

Meet this beauty from the Ule Family in Hulia, a prime example of the regional profile. Seriously juicy, complex and a whole lot of fun. Brace yourself for a burst of berries, red fruit and a sparkling floral note that wraps it all up.





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Among the highlands of Huila, located 25 minutes away from the municipality of Oporapa, you can find Finca Alcatraz, owned by the Ule family. Finca Alcatraz is currently being managed by the third generation of a coffee growing family, Wilfredo's grandfather was the first owner of the farm. Year after year, the farm has been growing and its quality has been improving. Wilfredo decided to participate in Cup of Excellence in 2011, achieving 5th place. This motivated Wilfredo to continue working on his quality and to start innovating his farm, to have the best coffee of the region.

Wilfredo Ule is not like any other standard coffee grower in Colombia, he's innovative, passionate, and always focuses on producing better quality. He believes that you should always strive for excellence in everything that you do. He focuses on having a sustainable farm and on improving what he does every day. A large proportion of his farm operates using power generated by solar panels and he has even built a cupping lab on the property, in order to learn more about cupping and to see how his experimentations with processes and varieties have improved his quality. Wilfredo receives constant support from his wife and two sons, who already know the process of producing great tasting coffee and are always helping him with the post-harvest process. For Wilfredo his whole family is essential for the farm operations and for the outstanding quality of the coffee. The Ule family couldn't be any prouder that their coffee is being drunk by coffee lovers all over the world.