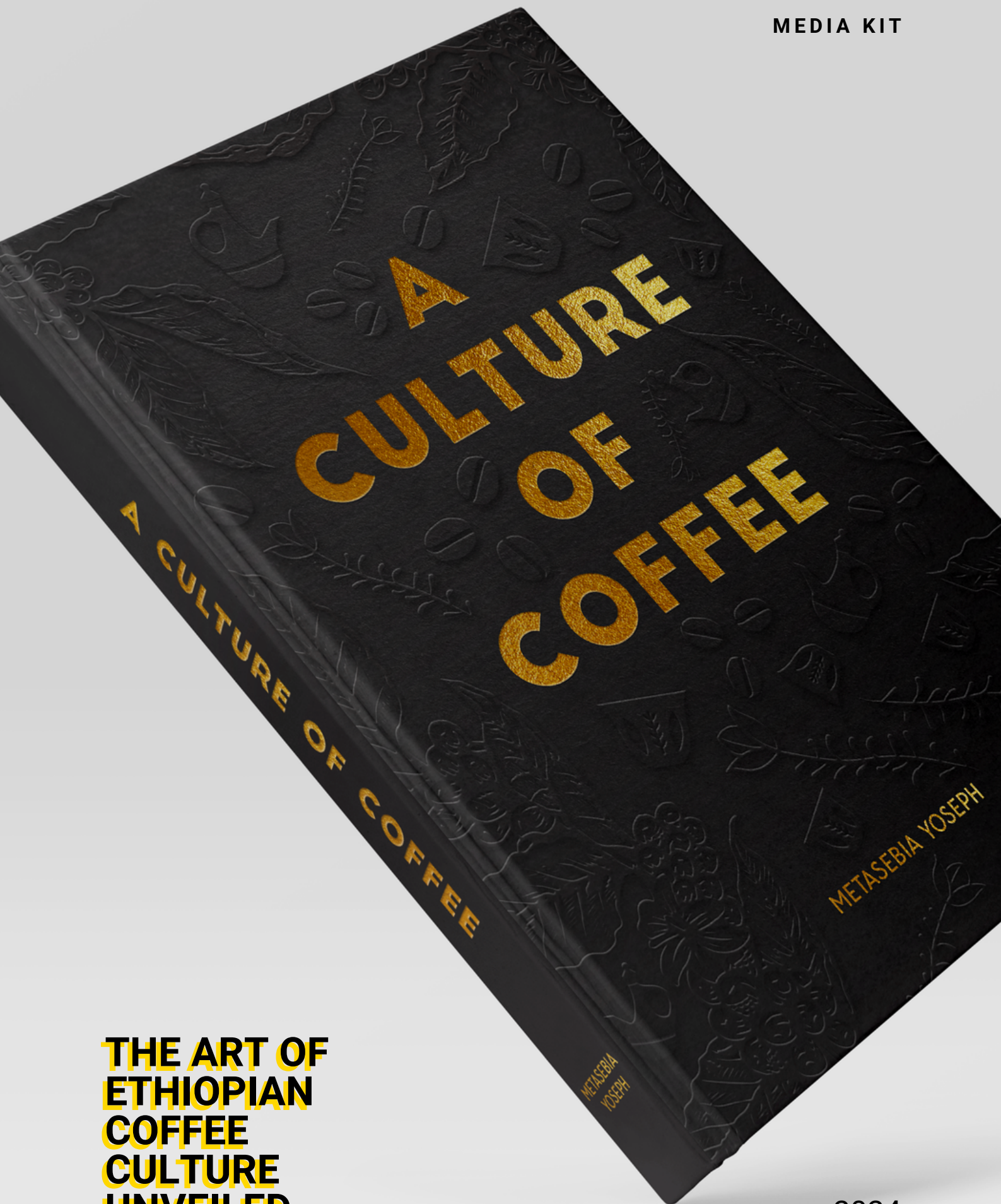


MEDIA KIT



**THE ART OF  
ETHIOPIAN  
COFFEE  
CULTURE  
UNVEILED**

2024

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# Project Overview

## Celebrating Ethiopia's Coffee Renaissance Through Multimedia Storytelling

As we approach the 10th anniversary of "A Culture of Coffee" (2013) by esteemed author and cultural pioneer, Metasebia Yoseph, we stand at the cusp of a remarkable new opportunity to once again, shape and impact the narrative of Ethiopian coffee and artistically capture its one-of-a-kind coffee legacy.

Exactly a decade after the launch of this seminal work, which served as a global catalyst in amplifying Ethiopian coffee's cultural and commercial narrative, we embark on the next chapter.

The 2nd edition of "A Culture of Coffee" is not merely a book; it's a visual masterpiece that transcends traditional storytelling. This ambitious project is set to capture the essence of Ethiopia's enduring love affair with coffee through a beautifully crafted gift book, an immersive documentary film, and a series of experiential coffee-culture events that pay homage to Ethiopia's rich coffee history, as well as, its modern legacy.

With this relaunch, we aim to expand the reach of this cultural treasure, making it accessible to a broader audience, including coffee enthusiasts, novices, and those seeking to explore the fascinating world of coffee culture. It will be a valuable addition to cafes, restaurants, hotels, airports, and homes, providing readers with a captivating and educational journey through Ethiopian coffee culture.



# Impact



**A Decade's Legacy:** The first version of "A Culture of Coffee" has already made a significant impact, selling around 1,000 copies, including 200 hardcovers and numerous digital copies. The positive reception and success of the book underline its cultural and educational significance. Our work has been featured on various reputable media outlets.



**Current Endeavors:** This ambitious project is set to capture the essence of Ethiopia's enduring love affair with coffee through a beautifully crafted gift book, an immersive documentary film, and a series of experiential coffee-culture events that pay homage to Ethiopia's rich coffee history, as well as, its modern legacy.



# Project Goals



## Documentary

Our love letter to Ethiopian coffee, will feature interviews with enthusiasts, professionals, and experts, delving into our rich culture and history.



## Book Redesign

This includes a new cover design, layout improvements, and enhanced visuals that turn the book into a coffee table masterpiece.



## Rebranding:

Developing a modern and compelling brand identity for the book.



## Marketing and Promotion:

Creating marketing materials, social media campaigns, and advertising to ensure maximum visibility.



## Launch Event:

Organizing a memorable launch event that celebrates the rich heritage of Ethiopian coffee. This includes:

- Addis Ababa
- Washington, D.C.
- Los Angeles
- Dubai

*\*As per our fundraising capacity and potential sponsorship/partnership opportunities*

## Project Timeline:

Our goal execution timeline spans from January to September 2024, strategically designed for thorough preparation and successful implementation of the relaunch project. During this period, we aim to achieve all of our key milestones, ensuring a seamless and impactful execution by the target date.



# Why Partner with Us?

## ***"Jumpstart Ethiopia's Coffee Renaissance"***

Our vision is to transform "A Culture of Coffee" into an immersive experience that transcends borders and resonates globally. We aim to engage, educate, and connect readers in new and exciting ways, making this relaunch a tribute to Ethiopia's coffee renaissance and a true homage to its coffee legacy and its rich culture.

- **Unique Branding and Redesign:** Our project goes beyond aesthetics; it pays homage to the profound heritage of Ethiopian coffee while integrating cutting-edge innovations in media, design, and technology.
- **Multimedia Contribution:** Gain exposure through a captivating book, a professionally produced documentary, and events that will be the talk of the coffee and cultural spheres.
- **Cultural Impact:** Metasebia Yoseph, a renowned author, and cultural vanguard is not only an accomplished author but also the Co-Founder and CEO of Dink Multimedia and the visionary behind Design Week Addis Ababa. Her project has had a significant impact on Ethiopia's creative and cultural landscape.

# About the Author



**Metasebia Yoseph** is a seasoned creative director and cultural strategist with over a decade of experience working at the intersection of media, culture, and technology. She is the Co-Founder and CEO of D!NK Multimedia, a rising media powerhouse at the forefront of innovative youth-centric content and entertainment.

She is an accomplished author of "A Culture of Coffee," (2013) a book exploring Ethiopia's rich coffee culture and its global legacy. She is also the founder of Design Week Addis Ababa, the first festival in Ethiopia dedicated to promoting the power of the creative economy and industries.

Metasebia holds a B.A. in Art History from the University of Maryland and a Master's in Communication, Culture, and Technology from Georgetown University. Her work and influence have been featured in various print and digital outlets, including The Washington Post, Quartz Africa, The Root, BBC (Amharic), Tadias, Fortune, Ethiopian Reporter, LinkUp magazine, The Guardian (UK), and Selamta magazine. She has also been recognized among Africa's top 100 innovators by TRUE Africa.



# STRATEGIC MEDIA PARTNER



**D!NK Multimedia PLC** is a global multimedia powerhouse, home to the iconic D!NK TV platform — a cultural tastemaker and influencer at the forefront of youth-centric entertainment. With a pulse on the ever-evolving interests of the global youth, D!NK TV transcends media labels, offering a diverse range of content, from music and reality shows to documentaries and scripted programming.

From in-house video production and professional photography to talent management and event design, D!NK Multimedia PLC combines innovation with adaptability in the fast paced world of multimedia.





# Conclusion

We invite you to be a part of this transformative journey. Your collaboration and support will not only elevate Ethiopia's coffee story but also position your brand at the forefront of this exciting cultural movement.

# Contact

Please feel free to [schedule a call/meeting] at your earliest convenience to discuss tailored benefits and unique opportunities that align with your objectives and showcase your brand's commitment to cultural preservation and innovation.

For inquiries, partnership details, and to discuss how you can contribute to the relaunch of "A Culture of Coffee," please reach out to Bethel Tesfaye, our dedicated Project Manager, at [betheltesfaye@gmail.com](mailto:betheltesfaye@gmail.com) or +251 98 315 0176.

Visit our website at [www.cultureofcoffee.com](http://www.cultureofcoffee.com) for more information.

