



Grupo Bocal

Pasta and more

Grupo Bocal consists of two large companies: Industrial Dominicana, a manufacturer of pasta products, and Cibao Valley Mills, a maker of flour for the baking of cookies and biscuits. Industrial Dominicana was founded in the early 1960s by Bolivar Reynoso Dajer and Doña Celeste Fernandez de Reynoso, who noticed a shortage of pasta products in the country and wanted to provide low-cost alternatives to the customers who visited their store.

In 1962, Don Bolivar went to Italy to acquire pasta making machinery from the Braibanti firm for the production of long noodle pasta and other short pastas, such as macaroni and mostacholis. The machinery arrived in 1963, and two years later operations began. Since then, the company has been producing quality pasta products, under the Pasta Princess brand, reaching every corner of the country. Products include: spaghetti, noodles, mostacholis, penne, small and large

coditos, rigatoni, ravioli, gnocchi, natural and tricolor spirals, lasagna, and cannelloni.

In 1994, Don Bolivar founded Cibao Valley Mills, a wheat mill capable of processing 300 tons of flour per day. In 2009, the plant began making cookies, cakes, and crackers. Recently, the Bocal Group expanded the range of its Aviva brand crackers with the launch of Aviva Fine Herbs, a product that offers consumers the



AT A GLANCE

WHO: Grupo Bocal

WHAT: A manufacturer and distributor of pasta products, cookies, cakes, and crackers

WHERE: Santiago and Santo Domingo, Dominican Republic

WEBSITE: www.grupobocal.com

tastes of parsley, oregano, and basil. These new flavors were aimed at an adult audience looking to enjoy new, healthful, wheat-based products.

Grupo Bocal's current general manager is Ruben



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