



Navarro CEO Juan Ortiz said the new Homestead, Fla., store has seen robust traffic and higher-than-normal opening sales.

Navarro Discount Pharmacy opens 30th location

Pushing ahead with its expansion plan, Navarro Discount Pharmacy officially opened the doors to its 30th drug store, in Homestead, Fla.

The Miami-area drug chain also said Thursday that its next new location, one of 22 planned additional outlets, will open in Pembroke Pines, Fla., in the spring.

The first 200 customers at the 11,280-square-foot Homestead store received a free Navarro reusable bag filled with products. There was product sampling throughout the day, as well as two-for-one offers.

Representatives from Florida Health College, Dade Medical College and the American Heart Association staffed tables and administered free vascular, glucose and vital sign screenings for customers.

Attending the ribbon-cutting ceremony and grand opening were City of Homestead Mayor Steven Bateman, Vice Mayor Jon Burgess and Greater Homestead/Florida City Chamber of Commerce Chairman Linda Hicks.

"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," Navarro chief executive officer Juan Ortiz said in a statement. "There is a tremendous need locally for a community pharmacy such as Navarro and a lot of pent-up -demand."

At the Homestead store, the pharmacy department has been moved to the front for added convenience and improved service. The store layout features new colors and enhanced signage in English and Spanish, wider aisles, more products in the refrigerated food and dairy section, and a larger fragrance section with added light boxes.

Services include a pediatric window for busy parents, pharmacy compounding, free Diabetes Club membership for adults and children, and free prescription delivery.

The shelves in the Homestead location also are stocked with ethnic products for the Mexican community, including Jumex nectars, an extensive variety of chili peppers, pinatas, and Hispanic products from Goya and Gamesa. Other signature products for Hispanics include Café La Llave Espresso coffee and Fabuloso multipurpose cleaner plus popular brands such as Valentini, El Sembrador and La Fe.

"We're proud of the fact that all of the new employees hired for the Homestead store are local residents," stated store manager Javier Fernandez. "We are very grateful to the city of Homestead for assisting us with recruiting and with our job fair earlier this year."