

Chain Drug Review

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Navarro's 31st store opens doors in Broward County



MIAMI – Navarro Discount Pharmacy has opened its 31st store, located in Pembroke Pines, Fla.

The South Florida chain, the nation's largest Hispanic-owned pharmacy retailer, said Thursday that the Pembroke Pines store is part of its three-year, 22-store expansion strategy throughout the state.

In early December, Navarro announced the opening of its 30th drug store, in Homestead, Fla.

Navarro noted that it previously had a store in Pembroke Pines from 2000 to 2009.

"The new Pembroke Pines store is just what the doctor ordered for the Hispanic community in Broward County," Navarro Discount Pharmacy chief executive officer Juan Ortiz said in a statement on the new store, situated in the Westfork Plaza. "We are very pleased to be in Broward County again and look forward to serving the needs of the growing Hispanic community there."

Attending the ribbon-cutting ceremony and grand opening were Pembroke Pines Mayor Frank Ortis, Vice Mayor Iris Siple and Miramar Pembroke Pines Regional Chamber of Commerce Chairperson Maggie Wiegandt.

The first 100 customers received a free Navarro reusable bag filled with products, and there was free product sampling throughout the event. Dade Medical College, Baptist Medical Plaza and Dr. Martinez of Martinez Chiropractic staffed tables and administered free vascular, glucose, cholesterol, weight and spinal cord screenings for customers.

The 16,000-square-foot store 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, according to Navarro.

Services include a pediatric pharmacy window for busy parents, medication compounding, a free Diabetes Club, and free prescription delivery for all customers. Navarro's new Vida Mia private-label products, with labels in English and Spanish, are also available in the store.

"At the new Pembroke Pines store, we look forward to making available customers' favorite Hispanic products and continuing to serve them as a friendly, community pharmacy," stated Alys Carvajal, store manager of the Pembroke Pines location.



Navarro CEO Juan Ortiz at the grand opening event.

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