

# Magnus Lindskog, Supreme Roastworks

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**“200” words:** “The specialty coffee scene in Oslo is on the highest international level,” says Magnus Lindskog. He is a founding co-owner and coffee roaster at Supreme Roastworks, a renowned café and micro-roastery in Oslo’s popular Grünerløkka district. “Almost every day, we get ‘coffee tourists’ from Japan, China, the U.S. and all over the world. Some of them come here specifically for this experience. They can come up to me with a magazine, and I’m in that magazine, and they want the drink that I’m making in the picture. That’s really funny. It’s great that people will take the time to do something like that,” says Lindskog.

It wasn’t always like this. Alongside other high quality coffee shops and roasters, like Tim Wendelboe, Fuglen and Java, Supreme Roastworks have played their part in a spectacular development in Oslo in recent years: a boom not just in the quality of food, drinks and nightlife on offer, but also in the knowledge and expectations of the consumers.

“It’s quite spectacular how far we’ve come since I started frequenting coffee shops in the mid-90s. More and more people are quality conscious. People are interested in the fact that what they put in their mouths is high quality. They want to know where it comes from, where it is produced, and whether it is sustainable. It’s great. I think we need that,” says Lindskog, adding: “It’s not just that people can get better coffee experiences. It’s also about those who actually produce this coffee – that they get more in return for it. Their living conditions and financial situation is getting better over time. “This is bigger than just offering a product that you want.”

A rather small and compact capital city, Oslo can’t rival the big metropolises in terms of variety and numbers. But it still offers food and culture on a level that will satisfy the needs of big city foodies, as well as responsible consumers. “The density of restaurants is quite high, per capita,” says Lindskog. A man of nature, what he Lindskog loves most about Oslo are the hills, the forests, the view – in combination with the food and culture so close nearby. “The same thing that’s been happening on the coffee scene is also true of wine bars and restaurants. If you’re interested in food, coffee, wine and culture, you won’t be disappointed in Oslo.”

**About:** Magnus Lindskog is a founding co-owner and coffee roaster at Supreme Roastworks, a world-renowned café and micro-roastery in Oslo. Home to some of the world’s best coffee roasters and a World Brewers Cup Champion, Supreme Roastworks is one reason Oslo has become a destination for ‘coffee tourists’, alongside other high quality coffee shops and roasters, like Tim Wendelboe, Fuglen and Java.

**Stats**

7 out of 10 Norwegians drink coffee every day. And quite a lot, too – on average, between 3.7 and 5.3 cups. 75% of daily coffee drinkers like their coffee black, without milk or sugar.

Source: [Kaffeundersøkelsen 2019, Ipsos Connect](#)