

of Barbara Estate coffee by Roastery, then somewhere in the city of Helsinki, someone is probably walking back home from work with a cup of piping hot Barbara Estate coffee. We might be in different time zones, drinking the same coffee and thinking about the estates, birds, breeze, moisture, dew, and bees that have made these beautiful flavours possible. Do you know what is Indian and now in Finland? Our Roastery Coffee House. This Diwali, as Roastery Coffee House lit the diyas to celebrate and wished everyone prosperity and health, we also said a prayer for our newest baby—Roastery in Helsinki, Finland.

in the present day? If you are about to prepare yourself a cup

Shade • grown Sun • dried FINEST SPECIALTY COFFEE FROM INDIA

Brewing shortly -

asteryCoffeeHouseFinland

This newest baby was a long-nurtured dream of mine (Nishant Sinha, the founder of Roastery Coffee House). It is also the story of a boy from a small town travelling to a bigger city for work and dreaming of becoming the CEO of something I loved doing the most—brewing good coffee. As someone in the coffee industry, I constantly wondered why Indian coffee isn't as popular as other leading international brands. It was a question I asked repeatedly, especially after discovering Indian artisanal coffee, which I found to be as

brilliant as, and often better than, many popular international

brands. In my opinion, Indian coffee is unique and has its own

charm. It's only a matter of time before the world discovers the

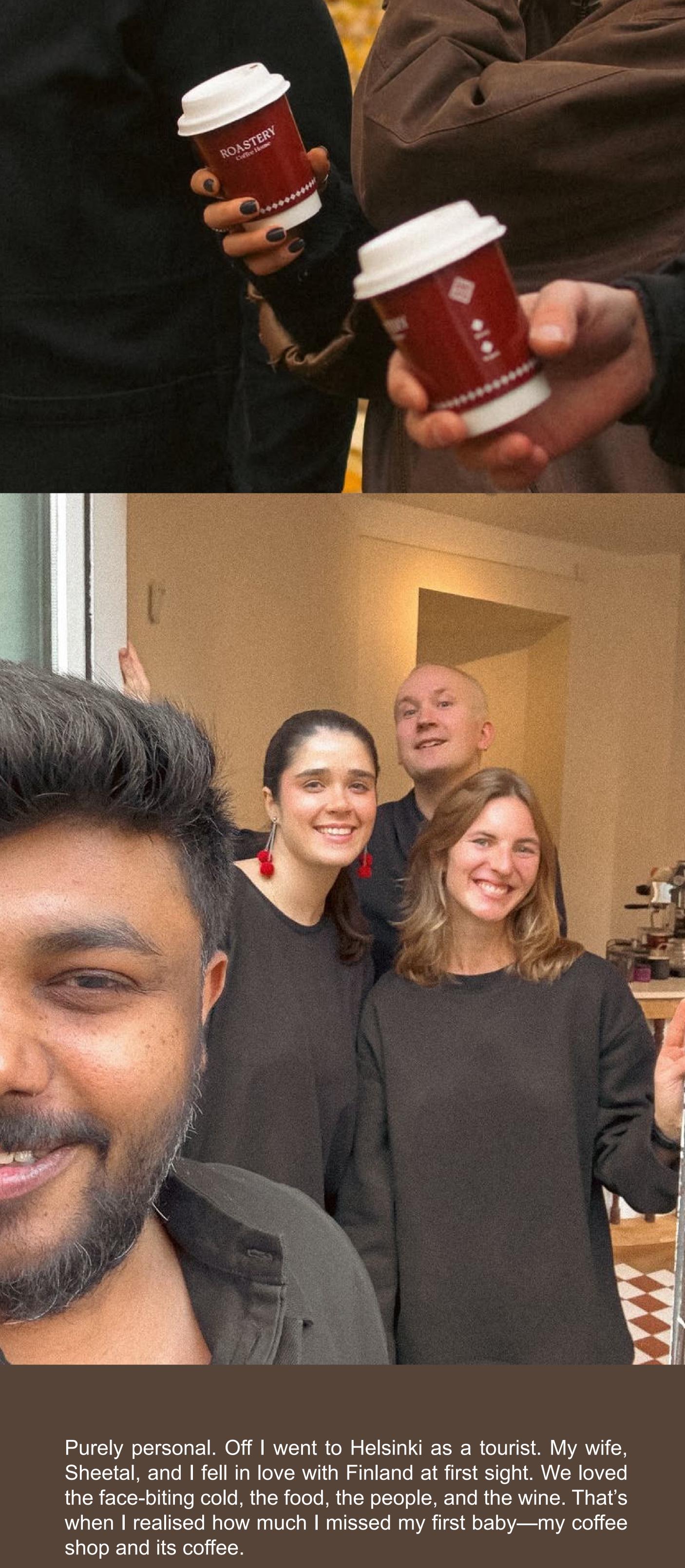
That thought, however, was put on the back burner as I

worked to establish my coffee cartel. After seven years of

serving brilliant Indian coffee in over six locations in India, I

potential of Indian coffee beans.

thought it was time for an international trip.



That realisation became my mission and dream. Once back

home, I got busy with work, but each day, the thought of

bringing Indian coffee to Finland with Roastery kept me

It all came together in 2023, and since then, it has been the

most challenging phase of my career. It's good to dream, but

would my dream come true? It was a big leap for the brand.

We decided that Roastery would go to Helsinki. It took us an

entire year to see that dream unfold. We organised a few

pop-ups, and people showered us with love. We took

Roastery's bestselling coffees—Monsoon Malabar, Barbara,

motivated to work hard.

Thogarihunkal, and Ratnagiri.

On the big day, 30th October 2024, I was more nervous than words can explain. It wasn't just butterflies in my stomach; my stomach felt like a mini aviary. We opened the doors of Roastery Coffee House in Helsinki at Annankatu 22 on the scheduled date. Within an hour, we were

house full, and we couldn't stop smiling from ear to ear. The

feedback we received made me even happier, knowing that

Indian coffee was being appreciated outside the country as

well.

When the day was over, I returned to my Airbnb and sat by the

I felt immense gratitude for my land and the farmers whose hard work made this possible. We are now a month old in this country and are loving every

bit of attention and affection from the people of Helsinki.

window with a cup of Thogarihunkal pour-over and a

Laskiaispulla (a Finnish choux pastry, which is essentially a

cream bun). The two complemented each other perfectly, and

Fun fact: The majority of India's total coffee production,