



Shega Dates

DIGITAL MAGAZINE

HOW TO

sticking to your New year's resolutions as a couple

RECOMMENDATION

a holiday gift that will make hearts melt

WHERE TO

Center Point Addis revolving Restaurant

WEDDINGS

what the past year meant for the wedding industry

COOKING TIPS YOU KNOW YOU NEED!

SEPTEMBER 10TH | 2020

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Shega Dates

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EDITOR'S LETTER

This past year, we have experienced such ups and downs globally, nationally, and personally at the individual level. From the political turmoil to a global pandemic that claimed thousands of lives, the year was no picnic at the park. And quite frankly, the year challenged our intimate relationships too. Be it on our journey to find love, to keep the one we have with all its excitement and glory, or trying to find ways to rediscover our spark with our spouses over the months-long lock-down, it has been a year of highs and lows.

We at Shega Dates, are beyond grateful to start the new year fresh and full of hope. And what better way to start it than to release our first issue of the first-ever Dating and Relationship-based digital magazine!

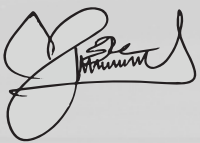
Shega Dates (monthly) magazine is a new extension of our brand that focuses on dating, relationships, and marriage life targeted at intelligent, quick-witted and educated young people. The magazine provides practical information, tips and easy-to-follow advice on different aspects of dating life as well as more light-hearted pieces intended on encouraging readers to have conversations about love and dating.

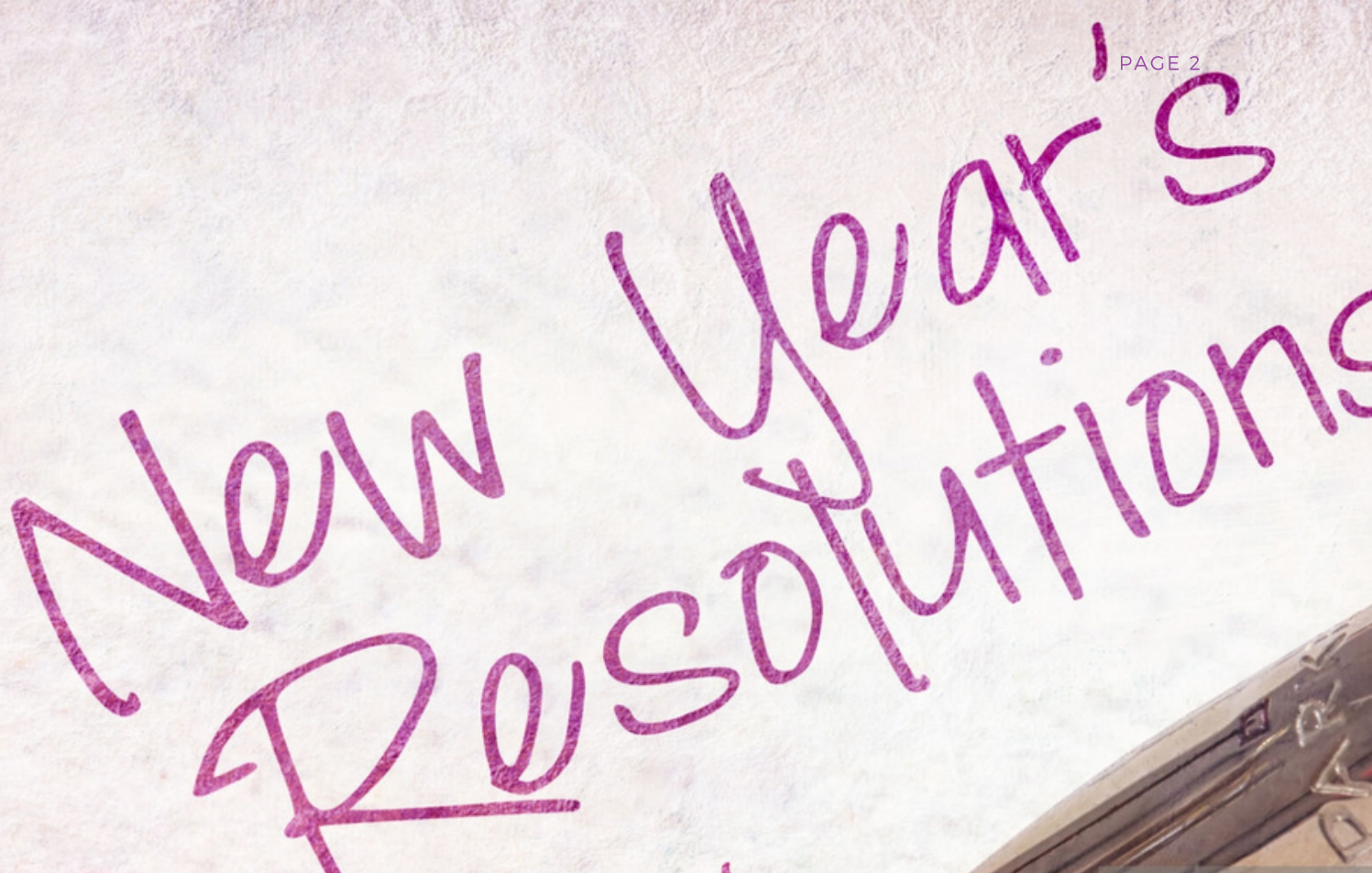
We will be releasing fresh issues of our magazine the first day of each month and I am hopeful that you, our beloved reader, will enjoy them page to page.

Happy New Year and may the new year bring us all Love, Happiness, and Contentment!

MIHRET TESHOME

Editor in chief





STICKING TO YOUR NEW YEAR'S RESOLUTIONS AS A COUPLE

By Yosthena Aynalem

New years resolutions have become the least kept self-promises all across the world. It is hard to keep a resolution that can be accomplished by one's self let alone a resolution for couples. What goals do you have as a couple? How can you better yourselves?

Its common to see people make New year's resolutions this time of the year and if you are thinking about bringing the "New year, new me" spirit to your relationship and into a "New year, new us" transformation as a couple you will need to keep reading.

Your resolutions may range from things that are more about self-growth that ensures growth as a couple, or working on a relationship you think is worth saving.

**The following steps
will help you
achieve those goals.**

01

START WITH SMALL GOALS

Ambition has a way of making us overestimate our abilities. You don't want to overreach only to have yourself crash and burn which is why you should start small. Take baby steps together as a couple until you learn how to run. Find a common ground between the two of you.

02

MAKE IT A GROUP EFFORT

To attain your desired result, you must work with your partner, be each other's support group. Motivate each other through and through.

03

BE REALISTIC

Have realistic goals that go according to your desired lifestyle and with what you will be able to achieve together. Unrealistic goals tend to make us lose motivation with in the first few weeks of the year, which might even cause tension and resentment on the relationship if your goals are harder than what you can achieve.

04

COMMUNICATE WITH YOUR PARTNER

If you're looking to better yourselves you need to talk to each other every step of the way, because you either grow together or fail together. Understand and know each other's pace, motivation, interests, and views towards the goals. You should know where you both stand to avoid causing a strain on the relationship.

05

STAY POSITIVE

Believe in your goals and try to constantly remind each other of the benefits and the impact it will have on your lives. Focusing on the positives will help you stick to your resolution and make it happen, so be each other's cheerleaders on a daily basis.

06

DON'T BEAT YOURSELVES UP

You must support each other through the wins and the loses. Don't blame each other for an unmet plan, instead enjoy the journey you've embarked upon together. Know no matter what the outcome you'll grow as a couple.



New year wishes and midnight kisses

Did you know that In the middle ages, illiterates could seal a legal deal with an “X” and a kiss, which is how the kiss got its “X” signature, as in “XOXO” and there is a science of kissing called Philematology and also 2 out of 3 of us tilt our heads to the right when we kiss?

By Biruk Asfaw

Apparently, people have been locking lips as one year turns into the next since the 8th century BC and its meaning has run the gamut from straight-up debauchery to purification, superstition, and plain old fun. Historians date the practice back to the Ancient Romans who would throw a big party every New Year's Eve called the Festival of Saturnalia where they would kiss and generally debauch one another as much as possible. No wonder Rome fell. Later on, the English and Germans would celebrate by kissing the first person they met when the clock hit twelve o'clock.

The folklore behind this tradition says that the first person you encounter in a new year – and the type of encounter you have – sets the tone for the rest of the year. Supposedly kissing those closest to you at the stroke of midnight will strengthen the bonds of your relationship in the year to come. In recent estimations however, the midnight kiss on New Year's Eve seems to have become more of an arbitrary act that no longer holds any real significance other than being a simple show of love, an expression of good wishes or just a fun thing to do with your partner or the random person who is lucky enough to be standing next to you when the mirrored ball hits bottom.

Ethiopian's however don't have a rich history in the midnight kissing cliché, but new years are taken very seriously 2 weeks before and a month or so later in some cultures. Recently about two decades ago most youths in the capital were immersed in this kissing festivity, mostly held in clubs and taverns. Nowadays this midnight kissing ritual has hit a reef I believe, despite the pandemic people won't be as excited or as looking forward to the tradition as they used to. Parties at pubs or gathering in public venues won't be highlights of this or New year's eve, and because of that, it is hard to be acquainted or have a midnight kiss partner for that matter. So couples and spouses will be obliged to celebrate the coming of the new year less socialized than before for the safety of themselves and others. The planing of fun things to do indoors with family and friends will be some of the things to talk about.

So when the clock strikes 12 on new years, kiss with meaning and with caution. And whether you have a partner to exchange smooches with or not, be certain that the coming year will still be whatever you want to make of it. Stay home stay safe and may u spend the upcoming year in prosperity!

the quest to AMIDST OF COVID-19 find love

By Kalkidan Asmamaw

This past year was supposed to be the year I was going to find my soul mate. It was the time I was going to meet a charming, handsome, intelligent, confident, ambitious, romantic, and understanding man. You see, I counted on looking at his eyes for the first time, and everything around me slowing down. Doves were going to fly out behind me, and the choir was going to sing “make you feel my love” by Adele. The first conversation was going to make me fall in love, and it was all going to be marvelous. Unfortunately, thanks to the “corona pandemic” none of that happened. Yet, I am still seeking love and connection.

As much as I hate not meeting my prince charming from the castle in the air, I think this pandemic created a good opportunity for me, and for all of us, who are interested in dating, learn the reality of romance. I personally have observed and learned two important things due to social distancing. The first one is that life does not always go according to your whims and wishes. Thus, to cope up and survive whatever life throws at you, you have to be open to change and willing to compromise. If the traditional way of meeting is impossible, you can explore other ways of finding a date like Tinder and Bumble.

According to a new study on YouGov, 49 percent of adults who have ever used a dating application or site were on them to find an exclusive romantic partner. But if you are just looking for fun there are 51 percent to get your freak on with. Second, you have to put in an effort to make it work. Relationships are not easy. Someone is not going to come to your life and not every puzzle piece will simply fit into place. You need to be willing to be by his/ her side not only during the bright days but also during the dark ones. So this means you have to put in the work to make it work even if you think your relationship is rock solid. If the relationship is getting boring You have to try to make it interesting by scheduling zoom meetings and playing games on house parties etc... Don't hate it, it just means you have to start your journey of romance from a different chapter.

WHERE TO

CENTER POINT ADDIS REVOLVING RESTAURANT: NEW YEAR'S EVE PACKAGE

🌸 Ethiopian Chibo and Coffee ceremony

🌸 Buffet dinner with water or soft drink

🌸 Acoustic band

🌸 Bottle of wine for group of four

🌸 Complimentary Glass of wine

🌸 Surprise gifts vouchers

==> One room night

==> 1kg cake

==> and other surprises

FOR COUPLE'S BUFFET DINNER MENU | 1400 BIRR

SEPTEMBER 10 | STARTING FROM 6:00 PM

The restaurant shows a panorama of the capital, revolving 360 degrees in 55 minutes.

All covid-19 precautions will be taken

New year discount on room rate up to 25% for September and October



DORO WOT AND ALL ITS GLORY

**In collaboration with Ethiopian
Home Cooking**

**Contact: Meskerem Demissie
0911897204**

**[https://www.facebook.com/learnto
okethiopian/](https://www.facebook.com/learntocookethiopian/)**

Are you newlyweds about to celebrate your first holiday as a married couple? Congrats! It's no joke finding someone you love and want to spend the rest of your life with. Celebrating holidays together is one of the most beautiful and most looked forward to events in a marriage. And this being your first of many you might be excited and a bit worried about showing off your cooking skills to your spouse.

As tradition, Ethiopian holidays seem unimaginable without the good old Doro wot. Many women (and even men) feel the pressure to cook the best meals for their spouse and children to show their love during the holidays.

Well, today is your lucky day because we have brought together some recipe and cooking tips to make a delicious Doro wot for you and your better half. Enjoy and send us how your cooking turned out on @everythingisshaga!

DORO WOT

COURSES: MAIN DISH

CATEGORIES: WOT

SERVING SIZE: 6 PEOPLE

PREPARATION TIME: 45 MINS

COOKING TIME: 2 HOURS

INGREDIENTS

- 1 WHOLE CHICKEN CUT INTO PIECES AND CLEANED
- 2KG ONIONS PEELED AND MINCED
- 2 CUPS OF BUTTER/NITER KIBE
- 1 CUP BERBERE
- 1/4 CUP FINELY MINCED GARLIC AND GINGER
- 2 TABLESPOONS SALT
- 1 TABLESPOON MIXED SPICE
- 6 BOILED EGGS PIERCED

DIRECTIONS

1. ADD THE ONION IN A LARGE POT, COOK FOR 40 MINUTES UNTIL CARAMELIZED STIRRING FROM TIME TO TIME AND ADDING DROPS OF SO IT DOESN'T BURN, PUT IN A SPOON OF GARLIC AND GINGER, CONTINUE COOKING
2. ADD A TBSP OF BUTTER/NITER KIBE TO THE ONION AND CONTINUE COOKING UNTIL IT'S BROWN
3. ADD THE BERBERE, MIX WELL ADD ¼ CUP OF BUTTER/NITER KIBE. STIRRING CONTINUOUSLY ADDING WATER IF IT STICKS TO THE BOTTOM
4. ADD 2 CUPS OF HOT WATER MIX, COVER THE POT AND LET IT SIMMER IN LOW HEAT FOR AN HOUR
5. ONCE THE SAUCE IS THICK AND ALL THE FLAVOR IS EMULSIFIED ADD IN THE CHICKEN, SALT, MIXED SPICE, TSP GARLIC AND GINGER. CLOSE THE LID AND COOK IN LOW HEAT FOR 50 MINUTES. STIRRING ONCE IN A WHILE
6. AFTER 50 MINUTES ADJUST THE FLAVORS, ADD THE REMAINING BUTTER/NITER KIBE TSP GARLIC AND GINGER
7. MAKE A COUPLE OF CUTS ALONGSIDE THE EGG TO LET THE FLAVORS IN AND ADD TO THE WOT COVER THE POT AND FINISH COOKING FOR 10 MINUTES
8. DO LAST MINUTE SEASONING AND TAKE OFF THE HEAT AND SERVE

NOTES

1. THE COOKING TIME COULD BE DIFFERENT DEPENDING ON THE TYPE OF STOVE YOU'RE USING
2. THE BERBERE CAN BE MORE OR LESS DEPENDING ON HOW SPICY YOU WANT THE WOT TO BE

Holiday text messages for bae...

By Yoseph Alemayehu

2012 may not be a year most of us will be sad to see go. However, that may not be the case to you love birds!

Either way, we should take time to express our love and appreciation on this auspicious occasion. Though, I am certain all forms of communication including text messages should be personal and from the heart, do check out these text templates to send to your loved one; editing them or perhaps being inspired to draft a better, heart-melting text, is highly encouraged.

1. Happy New Year my love! You gave my life new meaning, and I am blessed to have you by my side!
2. I don't know what 2013 hold for me; and as long as you are by my side, I don't care! Happy New Year!
3. People celebrate Meskerem 1, because it's a new year. I celebrate every day because you chose me! Happy New Year beautiful!
4. My new year resolution: Try to love you more (It's a challenge, I know!) Happy New Year!
5. I don't like it when you say 'new year, new me'. Why would you change perfect? Happy New Year!
6. Rose are red; violets are blue
I'm not kidding when I say I love you
Say it back and make my next year truly new!
7. Your crooked smile, your witty thoughts, your weird looks, ...; in short you are one of the few things I need for next year!

8. You give me a reason to hope! With you, I am certain that my life ahead will be worth living!

9. You annoy me! You shout a lot! You drive me insane! But, being annoyed, shouted at, and being driven insane by you beats my wildest dreams! Happy New Year!

10. Happy New Year my better half! Spend the year knowing that you are the reason, I understand what those poets are talking about!

11. What's my ideal new year celebration? Anywhere, doing anything and you; ... and a cup of coffee, (to make sure sleep doesn't come in my plans to look at you all day and all night) of course!

**"ከእጣኑ ሽታ፣ ከቡናው መዓዛ፣
ከድፎው ጣዕም፣ ከምግቡ
ጥፍጥፍ በላይ ያንቺ/ያንተ ሳቅ ነው
በዓል ማድመቂያዬ! መልካም
አዲስ ዓመት!"**

12. Holidays remind me of home! The gathering, the laughter, the food. the song. Holiday reminds me of home, it reminds me of you! Happy New Year!

13. I wish you were here with me today! You would have made the holiday as special as my life!

14. I am certain that I can spend 2013 without you! Just that I am certain fish can live without water! Happy New Year partner in crime, my better half!

15. You are a bit like Corona. You keep taking my breath away! Happy New Year, my oxygen!

16. ከእጣኑ ሽታ፣ ከቡናው መዓዛ፣ ከድፎው ጣዕም፣ ከምግቡ ጥፍጥፍ በላይ ያንቺ/ያንተ ሳቅ ነው በዓል ማድመቂያዬ! መልካም አዲስ ዓመት!

WEDDINGS: WHAT THIS PAST YEAR MEANT FOR THE INDUSTRY

By Yoseph Alemayehu

Since the beginning of time, not many phenomena have managed to shift the entire human landscape. Corona Virus, however, seems to have killed its way into that list. The seemingly ordinary activities of meeting up with friends, birthdays, funerals, weddings or simply touching our faces have been recognized for the jewels they are!

The novel virus also shook the global economy with sectors like tourism being virtually forgotten! Sadly, the wedding industry was not immune; with the government banning gatherings and allowing no more than thirty people to attend a wedding. Let's be honest; thirty people isn't enough to cover the families of both the bride and groom!

This led to deposits paid to venues, bands, ... turn into potential lawsuits, with the recipients of the deposit finding themselves in the same financial predicaments as many national and international establishments (including some governments). So how should the wedding industry participants cope with the pandemic? (I have no idea. Luckily, no one does; so here are my thoughts!)

Participants in the wedding sector could simply try to ride out the storm! But that is not viable with the end nowhere in sight. Fortunately, they can adapt!

"Those in the sector should coordinate to offer to-be-weds options with various locations, menus, decorations ... that comply with restrictions that are in place to keep everyone safe."

In a 2013 TEDx talk, Michael Bahr, an Education Director for the Utah Shakespeare Festival argued that 'thinking outside of the box requires a box' (ችግር ሙሉ ይፈጥራል እንዳለው ሐበሻ). In other words, the restriction on gatherings, ergo wedding attendees, might force all participants such as wedding planners, decorators, venue leasers, DJ's, chefs, video and photo studios, ... to surpass the challenge and provide a viable and acceptable option, by discussing with one another if need be. If you recall, we initially had shortages in face masks, now masks are made in style with designer touches and company logos: a box, a thought that overcame it!

Those in the sector should coordinate to offer to-be-weds options with various locations, menus, decorations ... that comply with restrictions that are in place to keep everyone safe. Why can't photo studios, small venue owners, DJ's chefs come up with a small yet delightful package at an affordable price?

On the other side: to-be-weds.

In my view, need to take a moment to examine how they should proceed with the upcoming year. Frankly, the actual date where the vaccine and/or medicine will be discovered and when such a discovery will reach our third world country is a question almost puzzling and worrisome as the disease itself. Hence, I feel to-be-weds should operate believing that this situation will persist into the final days of the new year. Translation, thirty people weddings!

If they are to continue with their plans of weddings, they should do the needful starting from an exclusive shortlist of attendees, to safe venues, nice DJ, ...

Whether they decide to have a corona-resistant wedding or skip the whole thing, they should take the necessary time and resources to work on their marriages and try not to have the lack of their 'dream wedding' affect them. Always remembering that having each other suffices!

RECOMMENDATION

Meet **The Solovon's Gift Delivery!**

A place where you can find handmade gift cards, jar of light, chocolates, flowers and a bunch of other gifts made with love.

Mekdes Solomon, the young entrepreneur and creator of the products guarantees that giving these unique presents to your loved ones are not only a good way of surprising people but will also bring warmth to your heart.

She also adds her products can be customized and personalized to any occasion like holidays, weddings baby showers, birthdays, graduation and more.

The Solovono's claim that they have created masterpieces for the new year that are suitable for both females and males.

With a catchy slogan "You Wish We Deliver" they are taking orders on their telegram accounts and phone number:

<https://t.me/thesolovonsgift>

@TheSolovons_bot


@mekdi_sol

@ruhasol

0941147297



THE SOLOVON'S Gift Delivery

A purple ceramic jar with a white rose on top, decorated with gold beads and a silhouette of a couple. The jar is illuminated from within, casting a warm glow. The background is softly blurred, showing a home interior with a mirror and other decorative items.

"Why my products are unique is because they are bright and warm. People choose them often because they want new ways to show their affection and what better way than a hand made jar of light or cards to send the exact message to your loved ones! And since my products have a long lasting battery life it can light up darkness for a long time."

Mekdes Solomon

Shega Dates digital magazine is the sole platform on the market that specifically addresses the problems, and scenarios of the dating and love life of younger generation of Addis, as well as offering them tips and news relevant to them. It is also a platform where we review Hotels, Restaurants, Cafe's and events that we believe are suitable for couples.

While many print magazines contain love and relationship related content, and there exists magazines on the market better suited for the older target, there is no digital platform that speaks simply and honestly to young people who want to explore the dating world and learn about the ways to a healthy relationship. That, makes us unique!

Shega Dates

DIGITAL MAGAZINE

We are open to partner with those who offer top-notch products and services suitable for couples!

Give us a call and we will talk business.

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