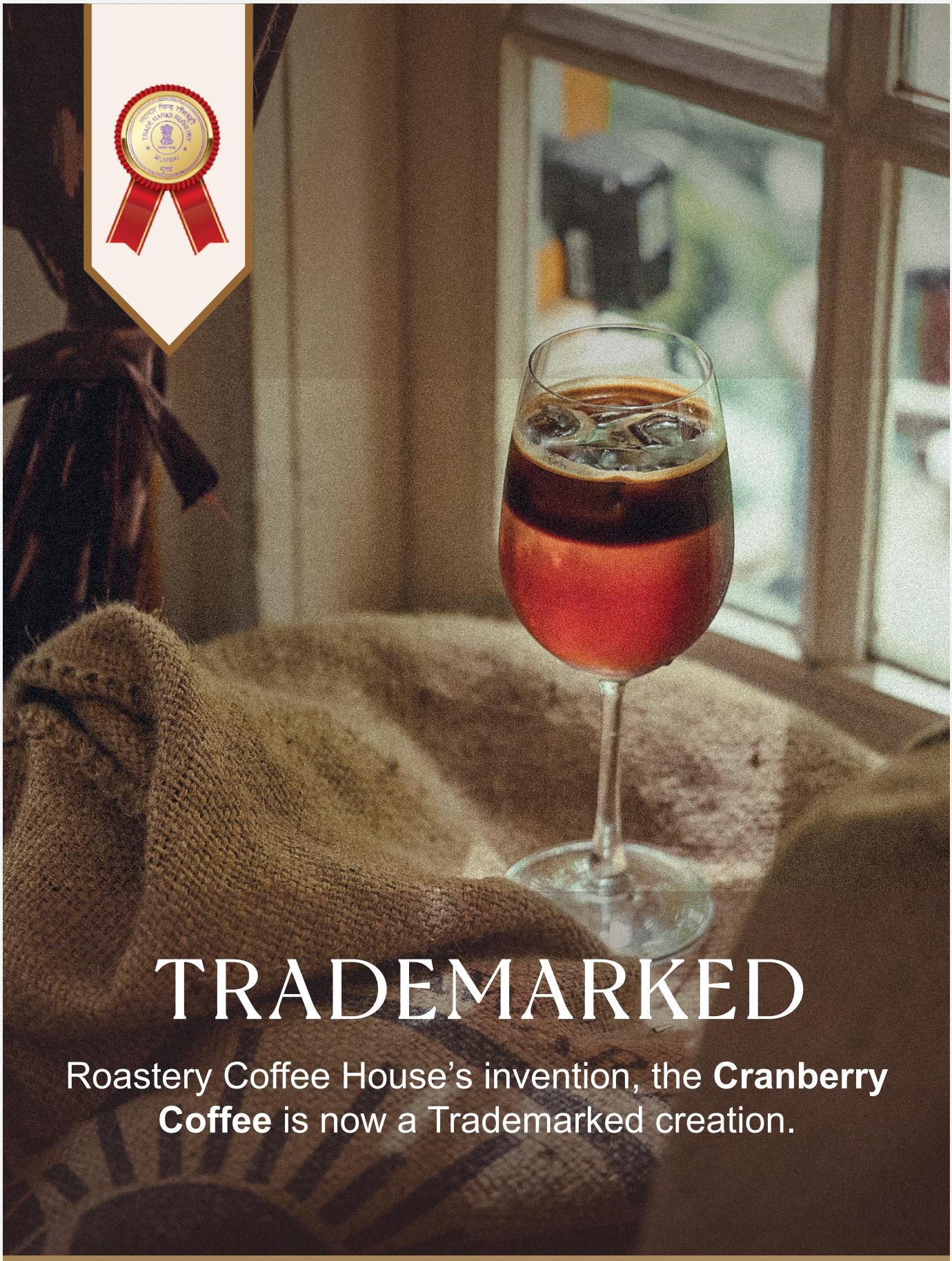
Reflections Over a Cup

As we begin to usher in the New Year, we cannot help but reflect on the experiences of the past year. I read somewhere in a comment on a friend's post that **there is no such thing as a good or bad year—it is all about experiences and learnings**. Ultimately, it is up to us to decide how we perceive and utilise these experiences and learnings. As a coffee guy, I view experiences as tools to prepare myself and my team for challenges we may face in our other ventures. I see them as opportunities for improvement.

This year, when food safety officials in Hyderabad fined us for an uncovered bin (the lid had been removed because rubbish was being placed inside it), we decided to redesign the kitchen layout. We replicated this change across our other centres. It was a valuable lesson, and our patrons remained loyal to us. It also gave us an opportunity to invite our patrons to visit and observe our working spaces. In the process, we gained their trust. Observing the cleanliness and organisation of our work areas significantly enhanced their confidence in us.

As a specialty coffee space, we have always maintained a low profile, even though we have championed the title of a specialty coffee pioneer in India. This year, **we decided to trademark our Cranberry Coffee**, a move that emboldened us. It also provided an opportunity to appreciate our accomplishments with the team. Many business houses congratulated us, stating that we had inspired them to think innovatively within the food sector. This recognition is far more meaningful to us than receiving a food award.



TRADEMARKED

Roastery Coffee House's invention, the **Cranberry Coffee** is now a Trademarked creation.

As Indian brands, we must stand firm and showcase the best our country has to offer. Whether it's coffee, tea, rice, millets, or chocolate, we must present our products and talents with pride. Only then can we confidently compete with international giants—not necessarily in terms of business turnover yet, but certainly in terms of quality and variety. It is only by doing so that job seekers will begin to take pride in working for homegrown brands.

When **we opened in Helsinki** and witnessed firsthand the joy and delight our coffees brought to international coffee lovers, it felt akin to the pride a parent feels when their child achieves something significant—whether it's taking their first steps or learning to swim. Watching each customer step out, satisfied with their coffee, filled me with gratitude for our country and its fertile soil, which enables such a rich harvest.

After seven years, we returned to where it all began—Hyderabad. The place that first welcomed Roastery and its coffee, even though, in a city famed for its biryani, chai is spoken of with equal reverence. Roastery in Hyderabad became a refuge for many regulars—a place to escape daily stress, socialise, meet clients, or spend time with loved ones.

After seven years, as the city grew and extended its boundaries, **we opened another branch in Kokapet, Hyderabad.** This one will become a story for another time in the coming year—a story about entrepreneurship, no doubt. Stay tuned.

As you read this, another year has passed. It is perfectly acceptable to carry forward your dreams and aspirations. **There is no deadline for your goals**. There is always time to realign your thoughts as you work towards achieving them. There is ample room for improvisation. That’s how, from a single coffee shop, we have grown and brought the joy of Roastery coffee to the City of Nawabs—Lucknow.

Say Adaab to your dreams, awaken that dormant spirit with our coffee, and pursue your goals with renewed vigour. Anything is possible if you view obstacles as moments to pause, reflect, and grant yourself the grace to regroup.

Grateful for 2024, we welcome 2025 with open arms. Let’s do this together.

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