



Navarro celebrates two-year anniversary of Vida Mia brand

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Navarro Discount Pharmacy, a Miami-based, Hispanic-owned drugstore chain and an MBF Healthcare Partners portfolio company, said it is celebrating the two-year anniversary of its Vida Mia brand, said to be the first brand in the United States targeting Hispanics across a variety of categories. Since its introduction, more than 7 million Vida Mia product units have sold, and the line comprises approximately 1,000 SKUs. Sales are expected to grow 4 percent annually for the next one to three years.

“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,” said Juan Ortiz, Navarro CEO.

Navarro said that its understanding of the growing Hispanic demographic in South Florida and across the United States led it to conduct extensive market research, which resulted in Vida Mia’s launch in January 2012. The brand was developed by consumers from a broad range of Hispanic backgrounds and ethnicities, and the Spanish dialect used on the product labels is not geographically or regionally defined.

Currently, Vida Mia comprises six sub-brands: Mi Casa (home), Mi Cuerpo (bath and body care), Mi Salud (OTC and other healthcare), Mi Bebe (baby care), Mi Belleza (beauty care) and Mi Sabor (food and beverage), Navarro stated. It has won several industry awards, including two Salute to Excellence Awards from the Private Label Manufacturers Association (one in 2012 and another in 2013) and a Store Brand Achievement Award from Store Brands (in 2012).

Vida Mia products are sold at all 33 Navarro locations in South Florida and on a wholesale basis in the Caribbean and the United States, Navarro said.

http://www.plstorebrands.com/top-story-navarro_celebrates_two_year_anniversary_of_vida_mia_brand-4703.html