VALLARTA SUPERMARKETS



SEEKING LOCATIONS:

SOUTHERN CALIFORNIA

Vallarta Supermarkets was founded by Enrique Gonzalez Sr., who was later joined in the business by his four brothers, his son and nephew. In 1985, Enrique Gonzalez Sr. began his journey in the grocery business when he opened Carniceria Vallarta in a 1,000 sq. ft market in Van Nuys, CA. He focused on selling the traditional cuts of meats popular in his native Mexico with an emphasis on unequaled quality and the friendliest of customer service. As of 2024, Vallarta operates 57 stores throughout California (Ventura, Los Angeles, San Bernardino, Riverside, Kern, San Diego, Monterey, Santa Cruz, Madera, Stanislaus, Santa Barbara, Tulare, Orange, and Fresno counties), with more than 8,000 team members. Vallarta Supermarkets is actively seeking locations for new stores in Southern California.

SITE CRITERIA:

- **Size: Approximately 47,000-55,000 square feet**
- **Building Type: Second generation spaces, freestanding, end cap or inline with high visibility.**
- **Signage: Building and pole/monument signage**

SITE REQUIREMENT:

- **Strong retail corridor with excellent street presence, ample parking and at a signalized intersection**
- **High activity areas with a strong balance of daytime and nighttime traffic**
- **Demographics: Minimum 42% Hispanic Population**

For more information, contact:

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