

## **La Tabacalera S.A. opens opportunities for Strategic Investors in the Dominican Republic**

*The Caribbean company has announced an international public tender process to select a strategic partner to support its growth and consolidate its leadership in the competitive tobacco industry.*

(Santo Domingo, Dominican Republic) With a rich history spanning over a century, **La Tabacalera S.A.** has established itself as one of the leading players in the tobacco industry in the Dominican Republic. Founded in 1902 under the name "La Habanera," the company has undergone various transformations that have allowed it to adapt to market changes while maintaining its core values of quality, tradition, and commitment to excellence.

Since its inception, La Tabacalera has been synonymous with innovation, evolving over the years to become a powerhouse in the production of cigarettes and hand-rolled cigars. In 2000, following a major capitalization process, the company adopted its current name as part of its modernization and expansion strategy, while preserving a deep connection to its history and legacy.

Located in **Villa González**, in the province of Santiago, one of the most iconic tobacco-growing regions in the Dominican Republic, La Tabacalera boasts a robust logistics infrastructure, distributing its products through over **14,000 sales points** nationwide. This is complemented by two strategic distribution centers: one in the capital, Santo Domingo, and the other at the main factory in Santiago, enabling the company to efficiently service all distribution channels across the country.

In the competitive cigarette market, La Tabacalera has solidified its position as the **second-largest player** in the Dominican Republic, with a strong presence in the **Value segment**. Brands like **Montecarlo**, launched in 1964 and a market leader during the 1980s and 1990s; **Constanza**, internationally recognized for its quality and menthol flavor; and **Hilton**, the best-selling brand in the company's portfolio, have earned the loyalty of Dominican consumers by offering high-quality products at accessible prices.

In the hand-rolled cigar segment, **La Habanera** and **Vega Real** stand out for their tradition and excellence. Carefully crafted by the most experienced tobacco artisans in the Dominican Republic, these cigars represent the finest Dominican tobacco, grown in the fertile Cibao Valley. Their reputation extends beyond local markets and into the international arena, including sales in **duty-free shops** at the country's airports, further cementing their global prestige.

### **A Promising Future for Strategic Investors**

Today, **La Tabacalera S.A.** is undergoing an exciting expansion and is seeking a strategic investor to share its vision for growth and leverage its century-long legacy. This opportunity is being offered through an **International Public Tender**, organized by the **Fondo Patrimonial de las Empresas Reformadas (FONPER)**, a Dominican government agency responsible for managing reformed companies. The process aims to strengthen La Tabacalera's financial structure, maximizing its potential and securing its future in an increasingly dynamic market.

The tender is open to companies or consortia, both domestic and international, that are looking to take advantage of this unique opportunity to become part of an **iconic company** in the tobacco industry, with a proven track record and significant growth potential.

This tender process not only represents an opportunity for financial investment but also the chance to collaborate with a company that has been a **historical leader** in the Dominican Republic, contributing significantly to the country's economic and social development. The strength of its product portfolio, the expansion of its distribution network, and the loyalty of its consumers ensure **significant growth opportunities** for any investment partner wishing to be part of its evolution.

## **How to Participate in the Tender Process**

Interested parties must register and meet the requirements outlined in the **Terms of Reference**, which will be available until **September 27, 2024**, on the official **FONPER** website: <https://fonper.gob.do/licitacion-publica-internacional-tabacalera/>.

Additionally, inquiries can be directed to the Tender Committee via email at **licitacionlatabacalera@fonper.gov.do**.