



# SUR Coffee Expands Southern California Footprint, Offering Alternative to National Chains

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SAN CLEMENTE, CA, UNITED STATES, December 1, 2025 /EINPresswire.com/ -- Sur Coffee, the coastal specialty coffee roaster known for its "Farm to Cup" mission and deep roots in surf culture, is officially expanding its footprint across Southern California. In a market dominated by ubiquitous corporate giants, Sur Coffee is doubling down on a strategy that puts community connection, direct-trade ethics, and superior quality above mass production—going head-to-head with the big chains to prove that Southern California drinkers are ready for something real.

With thriving locations already established in San Clemente, Huntington Beach, and San Diego with a new flagship outpost location in the legendary Basham's Surf Shop (home of Lost Surfboards), Sur Coffee is rapidly becoming the go-to alternative for locals tired of the "fast food" coffee experience. The expansion is not just about opening doors; it is a declaration that the era of impersonal, automated coffee service is ending. Sur Coffee is proving that a local brand can scale without losing its soul.

"We aren't just selling caffeine; we are rebuilding the local gathering spot with a sense of belonging that the big chains have abandoned," says Mark Bell, Founder and CEO of Sur Coffee. "While the corporate giants are focused on drive-thru times and mobile order algorithms, we are focused on knowing your name and serving a cup of coffee that actually supports the farmer who grew it. We're expanding because Southern California is asking for an alternative—they want a coffee shop that feels like home, not a factory."

Unlike major chains that rely on automated machines and dark-roasted commodity beans, Sur Coffee controls every step of the process. From direct-trade partnerships with farmers in regions like Guatemala and Ethiopia to small-batch roasting in Southern California, the difference is palpable in the cup. The brand's "Doing Good" initiative ensures that a portion of proceeds supports local and global non-profits, including clean water projects and youth mentorship programs—a stark contrast to the corporate model.

As Sur Coffee continues to scout new locations along the coast, the message is clear: the convenience of the big chains can no longer compete with the quality and community of a true local roaster. With a loyal following of surfers, locals, and coffee purists, Sur Coffee is poised to redefine the Southern California coffee landscape, one neighborhood at a time.

About: Sur Coffee is a specialty coffee roaster and retailer based in Southern California, dedicated to the mission of "Doing Good... Farm to Cup." Founded with a passion for surf culture and ethical sourcing, Sur Coffee operates cafes in San Clemente and Huntington Beach, serving high-quality, direct-trade coffee in a space designed to foster community.

Mark Bell, CEO SUR Coffee

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