

CAKE PicNIC™

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CAKE PICNIC Returns to San Francisco at Treasure Island's Cityside Park

A community celebration of cake, creativity, and the Bay Area spirit, spotlighting the flavors of Guinness and Ghirardelli — set against the skyline views of San Francisco's newest waterfront neighborhood

San Francisco, CA — October 19, 2025 — CAKE PICNIC, the beloved global cake-sharing phenomenon, is returning to San Francisco for its biggest Bay Area celebration yet. Hundreds of cakes, one massive cake table, and a city of passionate bakers will come together for the very first time at [Treasure Island's](#) newly unveiled Cityside Park, [San Francisco's newest waterfront park](#) offering panoramic views of the Bay Bridge and downtown San Francisco.

"We're thrilled that Treasure Island is hosting CAKE PICNIC's return to San Francisco," said Chris Meany, Co-CEO of Treasure Island Community Development and Managing Partner at Wilson Meany. "Cityside Park was created as a place for people to come together to connect, celebrate, and enjoy the beauty of the Bay. This event captures that spirit perfectly: joyful, creative, and community-driven."

Bakers from across the Bay and beyond will bring their very best creations: family recipes, bold new flavor experiments, and cakes that reflect the unique creativity of San Francisco. Every guest must bring one whole cake to share — honoring the event's tagline: **NO CAKE, NO ENTRY.**

This year's picnic is made even sweeter with partners Ghirardelli and Guinness. Ghirardelli Chocolate Company, founded in San Francisco over 170 years ago, will showcase its premium baking products that have inspired bakers everywhere. Guinness will be serving its beloved

Guinness Chocolate Cake -- bold, creamy, and baked with the unmistakable taste of Guinness -- alongside tiny pours of Guinness Draught. What began as a viral fan-favorite recipe has become a symbol of how people come together over a slice *and* a pint. In San Francisco, chocolate and stout come together over good cake and great company. It's all part of a "golden" theme that promises a lovely day for a Guinness... and cake.

"I can't think of a more perfect city to host such a joyful, cake-filled gathering," said Elisa Sunga, founder of CAKE PICNIC. "The Bay Area's creativity always shows up on the cake tables: ube swirls, fig leaf pastry creams, family heirloom recipes, and flavors that push the imagination. With Treasure Island as our backdrop, this is going to be an unforgettable day."

"I'm also super excited to celebrate this CAKE PICNIC tour stop with our friends from Guinness and Ghirardelli. As soon as the packaging of Treasure Island, Guinness, Ghirardelli, and hundreds of cakes solidified, the theme of "gold" CAKE PICNIC immediately came to mind. I just feel like we're somewhere super special with so much gold to be had and shared with each other!"

"Guinness has always been about building connections with both old friends and new. All through the simple joy of sharing something delicious -- like a pint of Guinness with a slice of cake, or even in the cake," said Karissa Downer, Brand Director, Guinness. "The Cake Picnic Tour is a celebration of just that... people coming together and turning every day into a lovely one."

CAKE PICNIC is about joy, community, and the magic of sharing. Whether baked from scratch or picked up from a local bakery, every cake tells a story and every slice is shared.

Event Details

- What: San Francisco CAKE PICNIC
- When: Sunday, October 19, 2025, 12–3 PM
- Where: Treasure Island, Cityside Park, San Francisco, CA
- Tickets: Sold out.

About CAKE PICNIC

CAKE PICNIC is a community-driven experiential event brand that brings people together through the simple joy of sharing cake. Since its launch, CAKE PICNIC has grown into a worldwide movement with thousands of attendees and over 5,125+ cakes shared globally as of August 2025.

About Treasure Island

Originally built to celebrate the completion of the Golden Gate and Bay Bridges, and to host the 1939–40 Golden Gate International Exposition, Treasure Island is being transformed into a vibrant, sustainable, and connected waterfront community for more than 18,000 residents in the heart of San Francisco Bay. Led by Treasure Island Community Development (TICD)—a partnership between Wilson Meany, Stockbridge Capital Group, and Lennar Corporation—the project brings together the teams behind California's most notable master plans. When

complete, Treasure Island and neighboring Yerba Buena Island will feature 8,000 new homes, 300 acres of parks, trails, and open space, and a dynamic mix of restaurants, shops, and cultural attractions, all set against sweeping views of the San Francisco skyline. For more information about this groundbreaking new neighborhood, visit www.tisf.com.

About Guinness

The Guinness brand was established in 1759, when Arthur Guinness signed a 9,000 year lease on St. James's Gate Brewery in Dublin. Brewed using four main ingredients, water, barley (malted & roasted), hops and yeast, Guinness is the world's most popular stout. The iconic beer is brewed in 49 countries worldwide and sold in over 150 with almost 9 million glasses of Guinness enjoyed every day around the world. The most GUINNESS is sold in Great Britain, Ireland, USA, Nigeria and Cameroon. More information can be found at www.guinness.com.

About Ghirardelli

Founded in San Francisco in 1852, Ghirardelli is America's oldest continuously operating chocolate company and a symbol of the city's sweet legacy. Renowned for its premium chocolate squares, baking products, and iconic Ghirardelli Square in the city's Fisherman's Wharf, Ghirardelli has become synonymous with quality, indulgence, and creativity. For over 170 years, bakers and chocolate lovers alike have turned to Ghirardelli to make everyday moments and special celebrations even sweeter.