

## RETHINKING COFFEE TRADE

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





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### Introduction



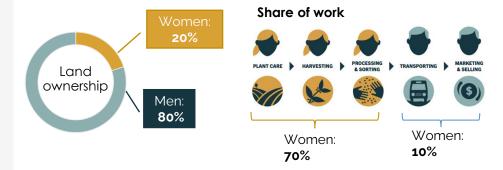
- Gender equity in the coffee industry is not only morally essential but also economically beneficial.
- By investing in women and promoting equality, the coffee industry can create more inclusive and sustainable supply chains while also enhancing the quality and value of its products.



### 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





### The project



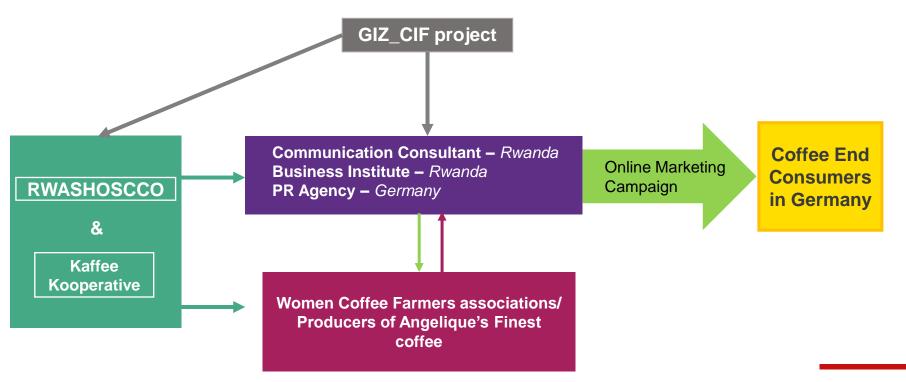
 Efforts to promote gender equality and empower women in the coffee industry must be multifaceted and tailored to the specific needs and circumstances of women in different contexts.

 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



#### Our brand attributtes

We use the following words to describe Angelique's Finest personality. When preparing narrative text and visuals, consider the aspects of Angelique's Finest personality that best narrate our story. These brand attributes can be used individually or in combination.

#### **Made by Women**

Angelique's Finest coffee is completely produced by women from the farm to the final packaged product. In addition, the product was created to strengthen the financial independence and decision-making power of women in the coffee sector. This is always the number one message to convey that distinguishes the brand.

Angelique's Finest is a speciality coffee made with a lot of care and passion. The Arabica beans' great taste and the high score in the cup come from diligent farming, hand-harvesting, meticulous sorting and expertly roasting done by the women behind Angelique's Finest.

It is very important to always remind our audinece that when you buy Angelique's Finest, you surely have the best of the best coffee beans!

### 100% owned by farmers

Angelique's Finest brand is fully owned by RWASHOSCCO a 100% farmer-owned company. This makes the product unique and indicates how it turns the coffee trading





### **Project Outcome**

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









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 indepth 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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