



Navarro Bows Homestead, Florida, Location

Navarro Discount Pharmacy, the largest Hispanic-owned pharmacy chain in the United States, has opened a store within the Homestead Pavilion Shopping Center in Homestead, Fla. The store, which opened Nov. 21, is the company's 30th location.

“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,” noted Juan Ortiz, CEO of the Miami-based retailer. “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 planned after Homestead is Pembroke Pines in Florida's Broward County in the spring of 2012.

The first 200 customers on grand-opening day received a free Navarro reusable bag filled with products. Also marking the occasion were free sampling and special two-for-one product offers, as well as and everyday Navarro low pricing. Additionally, representatives from Florida Health College, Dade Medical College and the American Heart Association were on hand to administer no-cost vascular, glucose and vitals screenings for customers.

For greater convenience and improved customer service, the pharmacy department has been moved to the front of the 11,280-square-foot Homestead store. The 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. Unique services for customers include a pediatric window for busy parents, a pharmacy that performs compounding, a free Diabetes Club for adults and children, and free prescription delivery for all customers.

The grocery section features ethnic products for the Latino community, among them Jumex nectars, an extensive variety of chili peppers, piñatas, and Hispanic products from Goya and Gamesa. Other products available at the Homestead store include Café La Llave Espresso coffee and Fabuloso multi-purpose cleaner, in addition to such popular brands as Valentini, El Sembrador and La Fe. Further, Navarro's new Vida Mia private label products, featuring bilingual labels, are also on the store's shelves.