

Dear Retailer of Sidamo, Harar or Yirgacheffe Coffee from Ethiopia

We are writing to you because you have been identified as selling one of the three fine coffees Sidamo, Harar and Yirgacheffe, by one of our consumer supporters.

We are delighted to know that you are selling one of our heritage coffees and promoting one of Ethiopia's coffee treasures to coffee lovers in your area.

Ethiopia has recently begun a new initiative with the backing of the farmers' cooperatives, private exporters and organisations within Ethiopia which are responsible for the development of the coffee sector to Trademark and License all importers and distributors of its finest, heritage coffees. Please take a little time to visit our website www.ethiopiancoffeenetwork.com and to learn more about our initiative and how it can benefit you directly and help farmers in Ethiopia to improve their livelihoods.

We hope that you will take the opportunity to get in touch, and join a growing network of coffee companies with whom we are working to develop and enhance these coffee brands. We hope to work together with our distributors around the world to plan and invest in promotions and marketing and enhance public awareness and the value of these coffees over time. Working together we feel certain that efforts to develop quality production and supply in Ethiopia, and to build consumer appreciation, can really flourish and be for mutual benefit.

We have added some contact information below and we look forward to hearing from you very soon.

Yours sincerely,

The Licensing Management Team

Ethiopian Intellectual Property Office

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