



The Port of San Francisco and Black Hammer Brewing Team Up for an Embarcadero Seawall Themed Beer

Local San Francisco brewery, Black Hammer Brewing, supports the Port of San Francisco's Seawall Program by brewing a themed beer: Seawall's Sea Puppy

San Francisco, CA - Tuesday, July 10, 2018 – The Port of San Francisco and Black Hammer Brewing have partnered to educate the public about San Francisco's Seawall Earthquake Safety Program through the creation of a specialty beer, Seawall's Sea Puppy.

The City of San Francisco, led by the Port, is planning to make major improvements to the over 100-year-old Embarcadero Seawall for San Francisco to withstand the next major earthquake and protect the City from flooding and sea level rise.

“We know that the Embarcadero Seawall is unfamiliar to many San Franciscans, but we need everyone to know about this vital infrastructure and about the Seawall Program aimed to strengthen the Seawall and protect the City. Therefore, we are always thinking outside-the-box and exploring innovative – and playful – ways to educate the public about this important program,” said San Francisco Port Executive Director Elaine Forbes. “We're very excited to partner with Black Hammer Brewing on this unique, fun opportunity to bring attention to how the Embarcadero Seawall supports critical infrastructure and a thriving San Francisco northern waterfront.”

The Seawall underpins the Embarcadero Roadway and provides flood protection to over 500 acres of the City, including the BART and Muni Metro underground transit network. The Embarcadero Seawall, which stretches over three miles from Fisherman's Wharf to Mission Creek, sits over unstable mud and is vulnerable to lateral spreading and settlement in a major earthquake, which could destroy or seriously damage critical utilities, transportation infrastructure, and buildings along the Embarcadero, as well as create new vulnerabilities to flood events.

The Embarcadero Seawall transformed what was once a tidal mudflat into the thriving waterfront we know today. The original coastline was not far from Black Hammer Brewing's tap room on Bryant Street between 4th and 3rd 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.

“We certainly weren't expecting a call from the Port! And we couldn't be more excited for the unique partnership opportunity,” said Black Hammer Brewing Owner Jim Furman. “Pairing outreach for a major

infrastructure project with a beer release is uncharted territory. Our whole team is thrilled to be part of an effort that is so essential for San Francisco today and for future generations.”

The Black Hammer Brewing and Port of San Francisco partnership underscores how critical the Embarcadero Seawall is to protecting thriving local San Francisco businesses along our waterfront and downtown. The Seawall supports 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.

“The Seawall is a rock and concrete wall mostly hidden from view below the Bay – it’s the backbone of our waterfront and essential in our regional transportation system and emergency response network,” said San Francisco Port Seawall Program Manager Steven Reel. “Sharing a beer is a great way to dive into the details of the Seawall Program and engage the public.”

To celebrate the launch of Sea Puppy, Black Hammer Brewing is hosting a [“Meet the Engineer” happy hour](#) on Tuesday, July 17 from 5:30pm-7:00pm, located at Black Hammer Brewing at 544 Bryant Street. Steven Reel, PE, LEED AP, Project Manager for the Seawall Earthquake Safety Program at the Port of San Francisco, as well as other Port of San Francisco employees, will be available to discuss and address questions regarding the Seawall Program.

Black Hammer Brewing is an award-winning artisanal brewery in San Francisco’s South Park. Black Hammer crafts fresh ales and lagers that change daily and are constantly pushing the envelope when it comes to brewery innovation – and innovative partnerships.

Bigger and tarter than your average Gose, Seawall’s Sea Puppy is brewed with Bohemian pilsner and Vienna malts and Warrior hops. Using the traditional “tossed handfuls of malt” method of inoculation, the resulting multiple strains of lactobacillus and other microbes add depth and intrigue to the unmistakable sourness, and a generous helping of salt really makes this beer shine as a summer quaffer. Seawall’s Sea Puppy will be on tap at Black Hammer Brewing this summer. The beer will also be included on the mobile phone application, Untapped, which allows users to check-in when they drink Seawall’s Sea Puppy.

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FOR MORE INFORMATION

<https://sfseawall.com/>

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