront we know today. The original coastline was not far from Ritual Coffee's SoMa roastery on Howard Street between 6th and 7th Streets. Today, all of the activity along our northern waterfront can be attributed to this vital piece of infrastructure. The Seawall has served us well, but it is now in need of significant improvements to withstand the next major earthquake and protect us from increasing flood risk due to sea level rise.

Ritual Coffee and the Port of San Francisco may seem like an unusual public education team, but the partnership underscores how critical the Embarcadero Seawall is to protecting thriving local businesses and supporting our local economy. We can't afford not to act when it comes to the Embarcadero Seawall. The Seawall protects more than \$100 billion in assets and economic activity along the waterfront – assets at risk are 10 to 40 times greater than the investment needed to strengthen the Seawall.

“I decided to partner with the Port on the education efforts for the Seawall Program because Ritual is a San Francisco coffee company and this is a San Francisco issue,” said Ritual Coffee Roasters Owner and Founder Eileen Rinaldi. “In order for Ritual to continue to grow and thrive, San Francisco's local economy needs to also be growing and thriving. Strengthening the Seawall is critical to that.”

“The Seawall was constructed more than 100 years ago by dredging a trench in Bay and filling that trench with rock, much of it from Telegraph Hill! While an impressive feat, this was not engineered construction” said Steven Reel, Seawall Program Manager. “Today, the Seawall is backbone of our waterfront but it’s also highly vulnerable to earthquake damage and sea level rise. Fortunately, there are many things we can do to strengthen the Seawall to ensure a strong waterfront for future generations.”

Eileen Rinaldi started Ritual Coffee in 2005 when the coffee scene in San Francisco was far less renowned than it is today. Ritual’s flagship location is on San Francisco’s Valencia Street. Today, there are five locations in San Francisco and one in Napa, and the beans are roasted in small batches in the SoMa neighborhood. Ritual was a pioneer, and remains a leader, in San Francisco’s specialty coffee movement.

Ritual’s Seawall Stroll Espresso Blend will be available anywhere Ritual is sold through September 2018. The espresso blend includes the best of the newly arrived coffees, including beans from Guatemala, Costa Rica, Kenya, and Ethiopia. The Seawall Stroll will have bright citrus notes along with a tea-like quality to it, making it perfect for either a straight shot or combined with milk for cappuccinos and lattes.

Ritual commissioned local artist Ryan Johnson for the Seawall Stroll illustration.

[To learn more about the partnership, watch this video with Ritual Coffee founder and owner, Eileen Rinaldi.](#)

The Port of San Francisco manages the waterfront as the gateway to a world-class city, and advances environmentally and financially sustainable maritime, recreational and economic opportunities to serve the City, Bay Area, and California.

For more information on the Seawall Program, visit <https://sfseawall.com/>

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