

TØYEN · OSLO

SØRLIGATA 36

A neighbourhood place
built for everyday use.

*Fresh bread at breakfast. Good coffee all day.
Simple food and drinks as the sun goes down.*

Bakery · coffee · food · drinks · pantry

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A neighbourhood place built around everyday use, repeat visits and several complementary reasons to come in throughout the day.

THE IDEA

Concept

Fresh bread at breakfast. Good coffee all day. Simple food and drinks as the sun goes down. And all the reasons to come back in between.

We want to create an all-day neighbourhood place for Tøyen - somewhere people can use differently throughout the day, from their first coffee and fresh bread in the morning to a long breakfast, a simple brasserie-style lunch, a glass of wine, a house-made soft drink and something good to eat in the evening.

The concept has three complementary centres of gravity rather than one single service period:

Bakery, breakfast & coffee

Fresh bread and pastries baked on site, carefully made coffee and a breakfast offer designed to continue well beyond the morning rush.

Daytime brasserie & pantry

Simple, ingredient-led food throughout the day: eggs, sandwiches, salads, seasonal vegetables, bread, cheese and a small selection of warm dishes. Alongside coffee, house-made soft drinks and ferments, there might be a glass of wine, a mimosa with a late breakfast or a simple aperitif.

A small pantry adds seasonal produce, preserves, coffee, olive oil, selected cheeses, artisanal sausages and terrines to take home.

Evening food & drinks

As the day progresses, the same space becomes more social rather than transforming into a formal restaurant. Bread, cheese, vegetables, simple warm dishes and small plates sit alongside wine, beer, house-made soft drinks, ferments and a serious non-alcoholic drinks programme.

The simplicity of the menu depends on the quality of what goes into it. We want to build relationships with farmers, producers and small suppliers wherever possible, allowing seasonal produce to shape both the kitchen and the pantry. Preserving and fermentation will allow us to work with ingredients across seasons and make better use of what we buy.

People could come for breakfast, coffee or cake, meet a friend, work for a few hours, or simply pick up a loaf of bread and something from the pantry to take home. Towards the evening, the same space would naturally become more social, with simple food and carefully made drinks - with or without alcohol.

We don't want to create another destination restaurant that people visit only for special occasions. We want to create a place that becomes part of everyday life in Tøyen.

WHY HERE

Why Tøyen, why now

The history of the premises has shown how challenging it can be to sustain a large, ambitious restaurant operation in this location.

We believe there is an opportunity **to approach the space differently**.

Tøyen is a residential neighbourhood with students, families, people working locally and a strong community around its independent businesses. Our model is designed around **frequent**, everyday use rather than depending primarily on high-spend, occasion-based dining.

It is built around several complementary parts of the business - bakery sales, long breakfasts, coffee, simple food throughout the day, takeaway products, pantry purchases and evening food and drinks.

This gives people different reasons to visit at different times of the day and throughout the week, while making use of the premises from morning until evening.

It also reflects a broader shift already visible in Oslo, where the boundaries between bakery, café, restaurant and bar are becoming increasingly fluid and cafés and bakeries are playing a growing role in how people spend their time and money outside the home.

For Tøyen, we believe this creates a more relevant and resilient model: **accessible** enough to become part of people's **routines**, while offering enough quality and personality to bring people from elsewhere in Oslo to the neighbourhood as well.

For the building, it creates a diversified business model and, we believe, a stronger foundation for a stable, long-term tenant.

The premises are not located directly on Tøyen Torg or immediately outside the metro station. While Sørli plass has local pedestrian movement and sits within a dense residential neighbourhood, we do not believe it is realistic to build the business around high volumes of incidental footfall alone.

The place therefore has to work in two ways at the same time:

as a genuinely useful neighbourhood business for people living nearby, and as a place with enough identity and quality that people elsewhere in Oslo actively choose to visit.

In other words, it needs to become a destination without becoming a destination restaurant.

That distinction is important.

Tøyen and Grønland are diverse neighbourhoods with a strong local community and a broad mix of households. For us, this makes an accessible everyday layer essential with products and experiences at different price points, and plenty of reasons to use the place regularly rather than only on special occasions.

Good coffee, bread, buns, breakfast, simple lunch dishes, house-made soft drinks and takeaway products need to remain realistic everyday purchases for people living around us.

The business cannot depend exclusively on premium dining or high-spend evening customers.

At the same time, exceptional coffee, ambitious baking, carefully sourced ingredients, fermentation, interesting non-alcoholic drinks, wine, events and guest collaborations give the place enough personality to attract people from elsewhere in Oslo.

This balance between accessibility and ambition is fundamental.

WHAT WE ACTUALLY DO

Bakery + long breakfast · daytime brasserie · specialty coffee · pantry
& retail · evening food & drinks · tastings, workshops & guest
events

Our model is therefore built around several complementary revenue streams, but the offer itself is simple to understand: we bake, serve breakfast and lunch, make serious coffee and non-alcoholic drinks, sell pantry products to take home, and stay open into the evening for food, wine and beer.

This means the premises are used throughout the day rather than depending on a single high-spend dinner service.

It also means that historical turnover from previous restaurant concepts should not be treated as a direct benchmark for our business.

A restaurant where many guests spend close to NOK 1,000 per visit can generate substantial revenue with relatively few transactions.

Our model deliberately works differently.

A typical daytime transaction may be closer to NOK 200-300, sometimes significantly less for a coffee, pastry or loaf of bread.

The model therefore depends on frequency, repeat visits and several different reasons to spend throughout the day, rather than maximising the value of a single visit.

For Tøyen, we believe this creates a more relevant and resilient model: **accessible** enough to become **part of people's routines**, while offering enough quality and personality to bring people from elsewhere in Oslo to the neighbourhood as well.

For the building, it creates a diversified business model and, we believe, a stronger foundation for a stable, long-term tenant.

From morning to evening

07:30 - Morning

The day starts with bread and pastries coming out of the oven, carefully made coffee and a slow breakfast that doesn't disappear as soon as the morning rush is over.

The bakery sits at the heart of the offer: sourdough bread and buns to take home, pastries and cakes, alongside breakfast built around simple, high-quality ingredients - good eggs, seasonal vegetables, cheese, butter and freshly baked bread.

Coffee is treated with the same level of care as the food, with a rotating selection of exceptional coffees from producers and roasters we trust.

Late morning & daytime - the brasserie

As breakfast continues into the day, the kitchen gradually broadens rather than switching menus completely. The daytime offer becomes closer to a simple neighbourhood brasserie: eggs, sandwiches, salads, vegetables, soups, bread, cheese and a small number of warm dishes built around what is seasonal and available.

The intention is not to produce a large restaurant menu. It is to offer a small number of things that are genuinely good, flexible and appropriate at different times of day. Someone might have eggs and bread at 11:30, a salad and glass of wine at 14:00, coffee and cake at 16:00, or pick up bread, cheese and something from the pantry without sitting down at all.

This middle part of the day is important to the model. We do not want the premises to function as a bakery in the morning and then wait for dinner service / bar.

The café, brasserie and pantry should give the space a reason to remain active throughout the day.

The large communal table adds another layer of everyday use - somewhere to work remotely, study, have an informal meeting, read or simply sit alongside other people.

We do not see this as a separate coworking concept. It is part of making the space genuinely useful to the neighbourhood.

Alongside familiar drinks, we want to develop a distinctive non-alcoholic programme: seasonal fruit drinks, compotes, house sodas, cold brew, teas, botanicals and ferments.

Afternoon & evening

There is no hard transition into dinner service. Instead, the space gradually becomes more social as the day moves into evening.

Fresh bread might be served with good butter and salt, alongside cheeses, olives, seasonal tomatoes and vegetables, or a small selection of simple dishes from the kitchen.

A carefully selected wine and beer list sits alongside house-made and non-alcoholic drinks given the same attention and creativity.

Someone can come for a glass of wine and cheese, but just as easily for a fermented soft drink, something warm from the kitchen and a slice of cake.

The communal table can change with the space - becoming a place for shared dinners, workshops, tastings, guest chefs and bakers, coffee events and pop-ups.

The intention is to create an easy place to spend time at any point in the day, without requiring a reservation, a three-course dinner or a particular reason to be there.

One space, many reasons to return. Morning bakery.
Daytime brasserie. Evening food and drinks.

ALREADY HERE

Already part of the neighbourhood

This project doesn't come from looking at Tøyen from the outside and deciding that it needs another café or restaurant.

We already work here, run businesses here and organise food and drink projects in this part of Oslo.

Gråbein is a well-loved neighbourhood bar nearby, known for its relaxed atmosphere, welcoming character and the kind of environment that keeps people coming back.

Kiosk! at Galgeberg has built strong relationships with regulars through consistency, quality and genuine hospitality, demonstrating how a small, focused food and drink business can become part of people's everyday routines.

Our pop-ups in Gamlebyen have been testing many of the ideas behind this project. Fresh bread, bagels, pączki and other baked goods regularly sell out. Coffee tastings and events attract curious and engaged guests, while house-made ferments and seasonal drinks have allowed us to explore a more ambitious approach to non-alcoholic beverages.

People return, recommend the projects to others and ask when the next pop-up or batch of baked goods will happen. We have also started receiving interest from other local businesses in some of the products we make.

This following has grown organically through the products, pop-ups and relationships we have built locally.

Together, we already have communities around food, coffee, drinks and hospitality. A permanent space would give those communities a home while allowing us to create something new for the people already living around Tøyen.

We know how naturally community builds in this part of Oslo when people are given spaces that feel welcoming, informal and genuinely theirs.

That is who we want to build this place for.



THE TEAM

Why us

The core hands-on team brings complementary experience across professional kitchens, bakery, specialty coffee, beverages, bar operations and hospitality - together with an existing connection to this part of Oslo.

Bakery & kitchen

Our head chef and baker has spent a decade working in restaurants across Amsterdam, London and Oslo, with extensive experience in recipe development and ingredient-led cuisine.

Just as importantly, she understands the operational side of running a kitchen: food costs, inventory, efficient production and reducing waste.

Her baking has already developed its own following through our pop-ups, where people regularly return for bagels, pączki, fresh bread and other baked goods.

Her approach to food is straightforward: work with excellent ingredients, follow the seasons, build good relationships with suppliers and producers, and let the quality of the product do most of the work.

Coffee & beverages

Our team brings more than a decade of experience in specialty coffee, including work as a sensory judge in barista competitions, alongside the day-to-day operation of Kiosk! at Galgeberg.

That experience is not only about making excellent coffee. It is about maintaining quality and consistency every day, understanding the economics behind the product and building relationships that turn occasional visitors into regulars.

We want to bring the same level of attention normally reserved for specialty coffee or wine to the entire drinks programme.

Ferments, house sodas, seasonal fruit drinks, tea and other carefully developed non-alcoholic drinks will be a central part of the offer rather than an afterthought.

Hospitality & community

Through Gråbein, our team brings years of experience creating exactly the kind of relaxed neighbourhood hospitality this concept needs: informal, welcoming and driven by atmosphere rather than formality.

We know that great neighbourhood places are built through hundreds of small interactions - remembering what somebody drinks, knowing who lives around the corner, introducing people to each other, listening when something isn't working and creating an atmosphere where people feel comfortable returning again and again.

This is also what makes the model work commercially.

A neighbourhood business doesn't need every visit to be a special occasion. It needs to become part of people's routines.

We want to build this carefully, sustainably and for the long term.

The project is being developed by three hands-on operators who will be directly involved in the day-to-day business.



Marla - chef and baker, responsible for the bakery, kitchen and food programme. She brings more than ten years of experience from Amsterdam, London and Oslo, alongside the baking and food projects we have already been developing through local pop-ups.



Iku - responsible for coffee, beverages, events and front-of-house, with more than ten years of experience in specialty coffee, beverage development and production, education, competition judging and organising tastings, workshops and events and the day-to-day operation of Kiosk! at Galgeberg.



Patrice - responsible for the day-to-day bar and hospitality at Gråbein, a well-loved neighbourhood bar, bringing years of experience in creating the warm, informal and community-driven atmosphere central to this project.

Together, we cover the core areas of the business ourselves: bakery, kitchen, coffee, beverages, bar, service and day-to-day operations.

HOW THE DAY WORKS

Opening hours

Our proposed opening hours are approximately 07:30-22:00, with the possibility of extending to 23:00 on Fridays and Saturdays.

The character of the space would change naturally throughout the day rather than operating as separate businesses.

Mornings begin with the bakery, coffee and breakfast, with a long breakfast offer continuing into the day alongside pastries, cakes, simple food and the pantry. Towards the evening, the space gradually becomes more social, with simple food, wine, beer and a carefully developed non-alcoholic drinks programme.

The evening atmosphere would remain relaxed and centred around food, conversation and hospitality rather than late-night drinking, making the concept well suited to a residential building and neighbourhood.

THE PLACE

What we hope to build here

The premises have already shown that they can accommodate ambitious hospitality concepts. We believe their next chapter should be different.

Rather than another destination restaurant, we want to build a place people actually need.

A bakery people stop at for bread on the way home.

A table where someone can work for a few hours.

Somewhere to get genuinely excellent coffee and eat a long breakfast made from good ingredients.

A place to meet a neighbour for cake, discover a new coffee or house-made drink, or sit down in the evening with bread, cheese, a glass of wine or something equally considered without alcohol.

A place where a farmer's tomatoes can be worth getting excited about, where a guest baker or chef can take over the kitchen for a weekend, and where the people behind the counter know the people walking through the door.

We already work, run businesses and organise pop-ups in this part of Oslo. We know how much people here value places that are informal, generous and personal, and we have seen how quickly a community can form around them.

We want to give that community a permanent home at Tøyen.

For the board, we hope this can represent more than filling a commercial space. It is an opportunity to establish a stable, active and welcoming ground-floor business that contributes something useful to the people living in the building and to the neighbourhood around it.

Our goal is simple: to make a place people want to return to, and to feed them well when they do.

A sustainable long-term tenancy

NOK 50,000 per month including felleskostnader - proposed total occupancy cost.

We want to build a long-term business in these premises, and we believe the rental structure needs to reflect both the opportunities and the documented challenges of the location.

Our proposal is a total occupancy cost of NOK 50,000 per month, including common costs / felleskostnader. This reflects the all-day neighbourhood model we want to build: one based on frequent use and several complementary revenue streams rather than primarily on high-spend restaurant dining.

Previous operators have demonstrated that substantial turnover can be generated in the premises, but they have also demonstrated that turnover alone does not make a hospitality business sustainable.

A sustainable base rent allows us to keep the offer accessible to the neighbourhood, invest in quality, maintain a strong team and build the business with a long-term perspective.

We believe this creates a healthier foundation for both sides: a viable independent business for us and an active, stable, long-term tenant for the building.

We would also be open to discussing a model combining a minimum base rent with a turnover-based component above an agreed threshold. This would allow the board to participate in the upside if the business performs particularly well, while keeping fixed costs sustainable during quieter periods.

NOK 200-300 typical daytime transaction vs. close to NOK 1,000 in the previous restaurant model. Our economics depend on frequency and repeat visits, not a single high-spend service.

A typical visit may generate NOK 200-300 rather than NOK 1,000, while some visits will naturally be lower or higher. That means our success depends on repeat business, transaction frequency and using the premises effectively from morning to evening. It also means that historical restaurant turnover cannot simply be used to justify a similarly high fixed rent.

The location has strong neighbourhood qualities, but it does not benefit from the level of automatic pedestrian traffic that a unit directly on a major shopping street or immediately outside Tøyen metro would have.

Part of our job will therefore be to build the premises into a destination in its own right. That requires investment in the bakery, equipment, staff, products, communications and the overall experience of the place.

A sustainable occupancy cost allows us to make that investment while maintaining prices that remain relevant to Tøyen itself. We believe the strongest long-term business here will combine an ambitious product with an accessible everyday layer, rather than relying exclusively on premium pricing.

For this reason, we propose NOK 50,000 per month including felleskostnader as the sustainable starting point for a long-term tenancy.

We would also be open to discussing a turnover-based component above an agreed revenue threshold. This gives the board the opportunity to participate in the upside if the business performs exceptionally well, while avoiding a fixed-cost structure that makes the business unnecessarily vulnerable during quieter periods.

We believe this creates a healthier alignment between landlord and tenant:

A sustainable base in normal trading conditions, and shared upside when the premises significantly outperform.

Establishment period

Three months rent-free from handover to prepare the space, install equipment and establish bakery and kitchen production.

Before opening, the premises will require preparation, equipment installation and testing, as well as establishing bakery and kitchen production.

We propose an initial three-month rent-free establishment period from handover of the premises.

Our intention is to work with the existing space and infrastructure wherever possible rather than undertake an unnecessary extensive rebuild. Investment would be focused on what is required to operate the bakery, kitchen, café and evening offer well and to create a warm, welcoming space.

This period would allow the initial investment to go into equipment, production, necessary improvements and a well-prepared opening before the business begins carrying the full cost of the premises. The establishment period is particularly important because the business needs to build several parts of the operation simultaneously: bakery production, breakfast and daytime service, the pantry, evening food and drinks and the systems required to operate efficiently from morning until evening.

This period would allow our initial capital to be directed into the business itself rather than being depleted by occupancy costs before the premises are producing revenue.

Deposit

Deposit: open to discussion. We propose a structure that gives the landlord meaningful security without tying up disproportionate establishment capital.

We understand that a six-month deposit has previously been discussed and recognise the board's need for appropriate security in a long-term commercial lease.

At the same time, we would like to discuss an alternative arrangement that provides meaningful security for the landlord without tying up a disproportionate amount of capital during establishment.

We are open to exploring a reduced initial deposit or an arrangement where the level of security increases gradually as the business becomes established.

Our intention is to find a structure that gives the board confidence while creating the strongest possible conditions for a healthy business from the beginning.

THE PROPOSAL

Proposed terms

RENT	NOK 50,000 / month	including felleskostnader. This reflects the economics of a high-frequency neighbourhood model with lower average transaction values than the previous restaurant operation, together with the need to maintain an accessible everyday offer for the local neighbourhood.
OPENING HOURS	Approx. 07:30-22:00	with the possibility of extending to 23:00 on Fridays and Saturdays
ESTABLISHMENT PERIOD	Three months rent-free	from handover of the premises, allowing time to prepare the space, install equipment, establish bakery and kitchen production and complete the practical work required before opening
DEPOSIT	Open to discussion	We propose an alternative to the previously discussed six-month cash deposit that provides appropriate security for the landlord while remaining realistic during the establishment of a new business
RENTAL STRUCTURE	Open to discussion	combination of a sustainable minimum rent and a turnover-based component above an agreed threshold
PREMISES	Reuse first	Work with the existing space and infrastructure wherever possible, with focused investment in bakery, kitchen, café and the evening offer rather than an extensive rebuild
LONG-TERM INTENTION	Permanent neighbourhood business	with the aim of establishing a long-term relationship with both the building and the neighbourhood

Built to stay.
A sustainable base in normal trading conditions, and shared upside when the premises significantly outperform.