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**West Coast retailer expands into Monterey County**

Vallarta Supermarkets has expanded into Monterey County with its newest store location in Salinas, CA. With a rich history of serving diverse communities throughout Southern California, Vallarta Supermarkets said it continues to bring quality products and exceptional customer service to its latest location.

"We are extremely excited to open our doors in Salinas," said Lizette Gomez, director of marketing at Vallarta Supermarkets. "This new location allows us to connect with an even broader range of customers, and we look forward to serving the local community with the same high-quality products and exceptional customer service that Vallarta Supermarkets is known for."

The new store will feature Vallarta Supermarkets' departments: fresh produce, Carnes Frescas for meat, Pescaderia for fresh and frozen seafood, Tortilleria for authentic homemade fresh corn and flour tortillas, Cremería for the retailer's take on a traditional deli; Panaderia for breads and cakes, and La Isla, a juice bar.

Vallarta sources the freshest produce from local growers, as well as those across the U.S. and around the world, including Mexico, Chile, Canada, Peru, Guatemala and New Zealand. Latino favorites like mamey, chayote, mango tierno and seasonal favorites can be found at every location

The company remains deeply engaged in a multitude of community initiatives, including steadfast support for local schools and charitable organizations in Monterey County. With the opening of the Salinas store, Vallarta Supermarkets anticipates becoming a cornerstone of the Salinas community, dedicated to providing quality products and delivering exceptional customer service while fostering community growth and well-being.

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