



DOING BUSINESS IN DOMINICAN REPUBLIC

Population 11M | GDP Growth 2.1% (*est. 2025)| GDP PC \$24K | Wine Imports 1.4M 9 lt cs

Economy: tourism, construction, mining, telecommunications, remittances. Politically stable compared to other regional markets. New high-end hotels (2026) will increase demand for imported wines. Wine consumption is fashionable among locals and tourism will drive long-term volumes. Opportunity to list Premium California Wines in luxury dining.

Wine in Dominican Republic

Total Addressable Market

Wine consumption is low compared to the US and Canada at .17 liter per capita. Most distributors forecast category growth fueled by increased tourism. Total Still Wine Category is 2.5M 9lt cases, 1.1M local wine/ 1.4 imported wine. Import category led by Spain with 632K 9lt cs, US second with 366K 9lt cs (almost 60% by one value brand).

Consumption Trends

Old World White varietals like Albariño and Verdejo taking some share from the dominant Rioja and Rivera del Duero red wines.

New World Wine varietals total 614K 9ltr cases:

	Vol 2025	% of Total
Cabernet Sauvignon	79	13%
Merlot	65	11%
Sauvignon Blanc	31	5%
Chardonnay	23	4%
Pinot Gris/PinotGrigio	19	3%
Malbec	17	3%
Camenere	7	1%
Zinfandel	7	1%
Shiraz/Syrah	4	1%
White Zinfandel	3	0%
Pinot Noir	2	0%
Other	357	58%
Total	614	100%

Affluent consumers' interest in premium producers is growing. Wine knowledge is improving, and suppliers can build brand awareness and loyalty through educational activities targeting the right audiences.

Trading Notes for Wineries

In the off premise sector (73% of vol), some of the largest supermarkets in the country (Nacional, La Sirena, Bravo), are also direct importers of wine. This dynamic limits shelf access to new brands that are not imported by them directly. An alternative route to market is to go through liquor store chains who serve as wholesalers to the down-trade providing access to small neighborhood stores (Colmados) who might not have accounts with larger distributors.

On premise (27% of vol) fine dining is an important channel to develop premium California Wines through wine dinners, staff and distributor trainings. Important restaurants in Santo Domingo for visibility include: La Casina, Don Pepe, La Vinoteca, Ajuala, Habanero, Central Gastronomica, Maraca.

Market Insights

- Focus areas to develop the wine category
 - Santo Domingo (capital)
 - Santiago (secondary city)
 - La Romana (wealthy locals)
 - Punta Cana (tourism – resorts)
- All Inclusive Resorts drive value driven, low brand recognition wines from Spain, Chile
- Opportunity for listings in the paid wine list at the resort's bars and restaurants
- With economic development, more middle-class locals that travel are aware of US wine trends
- Expensive market for promotion and activities
 - Target 10% of case cost for budget allowance to generate funds for tastings, events, incentives
- Although many people speak English, Spanish is key to win share of mind
- Consumers have a taste for sweet wines evidenced by the exponential growth of California red blends with some RS, but "sweet wine" has a negative connotation and is best to avoid when trying to position your brand if it has jammy characteristics.
 - As in much of the region consumers "talk dry, but drink sweet"

Taxes, Shipping and Terms

- 0% import tariff for US wines under CAFTA-DR agreement
 - Needs CAFTA-DR Certificate of Origin
- **Domestic Taxes**
 1. **Selective Consumption Tax**
 - Applied to not essential luxury goods
 - a) **Specific Excise Tax (ISC Especifico)**
 - RD\$764.29 per liter of absolute alcohol
 - b) **Ad-Valorem Excise Tax (ISC Ad-Valorem)**
 - 10% tax applied to the retail price
 - Customs calculates this using a formula that estimates the retail value by adding a standardized distributor markup (typically 30%) to the CIF value plus the specific excise tax
 2. **Value Added Tax (ITBIS) 18%**
 - CIF value + any duties (0% for US) + specific ISC + ad-valorem ISC
- **Regulatory and Administrative Costs**
 - **Sanitary Register (Registro Sanitario)**
 - Handled by local distributor
 - Need:
 - Physical Samples
 - Certificate of Free Sale from California
 - Detailed Chemical Analysis
 - Takes several months
 - Costs \$800 to \$1,500 per SKU
 - **Spanish back label rework**
 - Applied either in CA or in DR bonded warehouse

Pricing Guidelines for Importers

	USD
Bottle Price	\$10.00
Insurance and Freight	\$1.50
CIF	\$11.50
Specific + Ad Valorem Tax + ITBIS	\$5.50
Landed	\$17.00
Importer Margin 30% - varies	\$7.29
List Price	\$24.29
Retailer Margin 30% - varies	\$10.41
Consumer Retail Price	\$34.69

Notable Importers

- **El Catador, S.A.**
- **Álvarez & Sánchez S.A.**
- **Manuel González Cuesta, S.A.S.**
- United Brands S.A.
- Sued Fargesa S.A.S.
- Marcas Premium S.A. (Vinos S.A.)
- Inversiones Señor Vino S.R.L.
- Dibe S.A.S. (Distribuidora Bebidas)
- High Spirits Co. RD
- Vinícola Del Norte, S.A.
- Islas De Sabores S.R.L.
- Brugal & Co. S.A.
- Comercial Franjul, S.R.L.
- Grupo Mejía Arcalá
- Importadora Bold Dominicana S.A.S.
- Winemelier S.R.L.
- Cabrera & Asociados S.A.
- Pucara Dominicana S.A. (IPSA)
- Almacenes Continente S.R.L.
- Distribuidora Corripio, S.A.S.

Tables and Tax information serve as directional reference per market that are subject to changes and updated by each country throughout the year. Contact your local importer for up-to-date information.

Price Tiers

Category	2024 (000s 9L Cases)	2025 (000s 9L Cases)	Change '24 / '25	% of Still Wine	Price Tiers RD\$
Still Wine	2,467	2,500	1%		
Prestige-Plus	1.27	1.33	5%	0.1%	Over 13,932.23
Prestige	2.75	3.72	35%	0.1%	7,440.01 to 13,932.22
Ultra-Premium	18.01	19.01	6%	0.8%	4,268.26 to 7,440.00
Super-Premium	86.43	87.56	1%	3.5%	3,207.19 to 4,268.25
Premium	136.74	145.08	6%	5.8%	1,647.83 to 3,207.18
Standard	303.72	292.00	-4%	11.7%	918.21 to 1,647.82
Value	521.08	521.30	0%	20.9%	498.01 to 918.20
Low-Price	1,396.50	1,430.00	2%	57.2%	498.00 and under

90% of volume in Standard/Value/Low Price

Prestige price tier fastest growing category

Cultural Awareness and Considerations

- Do not compare DR market to Puerto Rico - regional rivalry
- Long lunches and dinners are the norm to establish relationships
 - The best business deals are done with friends - attitude
- Haitian immigration is a delicate topic
- Be aware of your surroundings
 - Dominicans are very friendly but make sure you are accompanied by locals when out and about (particularly at night)
- Santo Domingo (Capital)
 - Can be dangerous even during the day
 - Traffic is chaotic – don't rent a car.
 - Rely on distributor or taxi / uber for transportation

Contact Information

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