



RETHINKING COFFEE TRADE

**BRAND BUILDING AND DIRECT MARKETING CAMPAIGN
FOR ANGELIQUE'S FINEST - FULLY MADE BY WOMEN**



Introduction



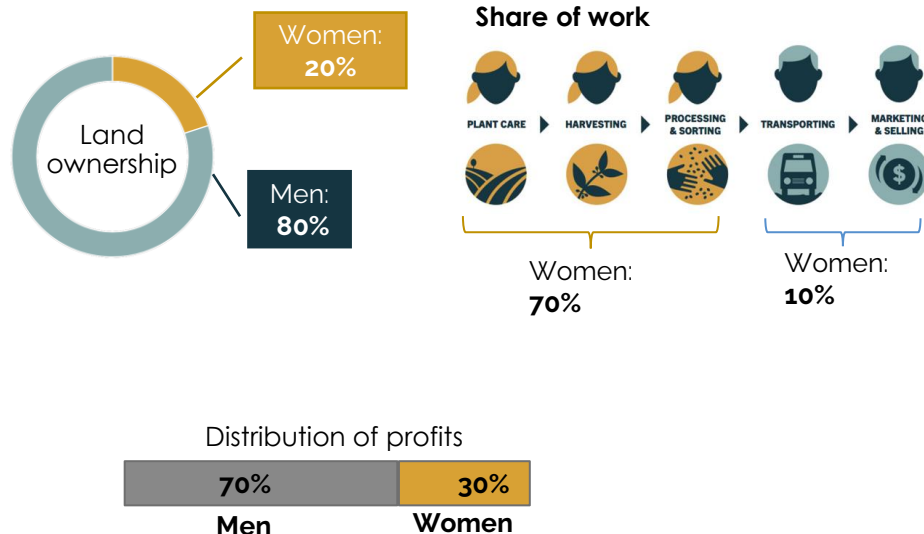
- Gender equity in the coffee industry is not only **morally essential** but also **economically beneficial**.
- By investing in women and promoting equality, the coffee industry can **create more inclusive and sustainable supply chains** while also **enhancing the quality and value** of its products.



The Challenge



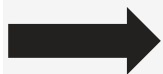
- Women lead in coffee work but face unfair rewards: Despite doing 70% of the work, women earn only 30% of the profits and have 20% land ownership vs. men's 80%.
- Integrating women into the coffee business requires addressing a complex set of **social, economic** and **cultural barriers**.



Introduction



- My name: Denyse Kamugwiza Uwera, Consultant
- Rwanda Small Holder Coffee Farmers Company (RWASHOSCCO)
- Kaffee Kooperative



**ANGELIQUE'S
FINEST**



The project

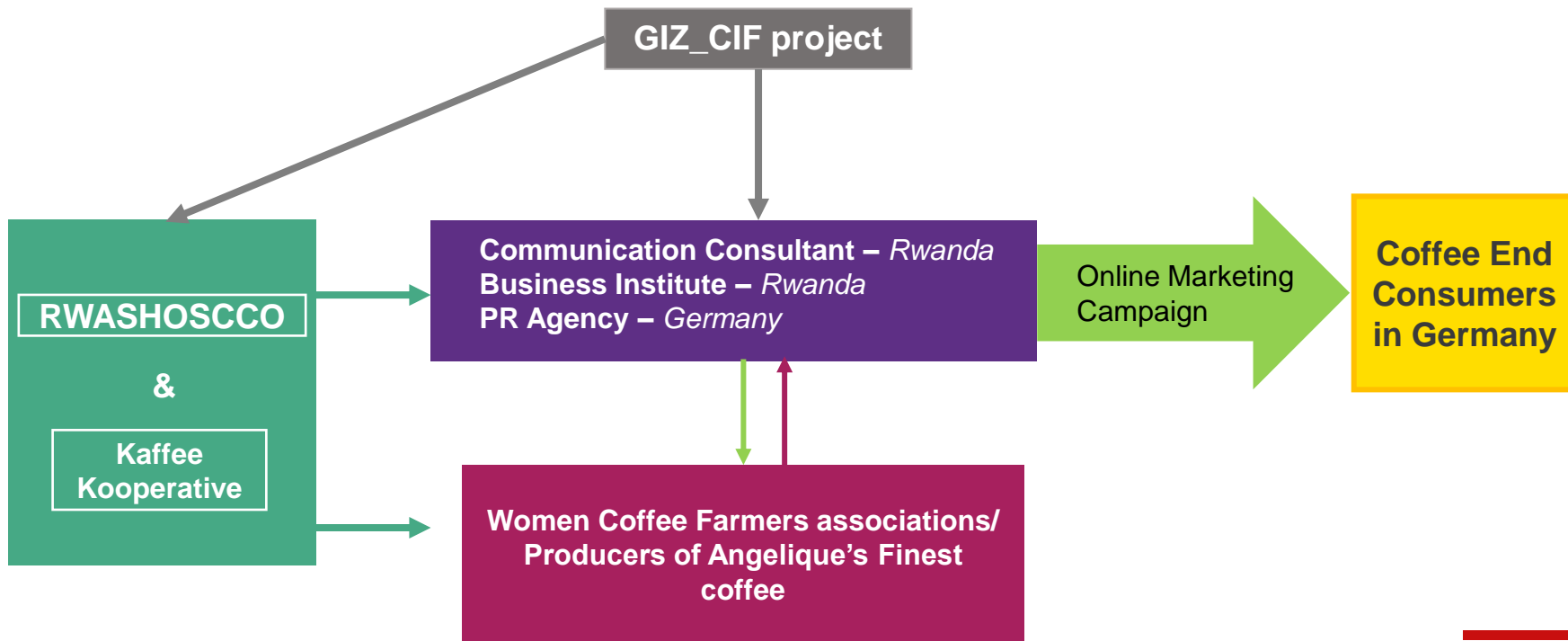


- Efforts to promote gender equality and empower women in the coffee industry must be multifaceted and tailored to the specific needs and circumstances of women in different contexts.
- Project name: **Brand Building and direct marketing campaign for Angelique's Finest**, fully made by women .





Project Design





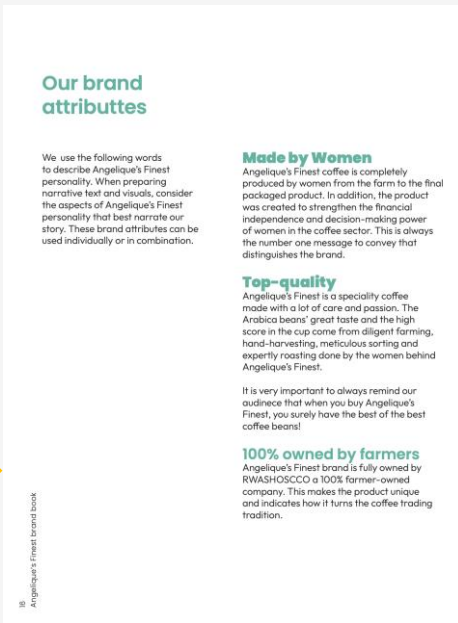
Execution pillars of the project

- Development of Angelique's Finest Communication strategy & brand guideline,
- Training and supporting producers in content production activities,
- Financial and business management training:
- Running online marketing campaign in Germany.



Project Outcome

- Angelique's Finest Communication strategy & brand guideline document





Project Outcome

- 25 trained women farmers on basic branding and financial literacy.
- Multimedia marketing content were created by the trained farmers and communication consultant.



[Training.mp4](#)



[Anne Marie Farming Technic.mp4](#)



Project Outcome

- Angelique's Finest experienced a notable **21%** increase in sales for the period Jan-Dec 2022 as compared to Jan-Dec 2021 hence the rise of the women add for women coffee farmers.





After the project

- Thinking out of the box to stay competitive on the market. E.g: **AF Klimakaffee**.
- Last year, AF won the **International German Sustainability Award**.
- With new women farmers groups, we need in-depth training on **climate change** and **business management**.
- **Challenge:** as a young coffee brand on European market, we need to do more marketing to succeed but stay focused on our main goal of increasing farmers earnings from their coffee.





Thank you!

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