



NEWS RELEASE

Visit Oceanside and Craft Coast Introduce Limited-Edition ‘O’riginal’ Can Design That Captures City’s Surf, Sun and Craft Beer Vibe

Oceanside, Calif. (September 2024) - As Oceanside enters its “Season of Swellness”—a time characterized by warm, sunny days, fewer crowds, and a slower, more relaxed pace—[Visit Oceanside](#) and [local brewery Craft Coast](#) are launching a collaboration that captures the essence of this idyllic season and the city’s vibrant craft beer culture.

[Visit Oceanside](#) is the city’s destination marketing organization, while [Craft Coast](#), with its popular downtown restaurant and taproom, is a downtown Oceanside hot spot serving authentic tacos alongside award-winning craft beer—beloved by locals and visitors alike.

The collaboration introduces a limited-edition can design for Craft Coast’s O’riginal, a Cali pilsner that combines the crisp, clean drinkability of a lager with a complementing aromatic hop presence. The colorful 12-ounce cans reflect Oceanside’s bright, welcoming personality, fun surf culture, and laid-back attitude featuring playful elements such as a surfing taco alongside graphics of iconic O’side landmarks, including the beloved Oceanside Pier.



A modern twist on a pilsner, the O’riginal features a refreshing taste with flavors of freshly zested lemon and lime. Available in easy to transport cans or on tap at Craft Coast, it’s perfect for enjoying after a day of surfing, biking along the Strand, or exploring the many charms of Oceanside.

“With over a dozen breweries within our city limits — many of them award-winning — Oceanside is a beer lovers’ destination,” said Tyler Garcia, VP of business and brand development for Visit Oceanside. “Whether sipping the beer at the Craft

Coast taproom in Oceanside or sharing a six pack back home with friends, this collaboration offers a taste of what makes Oceanside so special and will hopefully inspire people to explore more of our craft beer culture.”



“This beer was originally brewed as a tribute to our community and we’re stoked to have a beer that represents Oceanside,” said Craft Coast Co-Founder/Head Brewer Blake Masoner. “We’re excited to share it with everyone who visits.”

The O’riginal cans are available for purchase at Craft Coast’s taprooms at 275 Mission Ave, Oceanside and 1325 Grand Ave, San Marcos, as well as select Oceanside retail locations including the Mission Pacific Hotel’s Rooftop Bar. It will also be showcased at local events including [Oside Flavor](#) on September 25 and [Taste of Oceanside](#) on October 5.



ABOUT VISIT OCEANSIDE

Visit Oceanside Conference and Visitors Bureau is the trusted travel authority for Oceanside, California. As Oceanside’s official tourism marketing organization, Visit Oceanside promotes travel to the city for both leisure and group visitors. The organization influences about one-third of the \$589 million that is generated by visitor spending in Oceanside each year, which supports nearly 3,900 jobs. Visit Oceanside also operates one of the state’s official California Welcome Centers. With just one stop, visitors can find local, regional and state maps, purchase discount tickets to major Southern California attractions, make hotel reservations or shop for the perfect California keepsake. The Visit Oceanside CVB and California Welcome Center- Oceanside are conveniently located just off Interstate 5 at 928 North Coast Highway. For more information, please call (800) 350-7873 or visit www.visitoceanside.org

ABOUT OCEANSIDE

Perfectly situated between metropolitan San Diego and Los Angeles, Oceanside is a quintessential California coastal escape that includes wide sandy beaches, a quaint New England-style harbor, historic wooden pier and charming bungalow

neighborhoods. O'side (as locals affectionately call it) is a destination of discovery where visitors can explore everything from California history at the "King of Missions" to surf culture at the California Surf Museum and awe-inspiring sea life through exciting ocean adventures. This playful and fun destination thrives on taking recreation to the next level and boasts world-class surfing, skateboarding, bike riding, boating and even skydiving. A flourishing farm-to-table food and craft beer, wine and spirit scene reflects Oceanside's creative and infectious local spirit, as do exciting arts and culture programs that earned Oceanside one of just 14 California Cultural District designations in 2017. Classically charming, eclectic and always genuine, Oceanside is an ideal place to stay and a true O'iginal. www.visitoceanside.org

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