

## Navarro returns to one Florida community

by John Schultz

PEMBROKE PINES, Fla. – Navarro Discount Pharmacy has opened its 31st store.

Located in the Florida community of Pembroke Pines, the outlet “is just what the doctor ordered for the Hispanic community in Broward County,” stated Juan Ortiz, chief executive officer of Navarro, the largest Hispanic-owned pharmacy chain in the country.

“We are very pleased to be in Broward County again and look forward to serving the needs of the growing Hispanic community there,” Ortiz said.

The South Florida drug chain previously had a store in Pembroke Pines from 2000 to 2009.

The new store, which is part of Westfork Plaza in Pembroke Pines, is another component of Navarro’s three-year expansion strategy through which it anticipates opening 22 outlets throughout Florida. In early December Navarro announced the opening of its 30th pharmacy location, in Homestead, Fla.

City government and business leaders attended the Pembroke Pines store’s ribbon-cutting ceremony last month. The first 100 customers were rewarded with a free Navarro reusable bag filled with products. In addition, customers took advantage of free product sampling throughout the day as well as low prices.

Furthermore, local health care professionals administered free vascular, glucose, cholesterol, weight and spinal cord screenings for customers.

“At the new Pembroke Pines store, we look forward to making available customers’ favorite Hispanic products and continuing to serve them in a friendly, community pharmacy,” commented Alys Carvajal, the store’s manager.

The 16,000-square-foot drug store features Navarro’s niche Hispanic products, including Vida Mia, the retailer’s private label brand with labels in both Spanish and English.

Bold colors, bilingual signage, expanded aisles and bright lighting are highlights in the modern layout, as well as a larger fragrance section with added light boxes and a broader selection of products in the refrigerated food and dairy section, according to Navarro.

Compounding services, a pediatric pharmacy window, free prescription delivery and other health care programs and services are available in the pharmacy department.

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