

# Chain Drug Review

Reporter for the Chain Drug Store Industry

## RETAIL NEWS BREAKS

### Navarro's Vida Mia private label reaches milestone

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MIAMI – Navarro Discount Pharmacy is continuing to see strong acceptance and sales growth of its Vida Mia private label, which is marking its two-year anniversary.



With more than 1,000 SKUs, the Vida Mia brand spans such categories as household, beauty, over-the-counter, body, baby and food.

Navarro said Tuesday that Vida Mia (My Life) — believed to be the nation's first brand targeting Hispanics across all product categories — has sold more than 7 million product units encompassing about 1,000 SKUs over the past two years.

The Miami-area drug chain projects 4% sales growth for the brand annually for the next one to three years.

Vida Mia products are sold at all 33 Navarro drug stores in South Florida and on a wholesale basis in the United States and the Caribbean via Magellan Distribution Solutions, the retailer's wholesale and export subsidiary.

"Having a solely Hispanic focused brand such as Vida Mia with bilingual product packaging allows us to better cater to the Hispanic market, which lacks culturally relevant products that appeal to this growing and diverse population," Navarro chief executive officer Juan Ortiz said in a statement.

Navarro announced plans to introduce the Vida Mia brand in April 2011 and official launched the product line in January 2012. Featuring bilingual packaging, the brand caters to consumers from a range of Hispanic backgrounds and ethnicities, and the Spanish dialect used on the product labels isn't geographically or regionally defined, the retailer noted.

Vida Mia products span such categories as household, beauty, over-the-counter, body, baby and food. The items are grouped under the brand segments Mi Casa (Home), including household and kitchen items such as bleach, batteries, appliances, coffee cups and paper goods; Mi Cuerpo (Body), including soap, shampoo and lotions; Mi Salud (Health), including OTC health items and equipment such as blood pressure and glucose monitors; Mi Bebe (Baby), including diapers and baby products; Mi Belleza (Beauty), including cosmetics, nail polish and beauty accessories; and Mi Sabor (Taste), including such food items as coffee, plantain chips, cookies, rice and sugar, among others.

Since its launch, the Vida Mia brand has received several awards, Navarro added. Accolades include the Private Label Manufacturers Association Salute to Excellence Award in the hot beverages category for Vida Mia Café Espresso (November 2013), Progressive Grocer Store Brand Magazine Achievement Award (November 2012), and PLMA 2012 Salute to Excellence Award in the dressings/oils/marinades category for Vida Mia Mojo Marinade (November 2012).

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