





Grupo Bocel

Pasta and more

Grupo Bocel 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 Bocel 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 Bocel

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

WHERE: Santiago and Santo Domingo, Dominican Republic

WEBSITE: www.grupobocel.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 Bocel's current general manager is Ruben



Leader in flour applications

Flour Fine Tuning for the mills of the world

Mühlentchemie develops and markets innovative flour improvers and premixes for the efficient production of baked goods. Based in Germany, we have been partners to the worldwide milling industry for more than 90 years.

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Services • tailor-made improvers • ready-mixed flours • advice on applications • product development • flour analysis • training courses • dosing equipment • laboratory equipment

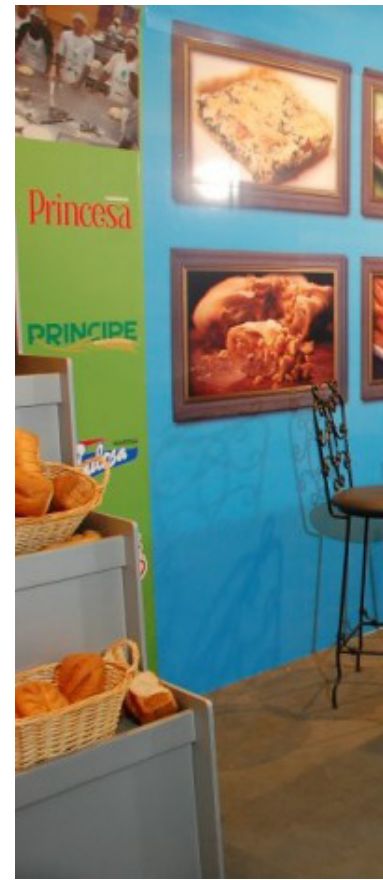
German Quality made by Mühlentchemie.



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Reynoso Fernández, the son of the company's founders. In 2015, Grupo Bocel celebrated its 50th anniversary as a family-owned, Dominican company that satisfies domestic palates while simultaneously exporting its products to 16 countries. The company is ISO 9001- and 14001-certified and holds several international awards, including the New Millennium Award granted in Paris, France, in 2004, and the Quality Summit Award in New York, in 2005.

PREFERRED VENDORS

Muhlenchemie GmbH & Co. - Established back in 1923, and a member of the Stern-Wywiol Gruppe since 1990, Muhlenchemie is one of the world's best-known enterprises in the field of flour improvement. Muhlenchemie's core field of competence is developing solutions for standardizing and optimizing flours – from classic flour treatment to concentrates for ready-mixed flours. - www.muehlenchemie.de

Ativa - www.ativa.com.do



ativa
Materias Primas

Misión

Proveer a nuestros clientes una amplia gama de productos, ofreciéndoles soluciones de importación, almacenaje y logística que faciliten los procesos productivos y beneficien a la sociedad dominicana.

Valores

Nuestros valores le dan sentido a nuestra razón de ser y nos sirven como pautas de conducta para administrarnos en las actividades y situaciones ordinarias y extraordinarias.

- Honestidad • Responsabilidad • Compromiso
- Pasión por lo que hacemos

Visión

Ser líderes en la oferta de materias primas para la industria nacional con productos de calidad y con los más altos estándares de servicio.

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www.grupobocel.com