

Sur Coffee Reflects on a Vibrant U.S. Open Week and Showcases Limited-Edition Ethiopian Release in Huntington Beach

August 05, 2025

HUNTINGTON BEACH, CA - August 05, 2025 -
With another unforgettable U.S. Open of Surfing now in the rearview, Sur Coffee is celebrating the energy, connection, and community that swept through Huntington Beach by inviting customers to keep the spirit alive through specialty coffee. As the city transitions from the excitement of surf competitions back to its laid-back rhythm, Sur Coffee continues to offer an authentic Southern California experience fueled by exceptional coffee and driven by purpose.

Throughout the week of the U.S. Open, the streets and beaches of Huntington were packed with athletes, vendors, tourists, and locals soaking up the summer sun and world-class surfing action. Nestled just minutes from the sand, Sur Coffee?s flagship café became a bustling hub for spectators and surfers alike. Guests dropped in before morning heats, lingered with iced lattes during the midday heat, and regrouped in the evenings over espresso and pastries. With its vibrant, modern interior and community-driven energy, Sur Coffee served not just as a café, but as a meeting ground for everyone who came to celebrate Huntington?s signature event.

Even as the event has come to a close, Sur Coffee is extending the celebration through the continued availability of its newest seasonal feature: a limited-edition Ethiopian release. Sourced from 45 smallholder farmers near Tobitu Tuta in Ethiopia?s Guji Zone, this coffee is processed at a high-elevation washing station run by Neja Fadil?a former local soccer star turned renowned coffee producer. Sitting at 2,150 meters, Fadil?s station produces some of the most expressive and clean coffees in the region. The lot selected by Sur Coffee is layered with bright citrus and floral notes, delivering the complexity and clarity that defines truly great Ethiopian coffee.

?We?re always excited to offer coffees that tell a story?from the remote farms where they?re grown to the cup in your hand,? said a spokesperson for Sur Coffee. ?This release is a reflection of that ethos. We met Neja in person years ago while sourcing in Ethiopia, and the care he puts into every step of the process is truly inspiring. Offering this coffee now, during such a high-energy season in Huntington, feels like the perfect way to celebrate craftsmanship, connection, and culture.?

Sur Coffee?s journey began in 2015, when four friends from San Diego ventured to Oaxaca, Mexico in search of surf?and stumbled upon a deeper calling. Inspired by the farmers they met and the coffee they shared, the group launched a small roasting operation out of their garage. Today, Sur Coffee has grown into a trusted name in specialty coffee, with several Southern California cafés, a growing online presence, and long-standing relationships with producers around the world.

Every coffee Sur sources is built on the principles of direct trade, sustainability, and mutual benefit. Beyond ensuring premium quality beans, the brand invests in projects that improve access to clean water, education, and community resources in producing regions. Back home, their cafés serve as spaces where these global efforts connect with local customers?making each cup part of a broader story.

At the Huntington Beach café, that mission is infused into every element of the experience. The menu features a rotating lineup of single-origin brews, seasonal cold beverages, and fresh pastries that reflect the coastal lifestyle. Whether guests are passing through after a morning surf, meeting friends for a late breakfast, or grabbing beans to take home, Sur Coffee offers more than just a caffeine boost?it offers a meaningful moment rooted in purpose and quality.

The limited-edition Ethiopian Neja lot is still available both in-store and online at surcoffee.com for a short time. For those who missed the action of the U.S. Open or who want to savor the last notes of summer, a visit to Sur Coffee is the perfect way to reconnect with the flavor and feeling of Huntington Beach.

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For more information about Sur Coffee - Huntington Beach, contact the company here:Sur Coffee -

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Sur Coffee - Huntington Beach

Sur Coffee is a coastal specialty coffee shop and roastery in Huntington Beach, CA, offering expertly roasted coffee and handcrafted espresso drinks.

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