



DAVID RIO™ • SAN FRANCISCO
MODERN CHAI AND TEA CLASSICS™

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David Rio™ Hosts Barista Nation San Francisco One-Day Regional Event – January 14, 2012

SAN FRANCISCO, CA - David Rio™ will host the all-day Barista Nation San Francisco Event on Saturday, January 14, 2012 in downtown San Francisco, California. As the host sponsor, David Rio welcomes regional baristas to this event, which focuses on coffee discovery, development, and devices for cafés. The theme of the event is Café Architecture, with presentations by industry café design innovators, including Seth Boor (of Boor Bridges Architecture), USF Instructor and local designer, Ethen Wood, and keynote speaker, Hulett Jones.

Attendees will also participate in mini-workshops on topics including coffee brewing, from Tom Vincent – Texas Coffee School; menu design from Anne Nylander – Tamp Tamp; and fair trade coffee, from Richard Sandlin – Fair Trade USA. The all-day event will conclude with a Fancy Food Show kick-off reception, complete with Fair Trade Certified Cocktails, followed by the Barista Throwdown, where the best baristas in the city will come to square off against each other. Other event sponsors include Bay Area based companies, such as La Boulange Bakery, Equator Coffees & Teas, Mr. Espresso, and Torani, with additional food and drink donations from other Bay Area favorites, including Strauss Family Creamery, Speakeasy Ales & Lagers, and Tcho Chocolate.

At the event, David Rio will be sharing with baristas its newly branded Organic Power Chai®, an easy-to-measure, dairy-free, vegan chai that is craft blended with organic black tea and Japanese matcha. Its rich and bold taste is enlivened with the traditional flavors of real chai spices, including ginger, clove, cinnamon, star anise, and cardamom.

ABOUT DAVID RIO™

Based in San Francisco, California, David Rio blends and offers specialty tea and chai to connoisseurs around the world. Hand blended and handcrafted, these distinctive premium teas combine Eastern tradition with Western innovation and style.

David Rio began in 1996 as a catalog retailer, marketing a line of specialty tea and accessories to Japan. In response to demand, David Rio launched its line of chai and teas domestically. Today, David Rio's Endangered Species Chai line and the Organic Tea line are available in cafés, restaurants, and specialty food stores across North America, Europe and more than 25 countries around the world. As part of the company's mission to bring awareness to endangered species, David Rio is also a strong and dedicated supporter of local and global animal welfare.