



/THEWAYTOCOFFEE



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THE  
WAY TO COFFEE

## ABOUT THE WAY TO COFFEE

The Way to Coffee is a platform dedicated to showcasing passionate specialty coffee shops, roasters, producers, and businesses worldwide. As a leading resource, it caters to thousands of coffee enthusiasts and closely monitors recent developments in the coffee industry to provide up-to-date, relevant content. Since its inception in 2015, The Way to Coffee has experienced a steady growth in its readership, reflecting its commitment to quality and the ever-growing interest in specialty coffee.

15K

SOCIAL MEDIA  
FOLLOWERS

20K

PAGE VIEWS  
LAST 30 DAYS

12K

UNIQUE  
VISITORS  
LAST 30 DAYS

50+

PUBLICATIONS



I'm Resi, the founder of The Way to Coffee. I love sharing my knowledge and passion with coffee businesses by helping to grow their audience and articulating their unique story. My service portfolio encompasses sponsored content production, and online marketing, each tailored to elevate the distinct voice of our clients.

## FEATURED IN

Berliner Zeitung

SPIEGEL ONLINE

coffeet&amp;i

SPRUDGE

crema  
for coffee-loversSTANDART  
standing for the art of coffeeGASTRO CULTURE NOW!  
fizzz®barista  
KAFEEKULT



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## SPONSORED CONTENT & AFFILIATE

We will craft your story as carefully as coffee farmers plant their seeds, to cultivate robust roots essential for nurturing the growth and flourishing of your business. Together, let's create content that leaves the audience with a lingering, sweet aftertaste.

550€/  
1000 WORDS

**EDITORIAL  
FEATURES  
PRICE  
INCLUDES  
RESEARCH,  
1 ROUND OF  
REVISIONS**

MONTHLY  
180€

**FOUNDING  
PARTNER  
PRICE  
INCLUDES  
TOP 6  
PLACEMENT IN  
OUR BEAN  
DISCOVERY  
ENGINE FOR 1  
COUNTRY AND 1  
SOCIAL MEDIA  
POST**

AFFILIATE  
%

**OPTIONAL  
DISCOUNT CODE  
BECOME OUR  
AFFILIATE  
PARTNER AND  
OFFER PERKS  
TO OUR USERS**

MONTHLY  
FROM  
200€

**DISPLAY ADS  
YOUR BANNER  
PLACED IN THE  
TOP 10 ON THE  
BEAN  
DISCOVERY  
ENGINE OR ON  
OUR HOMEPAGE**