The package: On the package you can find a Jabena, a brewing method used in Ethiopia. The roasting is done in a pan over a wood or charcoal stove. The coffee ceremony usually is conducted by young women, typically in colorful traditional garb. Once roasted, the coffee Ethiopian coffee is ground in a pestle and mortar. It's a sign of hospitality and respect, a visitor is almost always invited to share in the ceremony, regardless of the hour. It is then added to the Jabena with hot water, and then strained several times through a fine filter.