

AGROTOURISM

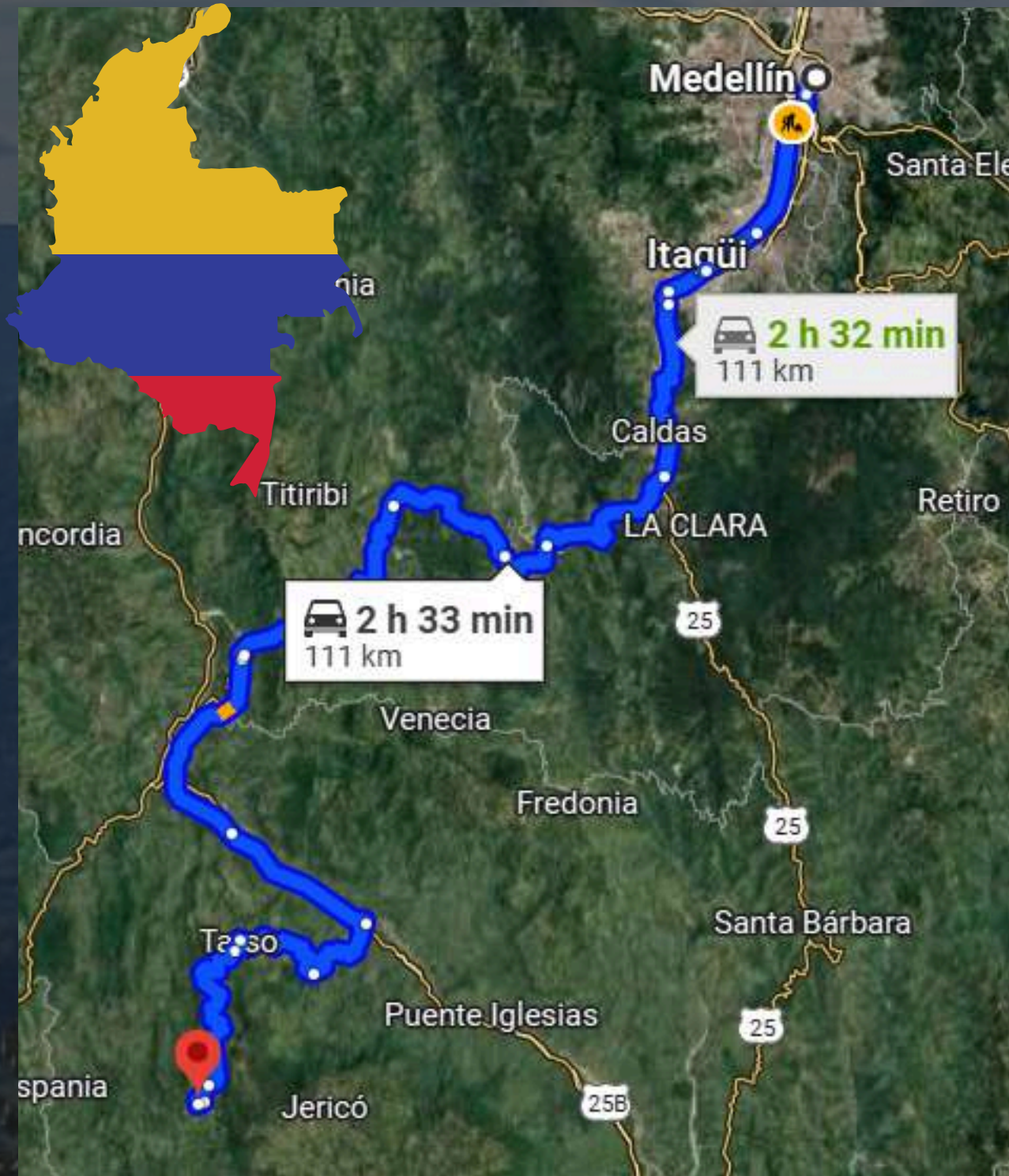
REGENERATIVE TOURISM

LA MATILDE

MORE THAN A DESTINATION,
A TRANSFORMATIVE EXPERIENCE

Discover an enchanting destination

AMONG THE MOUNTAINS



PUEBLORRICO



In the heart of Colombia, within the department of Antioquia, there is a destination less than 2 and a half hours from Medellín, we arrive at the charming municipality of Pueblorrico, known for its culture, landscapes and warmth.

We invite you to experience the magic of this sweet municipality in southwestern Antioquia!


La Matilde



Regenerative agrotourism

La Matilde was born as a family legacy, where generations cultivated coffee and tradition.

Since 1954 there are 4 generations

“ Today, we've evolved into regenerative agritourism, where every visitor not only experiences rural life, but also participates in its restoration.

Each experience honors the past and regenerates the future of the field.



La Matilde

Vision



To be a benchmark for regenerative agrotourism in the region,

Projecting Matilde in the short, medium, and long term for the realization and scaling of the company as a brand building.



Providing an experience through the practice of Rural Agrotourism

Taking advantage of the resources our environment provides us with, using them consciously and offering visitors the opportunity to enjoy and connect with the history, gastronomy, and rural traditions.



Mission

MAPA DE LA MATILDE

LA MATILDE MAP

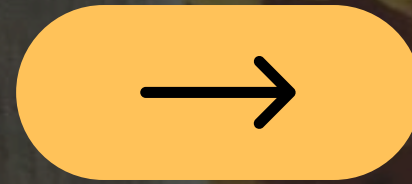
our services

- Fishing
- Restaurant
- Lodging
- Organic Farming
- Coffee
- Tours
- Farm School
- Hiking
- Birdwatching

| | | | |
|--|--|--|---|
|  Estas aquí <i>Is Here</i> |  Granja de animales <i>Farm</i> |  Cultivos orgánicos <i>Organic crops</i> |  Fonda <i>Fonda</i> |
|  Zona de pesca <i>Fishing zone</i> |  Biotábrica <i>Biofactory</i> |  Sendero <i>Path</i> |  Beneficio café <i>Benefit of coffee</i> |
|  Kioskos <i>Kiosk</i> |  Baños <i>Bathrooms</i> |  Cultivo de cítricos <i>Citrus cultivation</i> |  Invernadero 1 <i>Greenhouse 1</i> |
|  Kiosko cultural <i>Cultural kiosk</i> |  Secado de café <i>Coffee drying</i> |  Potrero de ganado 2 <i>Cattle paddock 2</i> |  Galpón de pollos <i>Chicken shed</i> |
|  Entrada/Salida <i>Entrance/exit</i> |  Potrero de ganado 1 <i>Cattle paddock 1</i> |  Invernadero 2 <i>Greenhouse 2</i> |  Mirador del café <i>Coffee viewpoint</i> |
|  Parqueadero <i>Parking Lot</i> |  Restaurante <i>Restaurant</i> |  Cafetal <i>Coffee plantation</i> |  Bananera <i>Banana</i> |



Unique Experiences



Whether for a few hours or a full day, each experience allows you to experience the countryside authentically, learning, participating, and leaving a positive impact on the restoration of this land.

PEASANT EXPERIENCE
24 hours of connection



AGROECOLOGICAL TOUR
Long live the countryside 5 hours



HISTORICAL AND CULTURAL TOUR
Experience the tradition 6 hours



BEE TOUR
3 hours in the world of bees



THIS EXPERIENCE INCLUDES:

- Farmhouse menu for the two days (breakfast, lunch, and snacks).
- Walk through ecological trails, coffee plantations, and natural viewpoints such as El Gólgota.
- Schedule of activities that will bring you closer to life in the countryside. "Live like a farmer for 24 hours."
- Accommodation in Grandma's house-hotel (1 night)
- Chivatour and visit to the town's cultural sites.
- Matilde will give you a nice souvenir of Pueblorrico.
- Visit to the apiary and taste sweet flavors.
- Learn about the history of Grandma's coffee and you are entitled to a free tasting of our coffee.
- Certified guide.
- Medical insurance.

Peasant experience

La Matilde Agroturismo's flagship product is the "Countryside Experience," a program designed to immerse you in rural life, offering you an authentic and enriching insight into the region's culture, traditions, and agricultural activities.

CHECK-IN ON DAY 1: 9:00 AM
CHECK-OUT ON DAY 2: 3:00 PM



Agroecological Tour



CHECK-IN: 9:00 A.M.
CHECK-OUT: 4:00 P.M

LIVE THE COUNTRYSIDE
FOR 7 HOURS



- ➔ At La Matilde, agritourism goes beyond observing: here you experience and participate in every activity. The Agroecological Tour experience invites both adults and children to connect in a special way with the land and its fruits.
- ➔ Equipped with baskets, visitors tour the crops, selecting fruits and vegetables that they will take directly from La Matilde to the pot.
- ➔ This harvesting activity with family or friends is an opportunity to understand the value of what the land provides us and to share the experience of growing, harvesting, and preparing together, bringing each visitor closer to the knowledge and flavors of the countryside.
- ➔ INCLUDES: Farmhouse breakfast and lunch, garden experience, sensory and tasting experience of our specialty coffee, snacks, certified guide, souvenir, and medical insurance.



Historical and cultural tour



La Matilde



1



This is the perfect opportunity to immerse yourself in the charm of Pueblorrico's culture and history!

A unique 6-hour experience in the "Sweet Town of Southwest Antioquia."

2



The guide will accompany you on a tour steeped in history, tradition, and charming places in our municipality of Pueblorrico. You will see the "San Antonio de Padua" Church, the giant coffee bean, and the "Arriero" sculpture, crafted by the hands of Pueblorrico residents. You will pass through the famous "Pasaje de Vedsaida" and visit the "Colacciones" house, where you can delve into the history of this sweet municipality in southwestern Antioquia and its famous "Bocadillo de arroz." This adventure continues to the spectacular "Barranquismo" sculpture, a clay work that celebrates the town's 150th anniversary. It ends with a visit to the "El Arca" Café Museum for an experience of knowledge and flavors.

3



Includes local country cuisine (breakfast, lunch and snacks) and a free tasting of Abuelo's coffee.

***This tour is available for couples or groups of up to 20 people.**

Experience The Bee Tour

CHECK-IN: 9:00 A.M.
CHECK-OUT: 3:00 P.M.

IN THE WORLD OF BEES 3 HOURS

THE BEE ROUTE INCLUDES:

- Introduction to bees and their importance.
- Tasting and sampling of different honeys.
- Guided tour of the different species of stingless bees.
- Guided tour of the apiary with protective clothing
- Honey snack
- Hydration and specialty coffee tasting.
- Countryside lunch.
- Chiva tour and souvenirs.
- Medical insurance and certified guides.





La Matilde



99.5%

We achieved 99.50% customer satisfaction according to an annual survey.

Key Differentiators

- **Regenerative Tourism:** More than sustainability, we restore ecosystems and culture. Planting and harvesting.
- **We produce 70%** of the food we offer on the farm (Kilometer Zero Foods)



- Connection with local communities.
- **Over 70 years** of history preserving rural traditions.
- **Strategic Location:** Less than 2.3 hours from Medellín, in a tourist triangle.



- **More than 3,000** visitors have experienced La Matilde.
- **More than 100** experience packages sold.



Key Statistics

- **50%** visitors from Medellín Metropolitan Area.
- **30%** regional tourists.
- **20%** foreign tourists (France, Puerto Rico, Mexico)

A living and biodiverse ecosystem



La Matilde

Sustainability is one of the fundamental pillars of La Matilde.

Here, we are committed to a single health: that of the water, the soil, and all the elements and living beings that inhabit it. We respect the natural cycles of Mother Earth; each plant grows in its own time, without the use of agrochemicals. For us, every visitor to La Matilde is a guest in this living ecosystem, where every action is a sign of respect and gratitude toward the land that sustains us.



PORTAFOLIO LA MATILDE



Ecosistema vivo

Educational Experience



+2.600

Students, volunteers and interns have lived our best-selling experience



We develop educational programs using a unique methodology focused on learning by doing, personal development, and discovery learning.



The program is designed and implemented by the professional staff of La Matilde Agrotourism, based on the needs of the institution or group.



We offer these experiences for groups of at least 5 people, with reservations made at least one week in advance.



International alliances so that our educational events have endorsements that provide a plus for our clients.





A legacy of
tradition and quality
since 1954

At the foot of the sacred mountain of my Pueblorrico, the land of my grandparents, where our Lord lies buried in a historical monument called Golgotha, "Café del Abuelo" is born. A coffee whose soft aroma and flavor honor Ezequiel Valderrama, a hardworking man dedicated to his family, who worked with love for the progress of his town and home. With coffee and farm work, he made his La Matilde farm a harmonious place for life.

This specialty coffee is available in 125 grams, 250 grams, and 500 grams (whole bean and ground).

- **Roast: Medium**
- **Altitude: 1900–2100 meters above sea level**
- **Aroma: Fruity, caramel, panela, floral.**
- **Flavor: Chocolate, honey-panela, caramel.**
- **Acidity: Citrus**
- **Body: Medium**
- **Origin: Pueblorrico, Antioquia, Colombia**


La Matilde

Our organic products



We know that eating organic and healthy food in our daily meals is important.

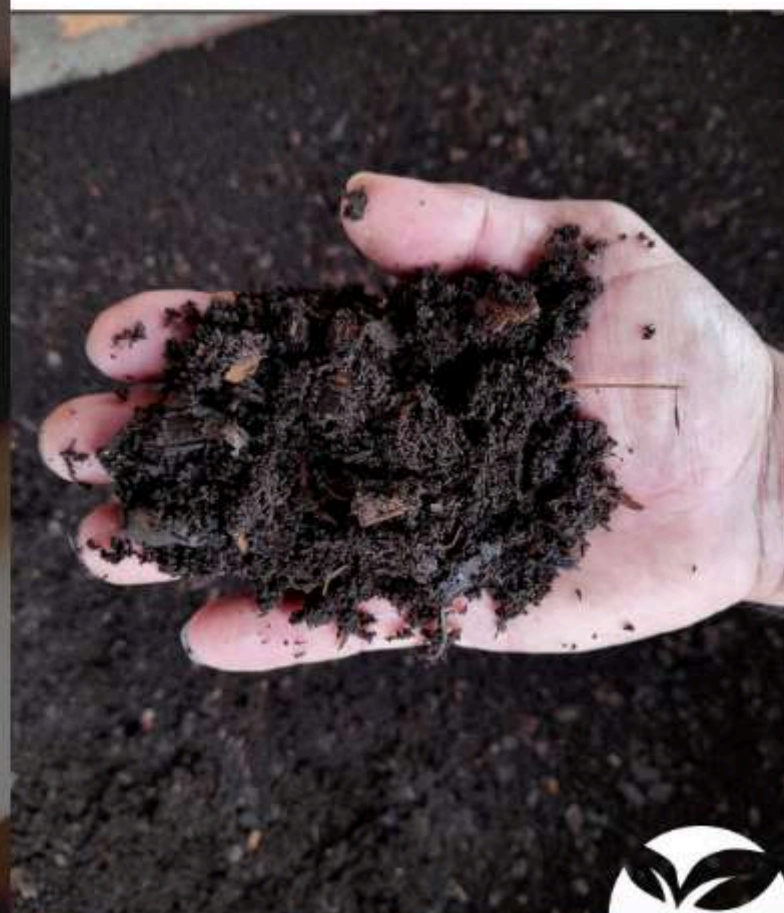
At La Matilde Agroturismo, you'll find organic products prepared by the hands of rural women, such as vegetables, herbs, fruits, eggs from happy hens, organic fertilizers, bio-based compost, and chlorophyll.

We focus on a single planetary health, relying on nature-based solutions.

VEGETABLES



VERMICOMPOST



GREEN SMOOTHIE BAG



EGGS FROM HAPPY HENS



Impact of La Matilde:



+15

Local families benefit from direct and indirect employment.

80%

of the workers are peasants from the region.

10

Female heads of household lead gastronomic and artisanal production.






Partnership Opportunities

- Design of personalized experiences tailored to each traveler profile.
- Benefits for partner agencies.
- Priority access to exclusive events and activities.

“Juntos creamos experiencias que el mundo está buscando”



Flexible Partnership Models

 Exclusive packages with special rates for partner agencies..

General Conditions



Reservations and Payments:

- All reservations must be made at least 48 hours in advance.
- To confirm your reservation, a 50% deposit of the total service price is required.
- The remaining balance must be paid before the experience begins.
- Payments are accepted in cash, bank transfer, and online platforms.



General Conditions



Cancellation and Refund Policy:

- Cancellations made more than 72 hours in advance: 80% refund of the advance payment.
- Cancellations made less than 72 hours in advance: No refund, but the service may be rescheduled based on availability.
- In the event of extreme weather or force majeure, La Matilde Agroturismo reserves the right to reschedule the activity.

General Conditions

Rules and Safety:

- All visitors must follow staff instructions and safety regulations.
- The entry of alcoholic beverages, psychoactive substances, and weapons is prohibited.
- Respect the flora and fauna of the area, avoiding the removal of plants or animal cruelty.
- Comfortable shoes and appropriate clothing are recommended for all activities.
- Minors must be accompanied by a responsible adult at all times.



General Conditions

Sustainability and Environmental Responsibility:

- La Matilde Agroturismo promotes responsible tourism, so visitors are encouraged to bring their own reusable containers.
- Proper disposal of waste is requested at the available recycling points.
- Feeding animals is not permitted without staff authorization.



General Conditions



Weather Conditions:

- Some activities may be affected by adverse weather conditions, in which case visitors will be notified regarding rescheduling or modifications.

Photography and Image Use Policy:

- During the experiences, photographs and videos may be taken for social media promotion and advertising purposes.
- If the visitor does not wish to appear in these records, they must inform us in advance.

General Conditions



Accessibility and Well-being:


- La Matilde Agroturismo offers natural spaces suitable for all types of visitors; however, some trails may not be accessible to people with reduced mobility.
- We recommend informing the guest in advance of any dietary restrictions, allergies, or medical conditions to ensure a better experience.



Opening
hours:


Come discover La Matilde, a place where sustainability, agrotourism, and tradition come together to create an unforgettable experience that will stay with you.

WEDNESDAY TO SUNDAY
INCLUDING HOLIDAYS
FROM 9:00 AM TO 6:00 PM

 3106290067 - 3235271247


 @lamatildepueblorrico

 /lamatildeagroturismo

 agroturismo.principalwebsite.com

 @lamatildeagroturismo

 lamatildeagroturismo@gmail.com

 [Vereda La Envidia, Pueblorrico](#)
[Antioquia.](#)





La Matilde

**SEE YOU
SOON**

Let's design enriching experiences together!