



# Cheers! We trademarked it: The Cranberry Coffee

Coffee is one beverage; the mere mention of a cup freshens the mood. Apart from the regular morning coffee ritual, coffee is a drink enjoyed during breaks—an any-time-of-the-day beverage to wake you up, and for some, it is that drink that makes them more productive.

Coffee is also a drink for celebration for many. You finished your project, met your sales numbers; one celebrates with a cup of coffee of their choice. This journal of The Roastery Coffee House is a celebration of Cranberry Coffee. We are so proud of this concoction that we have trademarked it. The success of Cranberry Coffee is undeniable, with over 100,000 cups sold in just the last six months, highlighting the immense demand and popularity of this product. Many coffee brands have drawn inspiration from Roastery's innovative creation and have introduced Cranberry Coffee to their own menus. We couldn't be happier.



**Roastery takes pride in having invented a beverage that has been widely embraced and celebrated by both the industry and coffee enthusiasts alike.** Although Roastery Coffee House champions the introduction of this coffee to lovers of the brew, it was not without the collective efforts of the dedicated fan base of the brand. They contributed valuable feedback and suggestions to help us arrive at the final recipe.

Have you ever wondered how coffee is grown in India and what climate favours coffee plantation? That coffee plantation needs a certain climate and elevation is evident from the fact that coffee is not a common crop. The coffee that we drink is a powder that is made from a cherry that grows on the coffee tree.



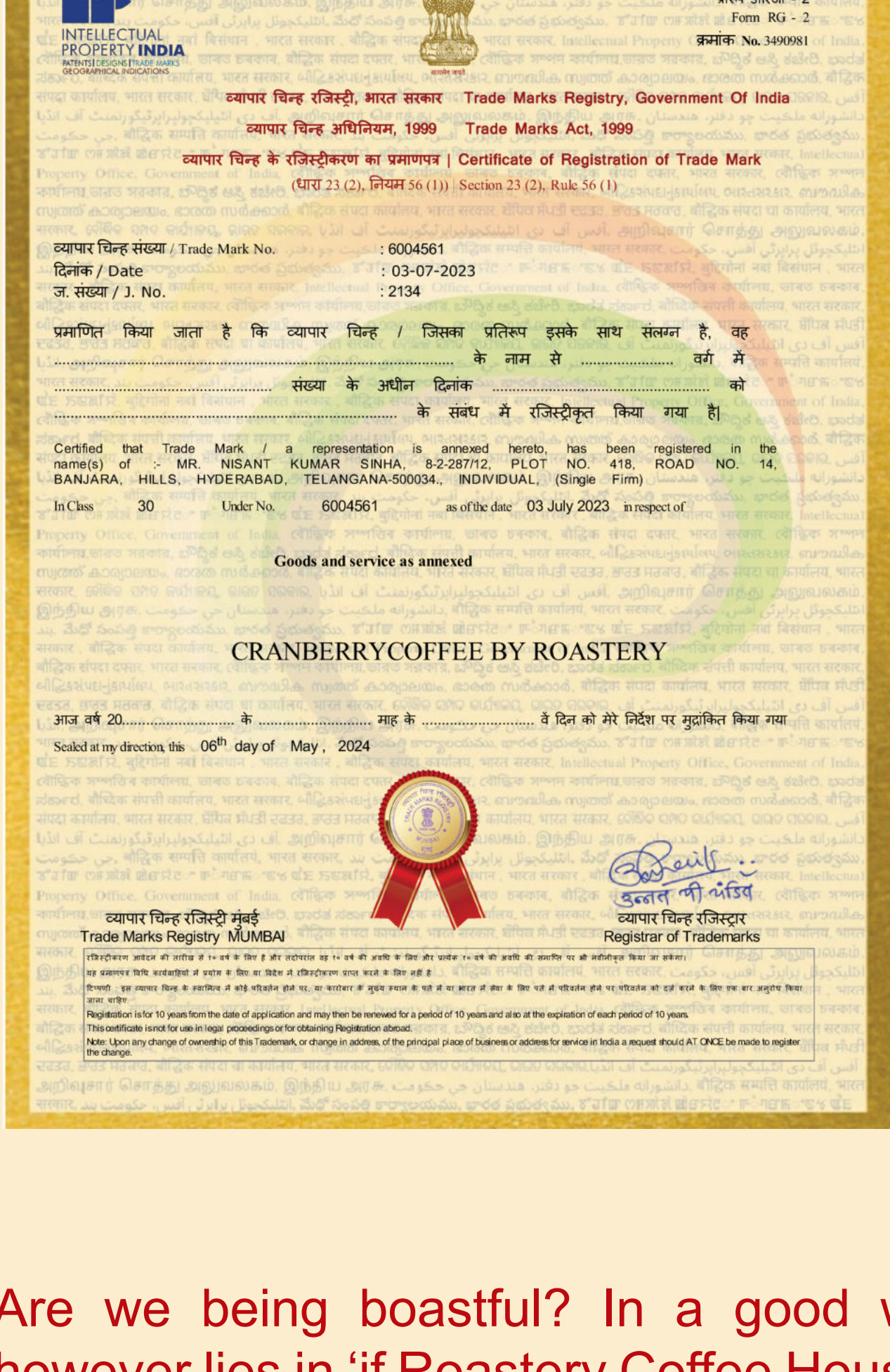
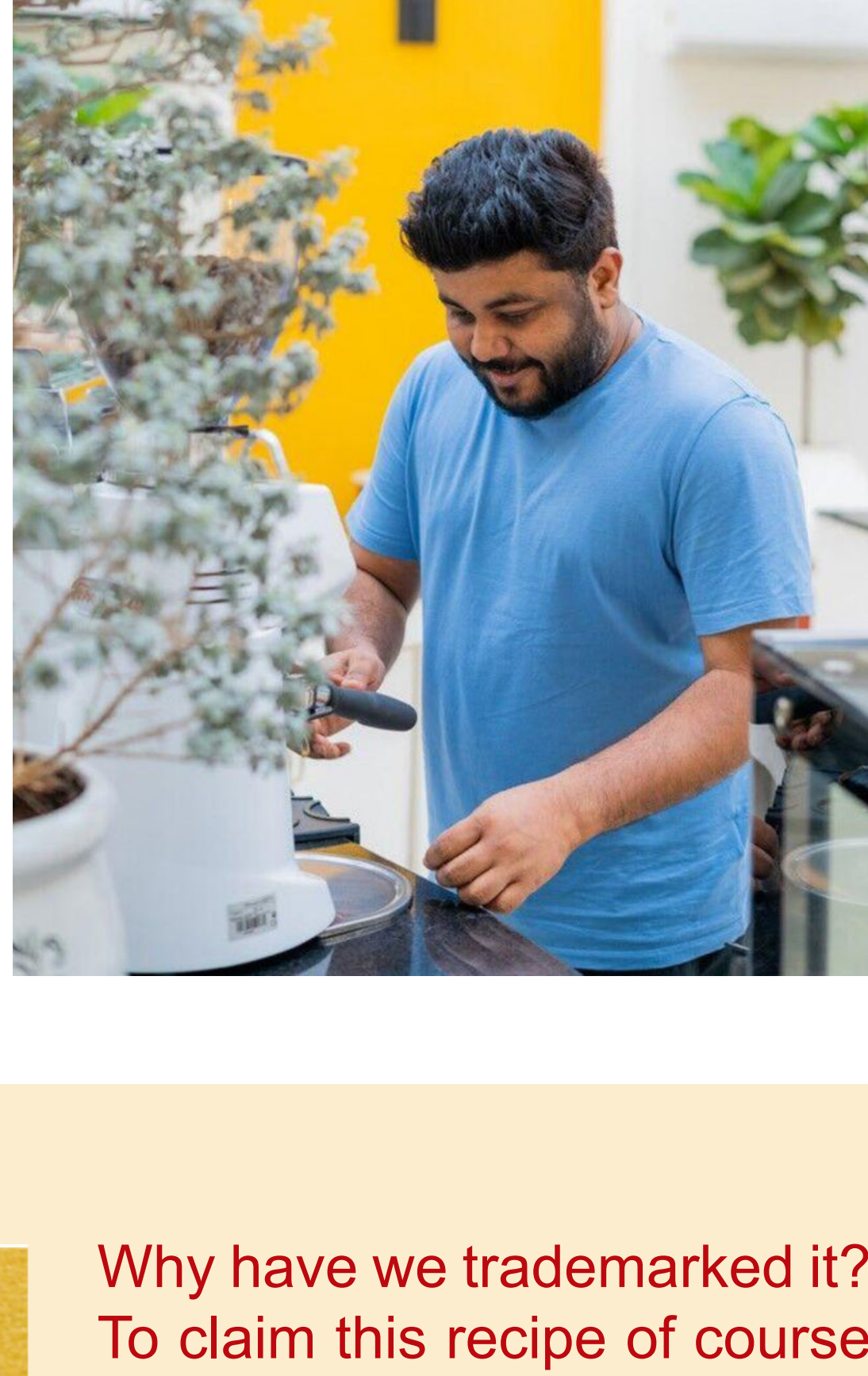
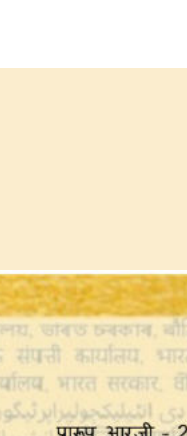
When I was working to introduce this blend in 2018, I aimed to add a variation of flavors to the cold segment through extensive experimentation. Many different fruit juices were tried, keeping in mind the flavor wheel of coffee, but nothing felt quite right. Finally, I tried cranberry juice and sensed I had **something special**.



It took a couple of weeks and numerous suggestions and experiments with coffee lovers and patrons of Roastery Coffee House to arrive at this crimson drink. This playful variation of coffee, featuring the dominating flavor of cranberry (with a tangy hint from the juice), is **made with cranberry juice, sparkling water, and espresso**.



This coffee concoction is a testimony that coffee should not be just black or with milk. Coffee has the potential to accommodate the flavors in between. And beautifully so.



Why have we trademarked it? To claim this recipe of course and love the fact that many other places have it on their menu. We trademarked it, so that after many decades when Cranberry Coffee becomes a global drink, they know the root of the drink was in Hyderabad, India.

India or Bharat is a rich hot pot of dishes and recipes, many of which is famous globally. But sadly nobody knows the roots of those dishes. We want to set an example to boast and claim your roots and get things trademarked if your recipe is unique and popular.

Are we being boastful? In a good way maybe, the bigger picture however lies in 'if Roastery Coffee House' can do it anyone else can too. Through this post I want to tell the reader to claim what is theirs, your share of hard work and wear that honest effort with pride on your sleeve.



We are not a giant brand, we are speck in the list of coffee stalwarts. So if we can dare to dream to see our concoction getting popular everywhere, you can too. If you are reading this and you know you have something to show to the world, you must. Start with your family, then your friends. Never be too afraid to take feedback and work on it. Criticism makes you and your work better. It is always important to not let critics make you give up. We live in a competitive world sipping coffees (or tea) while working to make our work better. So no matter good or bad, never be afraid of speaking out, sharing your thoughts and making yourself heard.

As you sip your coffee, think of the things that you want to do. Things you are good at and you believe in and claim your spot under the sky without thinking of losses and gains.

