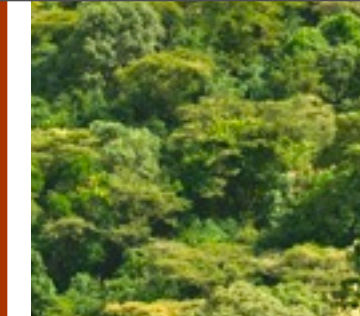


Coffee Story: Ethiopia Press Release



COFFEE STORY: ETHIOPIA



THE BOOK It's the twenty-first century and Ethiopia, in the global consciousness, is shedding its history of drought, famine, and war. It's doing so by embracing the heritage and potential of its defining crop, coffee, a plant first accounted for in legend more than three thousand years ago and that now ranks among the world's ten most-valued commodities. *Coffee Story: Ethiopia* is the recounting of that process: a visual and narrative tale of opportunity, resources, education, and tradition.

Author Majka Burhardt's prose weaves its way into the fabric of the Ethiopian coffee story with precision, humility, and curiosity. The result is both informative and illuminating.

Coffee Story: Ethiopia is a unique co-venture by US-based Ninety Plus Press and Shama Books, an Ethiopian publishing company. It is thus the only coffee story that is both about and from Ethiopia. Ethiopia's coffee story unfolds through photos, vignettes, and extended captions that allow easy entry onto any page. *Coffee Story: Ethiopia* unfolds coffee's narrative through photos, vignettes, and extended captions that allow easy entry onto any page. *Coffee Story: Ethiopia* also transcends the bean itself to explore Ethiopia's larger landscape and peoples.

Author **MAJKA BURHARDT** | Photographers **TRAVIS HORN & HELMUT HORN**

August 2011 Release

- Ninety Plus Press/USA & Shama Books/Ethiopia
- Trailer | coffeestoryethiopia.com

- ISBN: 978-0-9845446-0-8
- \$65 USD | 206 Pages | Hardcover

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More: *Coffee Story: Ethiopia* has a foreword by Ethiopian coffee expert Joseph Brodsky, elegant photography by Travis Horn and Helmut Horn, original artwork by illustrator Molly Holmberg, and elucidating guest essays from leaders in the coffee industry, *Coffee Story: Ethiopia* proves an invaluable addition to the library of the coffee professional, the coffee consumer, and anyone interested in this ancient plant and in exploring Ethiopia's territories and lore.

Majka Burhardt is the author of *Coffee Story: Ethiopia* (Ninety Plus Press, 2011) and *Vertical Ethiopia: Climbing Toward Possibility in the Horn of Africa* (Shama, 2008). A widely published magazine writer, Ms. Burhardt is a frequent lecturer on the intersection of adventure, culture, and environment and has worked extensively in Africa examining the overlap among the three realms. Burhardt's work has been featured on national news programs and radio shows, and in magazines and newspapers throughout the world. Ms. Burhardt holds an MFA in Creative Writing from the Warren Wilson Program for Writers, and received her BA in anthropology from Princeton University. She is available to lecture in conjunction with the release of *Coffee Story: Ethiopia* and gives presentations that combine discussions of food anthropology, development, adventure, and the impact of coffee on world politics and global understanding. Learn more at majkaburhardt.com

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