

Roastery Coffee House India's first coffee brand to set up shop in Finland

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Hyderabad-based Roastery Coffee House is expanding its legacy to Finland. The brand has become India's first coffee house to ever expand to the European continent with its entry to the land of Finns, also known for its highest per-capita coffee consumption globally. The expansion plans are already in motion and began with a stellar 3-day coffee pop-up event in Helsinki on the 15th, 16th, and 17th of December 2023, held at ISO Roobertinkatu 30.

The pop-up, which witnessed a robust footfall of around 300 people, unveiled India's finest speciality coffee, "Monsoon Malabar," as the crowd favourite. This overwhelming response highlighted the potential of introducing high-quality Indian coffee to the discerning Finnish market.

Roastery Coffee House is set on a trajectory of regular pop-ups till March 2024, in tandem with its operational website, setting the stage for the grand inauguration of the Roastery Coffee House Cafe in Helsinki. They are committed to offering a sustainable, zero-waste ethos and provide customers with a diverse array of Indian coffee from estates like Thogarihunkal estate, Baarbara estate, and Tribo estate.

During the pop-up, Roastery Coffee House gleaned invaluable feedback. The brisk sale of 250 packets of freshly roasted coffee beans in just three days and over 200 cups of speciality coffee highlighted the brand's appeal. Recognizing the resonance of the story behind Indian coffee—its journey from farm to cup—the brand is now poised to accentuate India's ascendancy in producing top-tier coffee. A renewed focus will be on emphasising the traceability and sustainable practices entrenched in Indian coffee farming.