

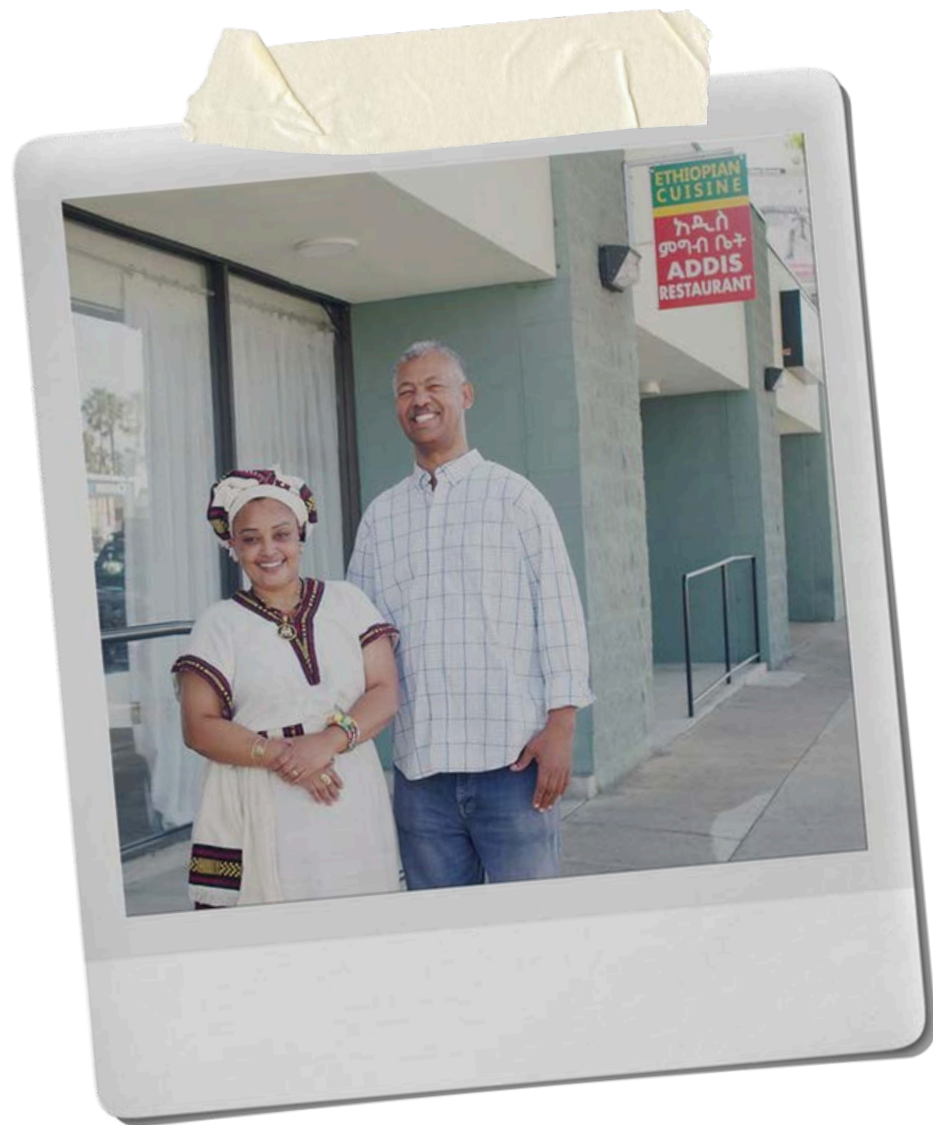
*abitso*

**How we support local  
food businesses  
through design**

# About Akitso



- Design studio & nonprofit
- Support **local, small food** businesses
- Offer professional design & creative services: **branding, marketing, interior design**
- Believe that local independent businesses are the heart and soul of our cities
- Here to make sure everyone has a real chance in succeeding in today's competitive market landscape



# Addis Ethiopian

**Address:** 3647 El Cajon Blvd, San Diego

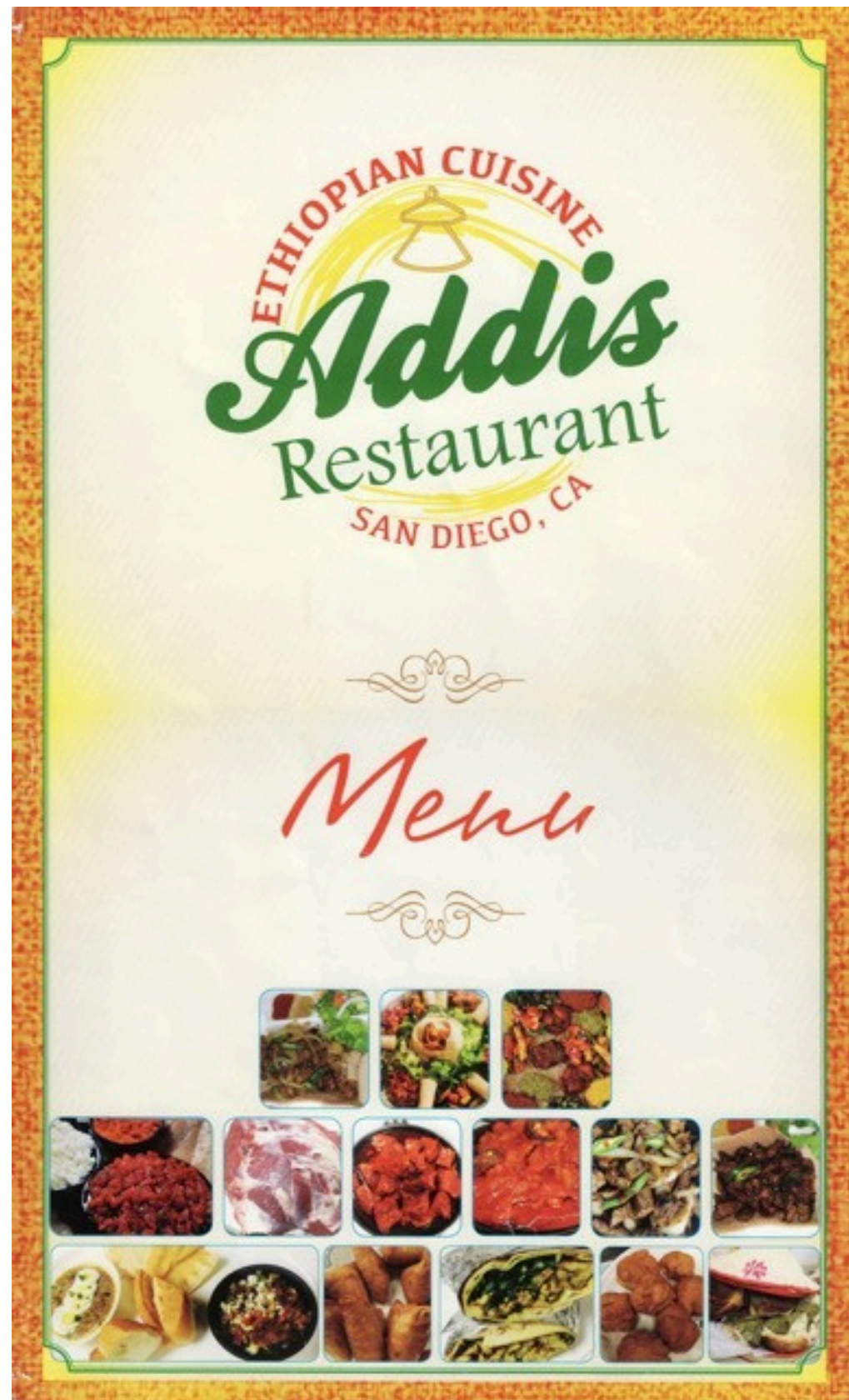
**Neighborhood:** Normal Heights / City Heights

**Cuisine:** Ethiopian



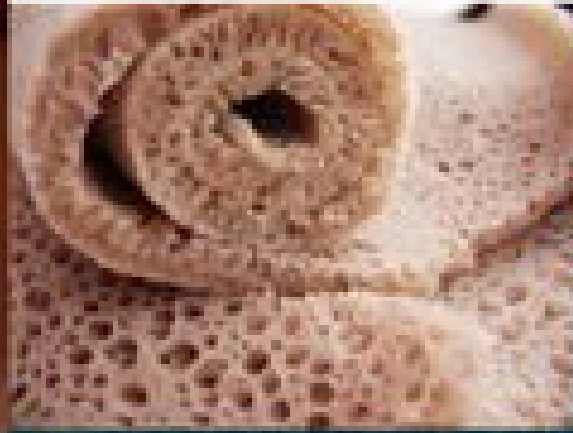
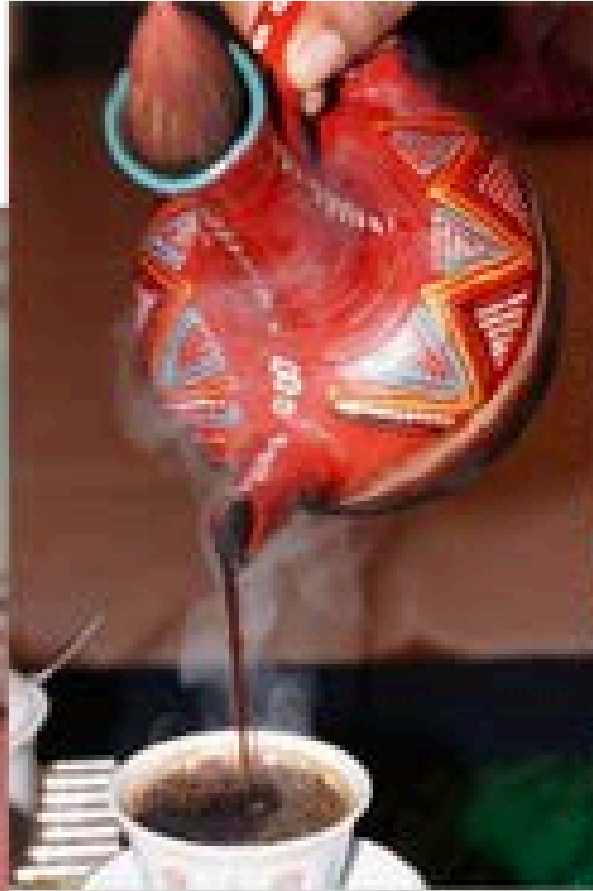
Before







*earthy*



*hospitality*



*new flower*



**ADDIS**  
ETHIOPIAN

addis-sd.com

3647 El Cajon Blvd, San Diego, CA 92104  
IG: @addis.sd • FB: addisandiego

5 6 7 8

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**BUNA POINTS**

1 2 3 4  
5 6 7 8

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ETHIOPIAN

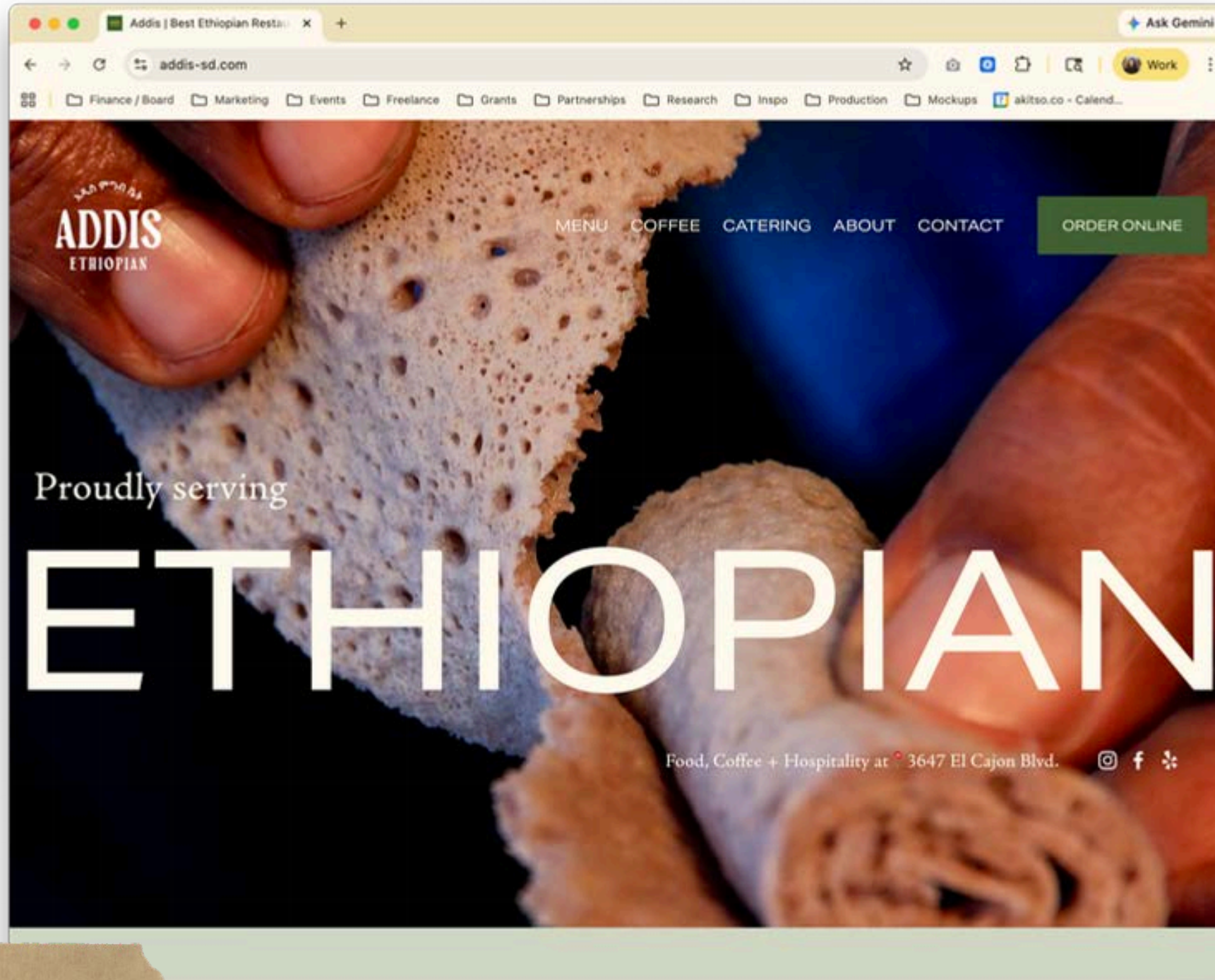
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**ADDIS**  
ETHIOPIAN

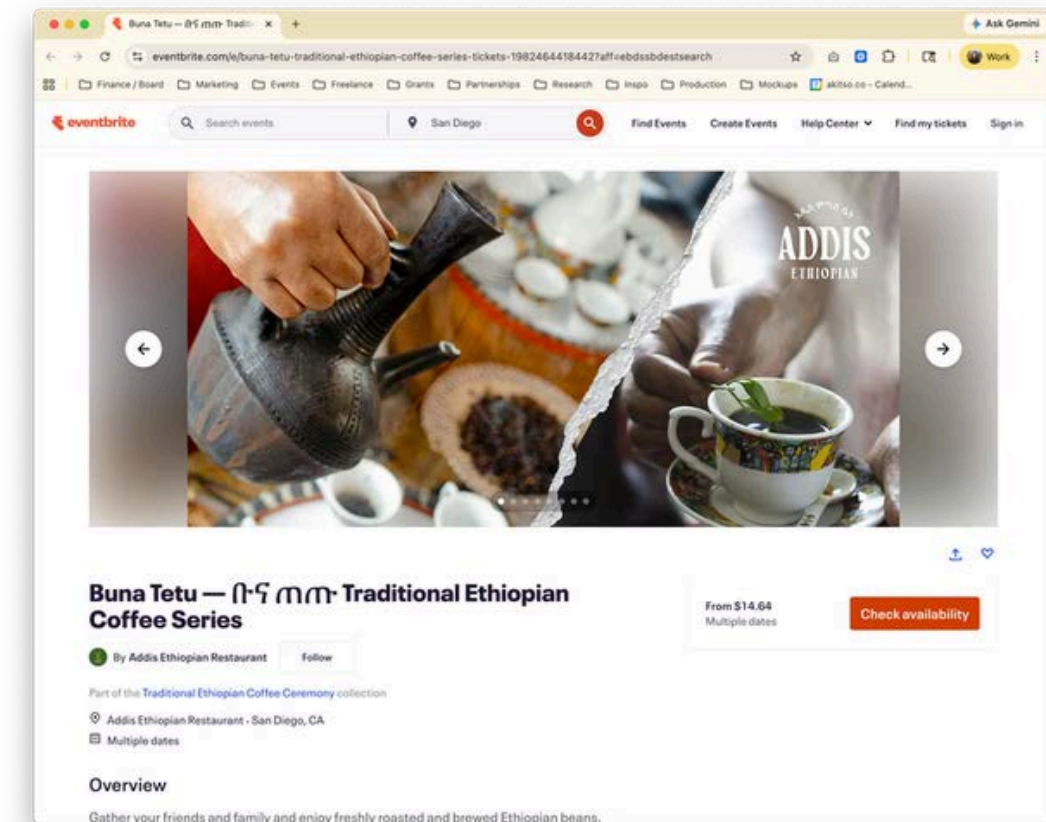
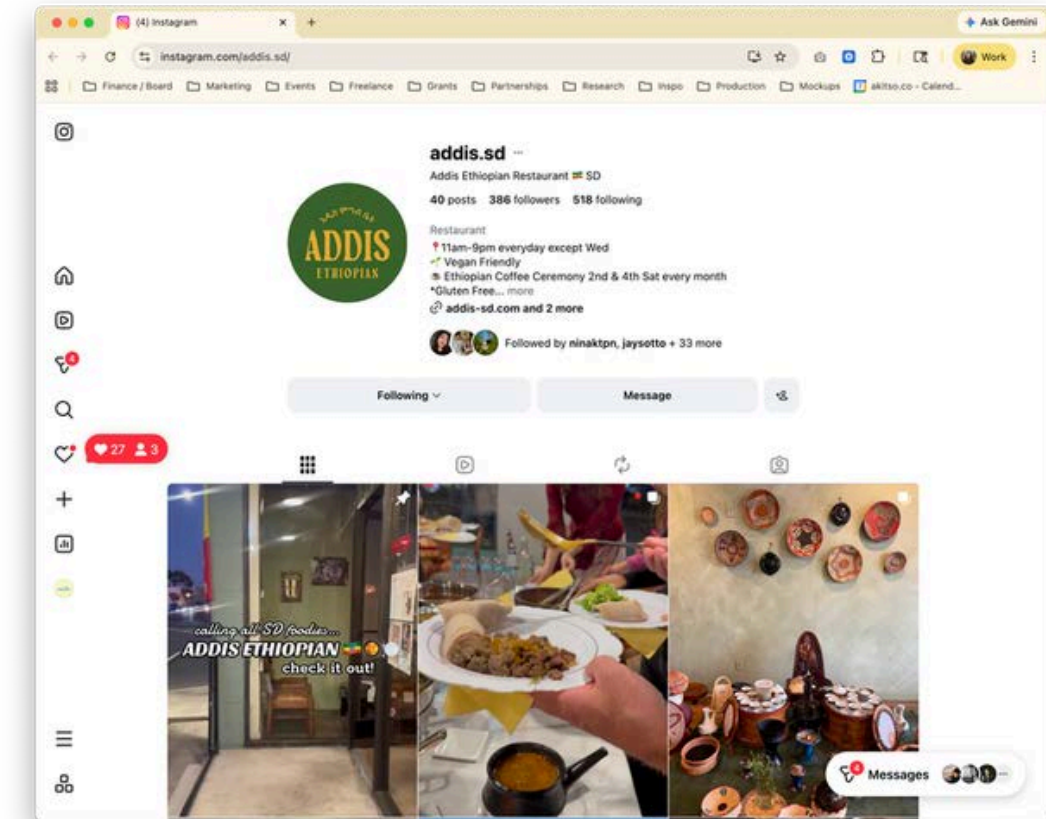


After

~6,200 website visitors (2023–2025)  
via Google Analytics

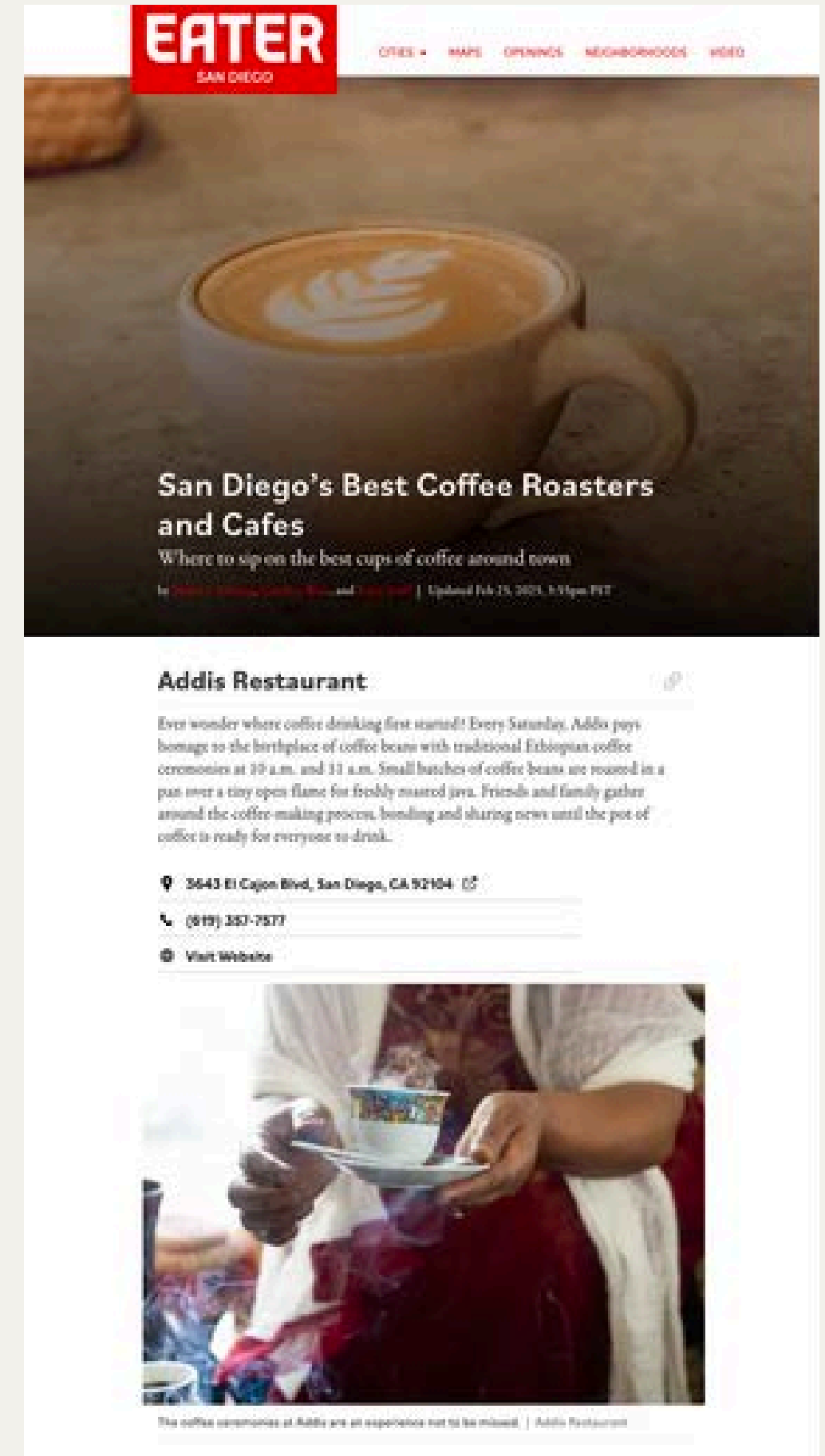
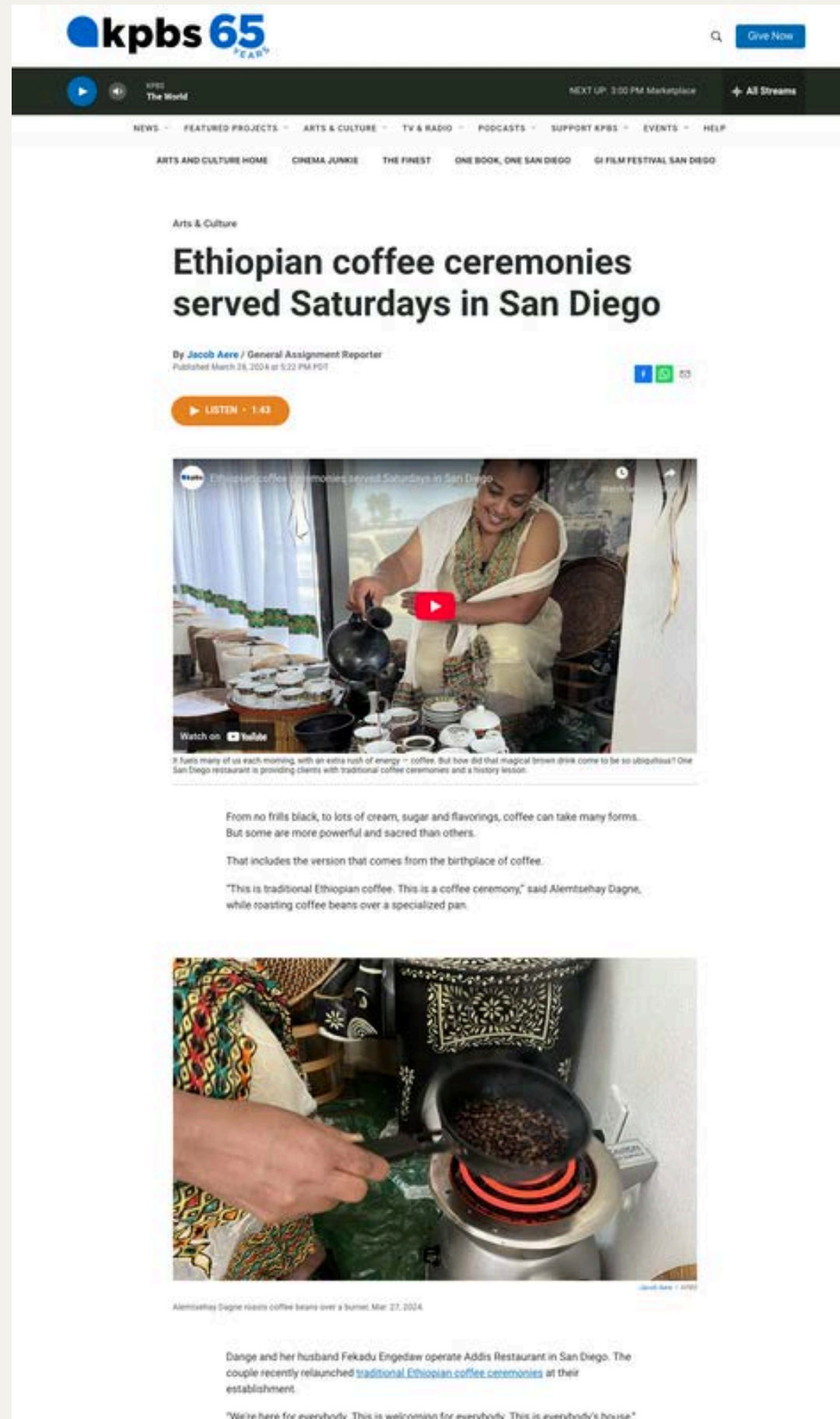
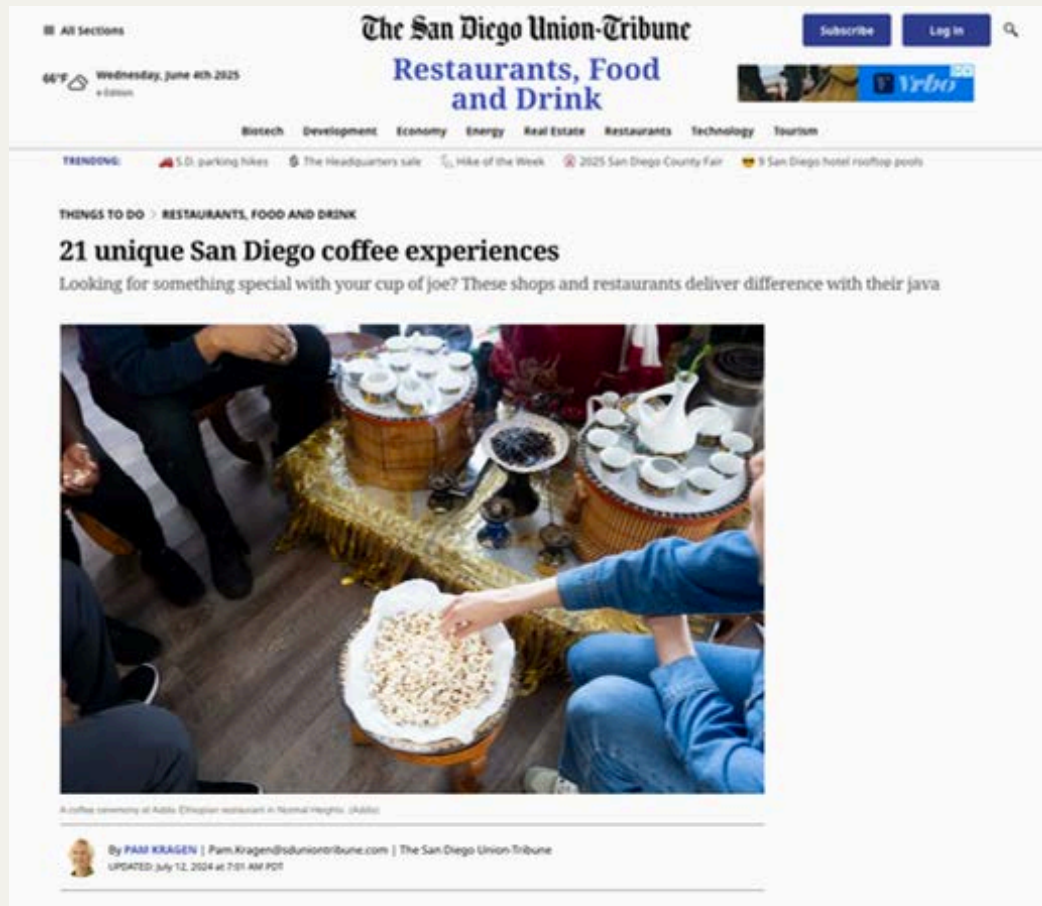


After





After



“Definitely bringing my kids when they get back from college this summer. We had a great time learning about Ethiopian culture.”

— Anna G., Coffee Ceremony attendee

After



"DRINK COFFEE" THE TRADITIONAL WAY @ ADDIS ETHIOPIAN

# BUNA TETU

ETHIOPIAN COFFEE CEREMONY SERIES



2ND + 4TH  
**SAT. 10 AM**

\$15 COFFEE W/ SAMBUSAS (\$12 COFFEE ONLY)



After





SATURDAY  
SEPTEMBER 20  
10:00AM - 12:30 PM

# Coffee + Mural Painting



Help us paint our mural celebrating 10 years!  
Free coffee with RSVP  
(10-11am service).

Art & Guidance by  
**ARTREACH**



RSVP REQUIRED  
(LIMITED SPOTS)



After

# Impact



- **Menu Redesign:** stronger sales of key items and combos, improved ordering confidence for first-time customers
- **Digital Presence:** 6,200+ website visitors in first 2 years, 260% growth in Instagram following (85 → 306)
- **Interior Renovations:** 81% increase in monthly revenue immediately following the July 2025 renovation
- **Cultural Offering:** Several thousand dollars in net revenue, attracted first-time customers while creating a repeatable, profitable program
- **Morale Boost:** Good collaboration boosts entrepreneur confidence and morale

our offerings



## 1. Brand & Interior Design

Ideal for food businesses with physical locations

- Brand Identity
- Marketing & Online Presence
- Space & Storefront Design

## 2. Food Business Branding

Great for any local food business ready for change

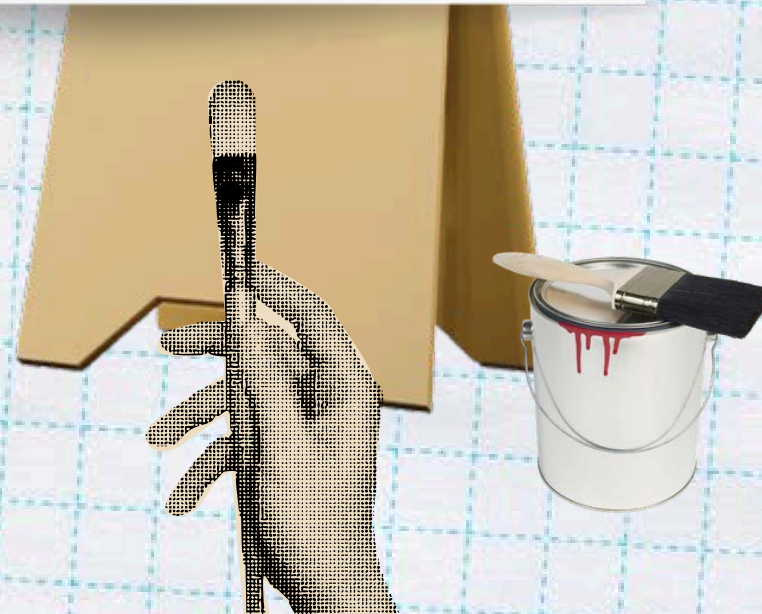
- Brand Identity
- Marketing & Online Presence

## 3. Tips & Resources

[akitso.co/journal](http://akitso.co/journal)  
[instagram.com/akitso.co](https://www.instagram.com/akitso.co)

742126

742126



akitso

**Work  
with us!**

To learn more  
or discuss  
further:

[anna@akitso.co](mailto:anna@akitso.co)



*akitso*