



# San Francisco Bay Coffee Featured on NBC California Live

*Second-generation CEO Lisa Smoot discussed the company's history, coffee quality, and long-standing support for coffee-farming communities.*

SAN FRANCISCO, CA, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- [San Francisco Bay Coffee](#) was featured on [NBC's California Live](#) on August 26, 2026, when correspondent Blanche Shaheen interviewed second-generation CEO Lisa Smoot about the company's history, approach to coffee, and relationship with coffee-farming communities.

During the segment, Smoot shared the story of San Francisco Bay Coffee's beginnings and the values established by its founders, her parents. Since its founding, the family-owned company has focused on maintaining consistent coffee quality while building long-term relationships with the farmers and communities involved in producing its coffee.

Smoot also discussed the company's "win-win" philosophy, an approach centered on creating positive outcomes for customers, coffee farmers, and the business. That philosophy has helped shape San Francisco Bay Coffee's sourcing practices and its involvement in programs that support coffee-growing communities.

The interview highlighted several of the company's ongoing community initiatives, including scholarships and investments in housing and schools for coffee farmers and their families. These efforts reflect the founders' emphasis on giving back to the communities connected to the company's coffee supply.

San Francisco Bay Coffee also discussed its focus on [specialty-grade coffee](#) and consistency. Maintaining a reliably excellent coffee experience across its products has remained central to the company's operations as it has grown from a family-founded business into a widely recognized coffee brand.

California Live, NBC's lifestyle and entertainment program, regularly features California businesses, destinations, food, and community stories. The segment offered viewers a closer look at the history behind San Francisco Bay Coffee and the principles that continue to guide the company under the second generation of family leadership.

About the Company:

Founded by Jon and Barbara Rogers in 1979, San Francisco Bay Coffee is one of the premier coffee makers in California and around the world. San Francisco Bay Coffee roasts over 30 million pounds of coffee annually and believes that everyone who touches the coffee - from farmers to millers, roasters to retailers, and the coffee drinker at home - should benefit from the process. Socially and environmentally conscious, San Francisco Bay Coffee is committed to buying the majority of its coffee directly from the 32,000 collaborating farmers to ensure fair pay. Moreover, San Francisco Bay Coffee has built 63 schools, 1,700 housing complexes, and numerous medical and dental centers in partnership with local communities. In 40 years of producing exceptional coffee, San Francisco Bay Coffee has donated more than 10 million coffee plants to coffee-providing farmers. To San Francisco Bay Coffee, everyone is family and should be treated as such!

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