



Navarro's Vida Mia brand was on display in the Latino Markets area of the 2011 PLMA Annual Trade Show.

Navarro readies rollout of Hispanic private label

Navarro Discount Pharmacy soon plans to roll out its Vida Mia private label — believed to be the nation's first brand targeting Hispanics across all product categories — to its 30 drug stores in the Miami area.

The regional drug chain said Tuesday that Vida Mia, or "My Life," was showcased earlier this month at the 2011 Private Label Manufacturers Association Annual Trade Show in Chicago. Navarro was invited to participate in the Latino Markets section of the show.

With English/Spanish product packaging and more than 300 SKUs, the Vida Mia private brand was announced in April and covers such categories as over-the-counter, household, beauty, food, body and baby.

Product segments include Mi Casa (Home), offering household and kitchen items such as bleach, batteries, appliances, coffee cups and paper goods; Mi Cuerpo (Body), with soap, shampoo and lotions; Mi Salud (Health), featuring OTC health items and equipment such as blood pressure and glucose monitors; Mi Bebe (Baby), with diapers and other baby items; Mi Belleza (Beauty), offering makeup, cosmetics, nail polish and beauty accessories; and Mi Sabor (Taste), with coffee, plantain chips, cookies, rice, sugar and other food items.

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"Having a solely Hispanic focused brand such as Vida Mia with bilingual product packaging will allow us to better cater to our market which lacks culturally relevant products which appeal to this growing and diverse population. We will also continue satisfying our loyal customer base, who were instrumental in developing this brand and come to Navarro for both value and quality," Navarro chief executive officer Juan Ortiz said in a statement. "We have also received strong interest to date from retailers in Texas, California and Latin America, with strong Hispanic customer bases who wish to buy the Vida Mia products on a wholesale basis."

As Navarro previously reported, Vida Mia is being launched via Magellan Distribution Solutions, the retailer's wholesale and export subsidiary, and will be made available on a wholesale basis and online at Navarro.com. Navarro said it will offer Vida Mia products through a licensing program to other retailers nationwide that have a strong Hispanic customer base. The marketing campaign for the Vida Mia launch includes in-store product sampling and coupon offers.

"We were honored to have been asked to showcase Vida Mia at the PLMA Trade Show, with its members and strategic partners," stated Jose Alvarez, vice president of retail merchandising at Navarro. "The Vida Mia brand is truly a reflection of the Hispanic culture and gives us a unique channel to connect with Latinos of all ethnicities."