

Hello everyone!

Had a splendid morning I am sure. Woke up and smelled the coffee? If you are a coffee lover or wanting to try coffee, this coffee journal can be your guide and companion to understand coffee. The idea behind this journal is to bring to you all, what I, Nishant Sinha, founder of Roastery Coffee House know, in my capacity about coffee from my experience in the last 20 years.

Through this journal we will discuss various aspects of coffee, some personal, some professional and anything that makes a coffee lover's world groove.

Roastery was born in 2017 in Hyderabad not because I had a huge capital that I wanted to invest in.

Roastery was born because I wanted to represent a coffee shop that was special, where the brew was different and the beans that went into making the perfect cuppa told a story.

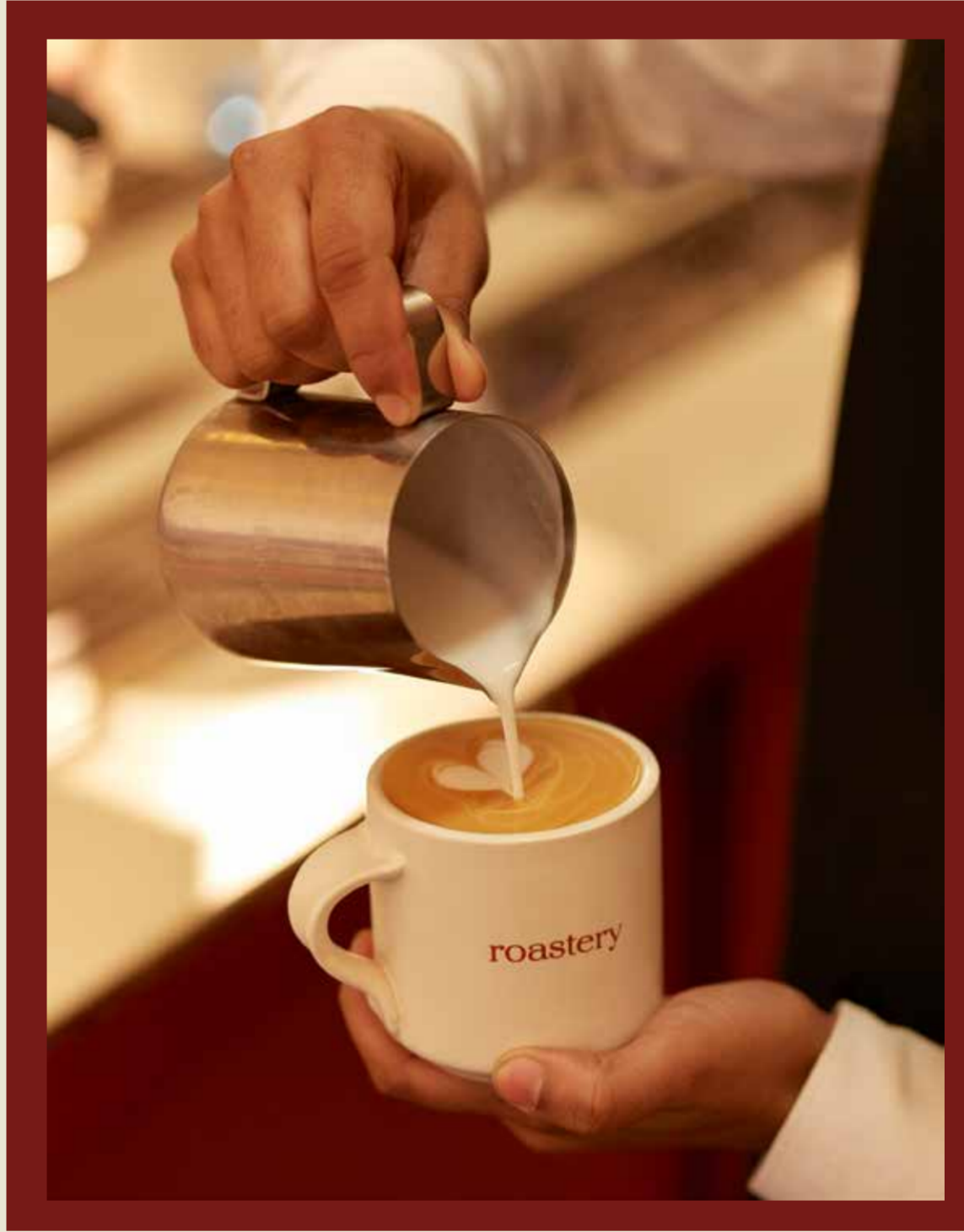


When I started Roastery Coffee House in an inconsequential lane in upscale Banjara hills, I was the roaster, barista, marketing person, manager and the cashier. I lived in the same building (in Hyderabad) where The Roastery is. My vision with Roastery was to be the quaint coffee shop where coffee lovers came for coffee.

Coffee! Not just any coffee. Indian single estate coffee, to the people of Hyderabad (Telangana, India). For the perfect brew one needs the perfect ingredient, for coffee it was the coffee bean. The secret lies in the freshness of the roasted beans. As a coffee lover, I decided to give that fresh touch to those who wanted to enjoy a special brew to lift them up at any part of the day.

For the first few weeks I had a handful of visitors to my coffee shop. As I sat and explained and brewed every single cup for them, I found myself telling them stories about coffee beans and process and everyone, no matter what their age, heard me with rapt attention. The experience was enriching for me, the same people then came back, again and again with their friends and heard similar coffee stories and went back pleasantly surprised.

Wondering what stories I narrated? I told them about rich coffee cultivation in India, about farmers who are doing coffee farming and winning accolades abroad. Coffee became my mainstay of conversation. People loved to see the coffee brewed on their tables and take that first blissful bliss. I saw milky coffee lovers coming to the cafe to drink coffee without milk.



This coffee journey has been a learning experience for me and my team. We are now a strong team of over 5000 people across six cities. We also did a special pop in Finland.

My exposure to coffee was in 2007 when I started working with a coffee shop. From there I started to get inquisitive about coffee as a product and started looking at it as a crop. These learning trips took me to coffee plantations and I started to fall in love with it. These frequent trips taught me the coffee growers culture, the crop, the climate etc. In 2015 I saw a huge change in the coffee crop and the growers, a lot of new factors came in. This made the growers even more proud of their crops. This was the beginning of the specialty coffee with traceability factor, sustainable methods of farming etc.

Since 2017 till now Roastery coffee house has been home for coffee lovers. We complete 7 years this year, and anything that lasts for seven years is said to last a lifetime. Come let's take this journey forward.

Until next time, hug that mug tight and smell the coffee!

