

## Navarro Discount Pharmacy celebrates opening of 30th store

By: Antoinette Alexander

Navarro Discount Pharmacy, a Hispanic-owned pharmacy chain and an MBF Healthcare portfolio company, has opened its 30th store in Homestead in the Homestead Pavilion Shopping Center.

For added convenience and improved customer service, the pharmacy department has been moved to the front of the new 11,280-sq.-ft. store. The store layout features new colors and enhanced signage in English and Spanish, wider aisles, a larger fragrance section with added light boxes, and more products in the refrigerated food and dairy section. Services for customers include a pediatric window for busy parents, compounding pharmacy services, a free Diabetes Club for adults and children with diabetes, and free prescription delivery for all customers.

Navarro's shelves in Homestead are stocked with ethnic products for the Mexican community, including Jumex nectars, an extensive variety of chili peppers, piñatas and Hispanic products from Goya and Gamesa. Signature products for Hispanics also available in the Homestead store include Café La Llave Espresso coffee and Fabuloso multipurpose cleaner, plus such popular brands as Valentini, El Sembrador and La Fe. Navarro's new Vida Mia private-label brand products, with labels in English and Spanish, also are available in the store.

"Due to the strength of the Navarro brand in the Hispanic community, the new Homestead store, our southernmost store, has had excellent traffic and higher than normal opening sales," stated Juan Ortiz, CEO of Navarro Discount Pharmacy. "There is a tremendous need locally for a community pharmacy such as Navarro and a lot of pent up demand." As part of Navarro's 22-store expansion strategy, the next store opening after Homestead is Pembroke Pines in Broward County in the spring of 2012.

Attending the ribbon-cutting ceremony and grand opening were Homestead mayor Steven Bateman, vice mayor Jon Burgess and Greater Homestead/Florida City Chamber of Commerce chairman Linda Hicks. The first 200 customers received a free Navarro reusable bag filled with product, there was free product sampling throughout the day and special 2-for-1 product offers. Representatives from Florida Health College Dade Medical College and the American Heart Association staffed tables and administered free vascular, glucose and vitals screenings for customers.