# Silo Coffee — Ethiopia Origin Content Package

## 4-Week Content Calendar | Instagram, LinkedIn & Email

*Generated output based on origin trip notes, photo inventory, and brand voice guide*

---

### Content Strategy Note

The Ethiopia trip gives you more than most roasters get from an origin story: real people (Berhane, Selamawit, Frehiwot), a specific place (Guji Zone, Benti Nenka), a concrete detail that rewards (the cherry smelling like the cup), and a genuinely good photo set. The strategy here is to resist the urge to post everything at once. Spread the story over four weeks, starting with curiosity, then place, then people, then product. The coffee launch lands in Week 4 when the audience has already been on the trip with you.

---

### 4-Week Content Calendar

#### Week 1: Tease & Context

*Goal: Make people curious. Don't announce anything yet.*

| Day | Platform | Type | Caption |
|---|---|---|---|
| Monday | Instagram | Photo: raised drying beds at golden hour | See below — Post 1 |
| Wednesday | Instagram | Photo: roadside landscape / red dirt road | See below — Post 2 |
| Friday | LinkedIn | Text post | See below — Post 3 |

#### Week 2: Place & Process

*Goal: Teach something real. Give your audience a reason to care about origin.*

| Day | Platform | Type | Caption |
|---|---|---|---|
| Tuesday | Instagram | Photo: washing station canal / drying process | See below — Post 4 |
| Thursday | Instagram | Photo: coffee cherry close-up | See below — Post 5 |

| Day | Platform | Type | Caption |
|---|---|---|---|
| Friday | LinkedIn | Photo + text | See below — Post 6 |

**Week 3: People**

*Goal: The human story. Berhane and Selamawit are the heart of this trip.*

| Day | Platform | Type | Caption |
|---|---|---|---|
| Monday | Instagram | Photo: Berhane and Selamawit in the trees | See below — Post 7 |
| Wednesday | Instagram | Photo: traditional coffee ceremony | See below — Post 8 |
| Friday | Email | Newsletter | See below — Email 1 |

**Week 4: The Coffee**

*Goal: Launch. By now your audience knows the story — the product is the payoff.*

| Day | Platform | Type | Caption |
|---|---|---|---|
| Monday | Instagram | Product photo: coffee bag + cherry detail | See below — Post 9 |
| Wednesday | Instagram | Photo: team cupping at station | See below — Post 10 |
| Friday | LinkedIn | Launch announcement | See below — Post 11 |
| Friday | Email | Coffee launch newsletter | See below — Email 2 |

---

## Instagram Captions

### Post 1 — Raised drying beds at golden hour

Somewhere in the Guji highlands of Ethiopia, coffee is drying in the sun right now.

We just got back from visiting Benti Nenka washing station in Guji Zone — the source of one of our new coffees. This is the lot drying when we were there. Whole cherry, turned three times a day, for three to six weeks.

The reason natural-process Ethiopian coffee tastes like blueberries and wine: you're essentially tasting this. Cherry, heat, time.

More from the trip this week.

**Hashtags:** #ethiopiancoffee #naturalprocess #origintrip #singleorigin #coffeeorigin #gujicoffee #specialtycoffee

---

**Post 2 — Red dirt road / landscape**

Eight hours from Addis to Shakiso on roads like this. We stopped for fruit three times.

The altitude climbs as you go. By the time you get to the farms, you're over 2,000 meters and the air smells different.

It's easy to forget, making coffee in a café, how far it traveled to get to the cup. We try not to forget.

**Hashtags:** #ethiopia #gujizone #coffeetravel #origintrip #specialtycoffee

---

**Post 3 — LinkedIn: Why we go (text post)**

We just returned from two weeks in Oromia, Ethiopia — visiting farms and washing stations that produce coffee we'll be selling this fall.

A lot of roasters talk about direct trade. For us it means: before we put a coffee on our menu, someone from Silo has been to the place it came from, met the people who grew it, and cupped it in context.

This trip reinforced something: the detail that makes a coffee description credible isn't in the tasting notes. It's in the name of the farmer, the elevation of the farm, the reason the washing station started sun-drying on raised beds instead of on the ground.

We came home with three new coffees and a lot of stories. More soon.

---

**Post 4 — Washing station canal**

This is where the fermentation happens.

At Benti Nenka, coffee cherries are sorted by hand at intake, then either dried whole (natural process) or pulped and fermented in channels like this one (washed process). The fermentation time, the water flow, and the sorting at the end determine how the cup tastes.

The station manager walked us through it step by step. He's been running this process for 11 years. He knows exactly what he's looking for — and can tell from the smell of the channel whether fermentation is on track.

There's more craft in a washing station than most people realize.

**Hashtags:** #washingstation #coffeeprocess #ethiopiancoffee #origintrip #specialtycoffee #coffeeproduction

---

**Post 5 — Coffee cherry close-up**

This is what coffee looks like before it's coffee.

Red coffee cherry at about 2,000 MASL in Guji Zone. Each cherry contains two seeds (what we call beans). The cherry is sweet — like a tart cranberry, kind of. The seeds carry the flavor through drying, milling, roasting, and brewing.

Here's the thing we always forget until we're standing in a field: the wine and berry notes in a natural Ethiopian aren't added. They're what happens when the seed dries inside a ripe fruit for five weeks.

The terroir is the flavor.

**Hashtags:** #coffeecherry #ethiopiancoffee #naturalprocess #gujicoffee #coffeeorigin #singleorigin

---

**Post 6 — LinkedIn: Women-owned cooperatives**

Three of the farms we sourced from on this trip are women-owned cooperatives.

Our exporter contact Frehiwot — who has been working with producers in Oromia for over a decade — pointed this out when we met in Addis. She knows the producers personally. She can tell you the history of each cooperative, why it was formed, and what it means for the families involved.

When we say "direct trade" we mean relationships like this one. Frehiwot is as much a part of our supply chain as our roaster.

We'll tell more of these stories when the coffees launch.

---

**Post 7 — Berhane and Selamawit in the trees**

Berhane has been farming the same trees for 30 years. Some of them are 40 years old.

He showed us around his farm the afternoon we arrived in Guji. The heirloom trees are tall and dense — nothing like the compact varietals you see on most managed farms. They grow the way they want to.

His daughter Selamawit is 16 and studying agronomy. She wants to take over the farm. She spoke better English than most of us and had better questions about extraction chemistry than some baristas I've trained.

One of the coffees in our fall lineup is from Berhane's farm — a micro-lot we separated out at the station. When you buy it, you'll know exactly where it came from.

**Hashtags:** #coffeefarmer #ethiopia #gujicoffee #directtrade #specialtycoffee #coffeeorigin #heirloom

---

**Post 8 — Traditional coffee ceremony**

Coffee was roasted in a pan, over a fire, in front of us.

The ceremony took about 45 minutes. The beans were roasted by hand, ground with a mortar, brewed in a jebena (clay pot), and served in small cups with popcorn and incense. We've experienced this before on origin trips, and it still stops us every time.

It's a reminder that coffee has ceremony built into it long before the third wave invented pour-over rituals. The intention was always there.

**Hashtags:** #coffeececremony #ethiopia #jebena #coffeeculture #origintrip #specialtycoffee

---

**Post 9 — Product launch: coffee bag + cherry**

The coffees are here.

Three lots from our September trip to Oromia, Ethiopia — Guji Zone and Yirgacheffe. One of them is a micro-lot from a single farm: Berhane's heirloom trees at 2,000 MASL in Guji. We bought it because it was the best thing we cupped on the trip.

You've been on this trip with us for three weeks. Now you can taste where we went.

Link in bio. Limited quantities on all three.

**Hashtags:** #newcoffee #ethiopiancoffee #gujicoffee #naturalprocess #singleorigin #specialtycoffee #austincoffee #siloscoffee

---

**Post 10 — Team cupping at the washing station**

This is what buying coffee looks like.

Cupping at Benti Nenka station, Guji Zone. Six lots on the table — three made it into our lineup. Diego called the Kenya-style brightness on Lot 3 before we looked at any numbers. Anya was too busy photographing the table to slurp.

The coffee you're buying isn't chosen from a catalog. It's chosen like this — standing around a table in a shed in southern Ethiopia, deciding what's good enough to put our name on.

---

**Post 11 — LinkedIn: Fall Ethiopia launch**

Silo Coffee's fall Ethiopia lineup is now available.

Three lots from our September trip: two from Guji Zone (one natural, one washed), one from Yirgacheffe. All sourced through direct relationships we've built over seven years of buying from Oromia.

What I brought home from this trip: - The washing stations are getting better. Investment in infrastructure (solar, raised beds, clean water) is showing up in the cup. - The women-owned cooperatives we visited are among the best-organized producers in the region. - Berhane's farm in Guji Zone is the best thing we cupped. We bought it as a micro-lot. It's limited and it's worth it.

Available now at siloco.com. Wholesale inquiries: [contact].

---

**Email Newsletter 1 — Week 3: The People Behind the Trip**

**Subject line:** The farmer who's been tending the same trees for 30 years

---

Hi [First Name],

We just got back from two weeks in Oromia, Ethiopia, and I've been thinking about how to tell you about it.

The easy version is: we went, we cupped, we bought coffee. That's true. But the version I actually want to tell you is about Berhane.

Berhane is a coffee farmer in Guji Zone, at about 2,000 meters above sea level. He's been farming the same trees for 30 years. Some of them are 40 years old — heirloom Ethiopian varietals that grow the way they want, tall and untrimmed, in the forest.

His daughter Selamawit is 16. She's studying agronomy and wants to take over the farm. She asked better questions about extraction chemistry than I expected from most baristas. She wants to know why her coffee tastes the way it does all the way through to the cup.

We bought a micro-lot from Berhane's farm. It's the best thing we cupped on the trip — dried whole cherry, full and winey, the blueberry-and-dark-chocolate profile that makes people fall in love with Ethiopian naturals. When it arrives, the bag will say his name on it.

That's the version of coffee buying I want to keep doing.

The coffees land next week. I'll tell you more then.

Diego

*P.S. — If you've been enjoying the photos on Instagram this month, that's all Anya. She's unreasonably good at her job.*

---

### Email Newsletter 2 — Week 4: The Coffee Launch

**Subject line:** Three coffees from Ethiopia. One from Berhane's farm.

---

Hi [First Name],

The fall Ethiopia coffees are here. Here's what we brought back:

---

**Ethiopia Guji Natural — Benti Nenka (Berhane's Farm)** Micro-lot. 2,000 MASL. Heirloom Ethiopian. Natural process. *Blueberry jam, dark chocolate, winey sweetness, long finish.*

This is the lot we've been building toward all month. Full, rich, fruit-forward. Not subtle. If you like this style of coffee, it's one of the better lots we've had. Limited — we bought what was available from this specific farm.

**[Shop now →]** — [X] bags remaining

---

**Ethiopia Guji Washed — Benti Nenka** 2,050 MASL. Heirloom Ethiopian. Washed. *Stone fruit, jasmine, bright clean acidity, tea-like body.*

The washed version from the same station. More structured and delicate than the natural — different expression of the same terroir. For drinkers who want complexity without the fermented intensity.

**[Shop now →]**

---

**Ethiopia Yirgacheffe Washed — Aricha Station** 1,900–2,000 MASL. Heirloom Ethiopian. Washed, traditional fermentation. *Bergamot, dried apricot, hibiscus, silky finish.*

Aricha is a classic for a reason. Clean, floral, and precise. If you've had our Rwanda this year and loved the delicacy of it, this is in that family — just Ethiopian.

**[Shop now →]**

---

All three are available as whole bean in 10 oz and 1 lb bags. Wholesale available — reply to this email.

Thanks for following along this month. Anya's photos are on our Instagram if you missed any of the trip content.

— Diego and the Silo team

---

### Hashtag Strategy

**Primary tags (use on most posts):** #specialtycoffee #singleorigin #ethiopiancoffee #coffeeorigin

**Trip-specific tags (rotate):** #gujicoffee #yirgacheffe #naturalprocess #origintrip #directtrade #coffeefarmer

**Brand tags (always include):** #siloscoffee #austincoffee

**Avoid:** #coffee #coffeelover #coffeeaddict #mondaymotivation — too broad, no quality signal

**LinkedIn approach:** No hashtag dumps. Maximum 3–4 hashtags, placed at the end or omitted entirely on text-heavy posts. LinkedIn rewards substance over tag volume.