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Navarro Discount Pharmacy celebrates opening of 31st store *Store touts 16,000 sq. ft.*

By Antoinette Alexander

MIAMI — Navarro Discount Pharmacy has announced the opening of its 31st store in Pembroke Pines in the Westfork Plaza.

Navarro's had a previous store in Pembroke Pines from 2000 to 2009. The new store is part of Navarro's three-year, 22-store expansion strategy throughout Florida.

"The new Pembroke Pines store is just what the doctor ordered for the Hispanic community in Broward County," Navarro Discount Pharmacy CEO Juan Ortiz said. "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 City of Pembroke Pines mayor Frank C. Ortis, vice mayor Iris Siple, and the Miramar Pembroke Pines regional chamber of commerce chairperson Maggie Wiegandt. The first 100 customers received a free Navarro reusable bag filled with product and there was free product sampling throughout the day. Dade Medical College, Baptist Medical Plaza and Dr. Martinez, Martinez Chiropractic, staffed tables and administered free vascular, glucose, cholesterol, weight and spinal cord screenings for customers. The grand opening also included a Family Fun Day filled with music, Mariachis, face painting and characters for children to greet and take pictures with.

Navarro's every day assortment of merchandise includes niche Hispanic products known to their customers. Navarro's new Vida Mia private-label brand products, with labels in English and Spanish, are also available in the store.

The new 16,000-sq.-ft. 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. Navarro's unique 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.

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