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Blue Tokai Coffee Roasters *Delhi*

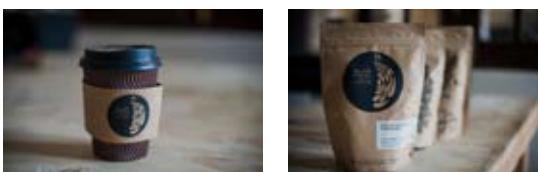
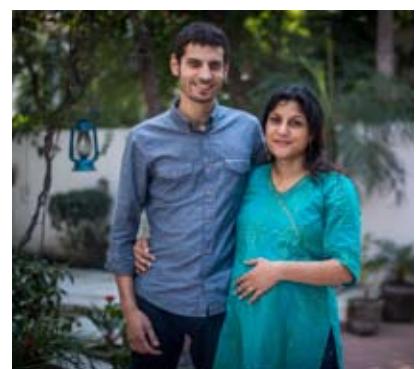
India might be the world's fifth-largest producer of coffee but little is drunk domestically. Around 80 per cent of its harvest is exported, particularly the best-quality beans. As a result, it can be hard to find freshly roasted coffee anywhere, particularly in the tea-drinking north.

But husband-and-wife duo Matt Chitharanjan and Namrata Asthana (*pictured below*) are determined to change that. A year ago, the pair launched Blue Tokai Coffee Roasters – in an annex attached to Asthana's parents' home in Delhi. Armed with a small benchtop roaster, they began roasting coffee beans to order and posting them to customers. "It was a new concept. We really didn't know what response we would get but it has really taken off," says Chitharanjan.

Their business idea came from personal experience. "We'd lived in the south earlier where there's a much larger culture of drinking coffee and we just couldn't find that here," adds Asthana. "We thought, there must be others who want freshly roasted coffee and to know where it comes from."

Today, Blue Tokai offers single-estate coffee sourced from five farms in south India. "Each estate has its own growing and harvesting practices, which has an impact on flavour," says Chitharanjan. "Selling single-estate coffees means we can highlight those differences."

Business took off fast, particularly when wholesale orders started rolling



in within the first six months. Demand quickly outgrew the capacity of the small machine, so the couple upgraded their roaster, investing \$40,000 (€29,000) in a German-made Probat capable of roasting 5kg at a time.

Around 70 per cent of sales are to cafés and restaurants – mostly in Delhi but some farther afield – while the remaining are individual orders dispatched to individual customers' doorsteps. With buyers in cities across India and some in rural areas, sorting out deliveries forms a large part of Chitharanjan's job.

Flush with their early success, the couple has plans to grow bigger and set up an interactive roastery and café: just the thing to welcome yet more coffee drinkers into the fold. — AB

bluetokaicoffee.com



PHOTOGRAPHERS: POULOMI BASU, LAURENT BURST, MUHAMMAD RADJI

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Harlem Black *Berlin*

In his day job, Marc Sasserath (*pictured bottom, right*) comes up with ideas for other people's marketing efforts. He runs SasserathMunzinger+, a Berlin-based brand consultancy, and works for clients such as Deutsche Bank, Telecom Italia and Lufthansa. But he is an entrepreneur too. "Whenever I see an interesting brand idea and have the chance to get involved, I do," he adds.

Customers can now order Harlem Black Coffee at Berlin's Tegel airport, at Gate 10/11. Its makers plan to expand in terms of distribution and product development.

"We believe in the renaissance of filter coffee," says Sasserath, who has big ambitions for the brand. "We would love to have a nice flagship store in Berlin and to one day launch Harlem Black Coffee shops in Milan, Singapore and New York." — MA

harlembblackcoffee.de



Harlem Black Coffee is still a small but growing business. "Currently we sell to some nice coffee shops, retailers and creative industries, as well as to a lot of friends," he adds.

Last year Sasserath got together with fellow marketing expert Toni Kappesz (*pictured left of Sasserath*) to create a brand that brings the coffee style of Harlem to Berlin.

To spread the word about their new brand they developed a beautifully made magazine that talks about the overall coffee scene instead of simply selling their own product. "First of all – we love coffee," says Sasserath.



One Fifteenth *Coffee* *Jakarta*

"The shop opened up many doors for us – from friendships and collaborations, to partnerships," says Nathalia Gunawan (*pictured left, centre*), the owner of One Fifteenth Coffee in the South Jakarta neighbourhood of the Indonesian capital. Opened in

summer 2012 the detached 60-seat space represents a growing tide of coffee houses in the city that are investing in the provenance of their brews as well as the beauty of their spaces.

Although coffee has always been big in the city the way it's being enjoyed is changing, says Gunawan. "Many of our customers are starting to appreciate the process and craft of coffee making."

One Fifteenth favours Arabica coffee beans from Indonesia and works with local cooperatives to ensure the quality and the transparency of their business model.

Currently, its house blend also uses naturally processed Arumanis coffee from the island of Java – a rare and much-prized flavour that's hard to cultivate in the Indonesian climate.

As well as the black stuff, the emphasis on local produce extends to the brand's menu. The eggs used for breakfast are sourced from Gunawan's cousin's farm, while his aunts prepare Sumatran food.

Even the furniture hints at the brand's priorities of openness and creativity. The free-form layout changes with its guests and the sturdy wooden seating can be moved to accommodate larger groups — JAF

1-15coffee.com

