



CAFEGA

SPECIALITY COFFEE

We import green coffee

It's not just about coffee; our commitment goes much deeper.
We want to commit to the people behind every single bean..



History

Marlon Rojas belongs to the third generation of coffee farmers. Since birth, he has been surrounded by coffee and the coffee culture that has shaped his family for decades. His grandfather and uncles were coffee farmers, and thanks to them, he grew up very close to the coffee plantations and everything this trade represents. He was born in Saladoblanco, Huila (Colombia), although he has spent most of his life in Pitalito, Huila.

However, his path wasn't always linked to coffee. At one point in his life, he traveled to Venezuela to study and graduate as a pilot. For a time, he was torn between continuing his aviation career or returning to his coffee-growing roots.

It was then that he discovered the enormous potential of the coffee industry in Colombia. This revelation led him to return to his country with the goal of expanding his knowledge and understanding coffee from a new perspective. She began training in tasting and roasting, delving into sensory analysis and coffee quality.

Little by little, he fell more and more in love with this craft, with the aim of improving his family's processes, developing new ideas, and exploring the full potential of specialty coffee. That's how he found his true calling: specialty coffee, a world in which he now combines family tradition, technical knowledge, and innovation.

He has always been known for his tenacity and dedication to learning, constantly striving to improve and delve deeper into the world of coffee. Thanks to this commitment, in 2024 he was crowned Colombian Coffee Taster Champion, surpassing 66 competitors in the grand final held at the Coffee Park.

In 2025, he represented Colombia at the World Wine Tasting Championship in Geneva, where he achieved an outstanding 11th place worldwide.

In 2026 he once again demonstrated his high competitive level by achieving 3rd place in the Colombian Wine Tasting Championship.

As for the processes, he dedicates long days, starting very early, to experimenting with new techniques and combinations. His daily work includes constant tasting and pushing himself to improve every detail to continue raising the quality of his coffee.

He currently owns Finca La Reserva and has developed a family project called Tres Cielos, focused on producing high-quality coffees and continuing to innovate in processes.