



NEWS RELEASE

OFFICE OF ECONOMIC DEVELOPMENT
GROWGLENDALE.COM | GLENDALEAZ.COM

FOR IMMEDIATE RELEASE

January 14, 2026

Contact: Lauren Serrato, Office of Economic Development

Email: LSerrato@glendaleaz.com P: 623-930-4502

VALLARTA SUPERMARKETS OPENS FIRST ARIZONA LOCATION IN GLENDALE

Southern California-based Vallarta Supermarkets expands to Glendale with plans to open 15 Arizona locations

Glendale, Arizona – Vallarta Supermarkets, a leading Latino-owned grocery chain known for its fresh foods and vibrant in-store experience, opened its first Arizona location in Glendale. The new store marks a major milestone for the company as it expands beyond California, with plans to open 15 stores across Arizona in the coming years.

The Glendale store, located at 5836 W. Camelback Road, will bring Vallarta’s signature offerings to Arizona shoppers, including fresh produce, an in-house carnicería, freshly made tortillas, a panadería, and authentic prepared foods inspired by traditional Mexican cuisine. The store is designed to serve as a community hub, celebrating culture, flavor, and value. The modern design incorporates colorful, textured elements inspired by Mexican and Latin food culture, creating a welcoming space for exploration and discovery.

Customers will experience open views across departments allowing them to watch the food come to life, from traditional nixtamal-prepared masa to custom cakes and fresh ceviche.

“I am pleased to welcome Cesar Gonzalez and the entire Vallarta team to Glendale,” said Glendale Mayor Jerry P. Weiers. “Vallarta offers high-quality authentic prepared food that will bring families together around the dinner table, and through the Gonzalez Family Foundation, the company also gives back by supporting scholarships, schools, churches, and local organizations.”

The new location is expected to create numerous local jobs and contribute to the economic growth of the Glendale area. Vallarta Supermarkets plans to prioritize local hiring and provide employees with opportunities for training and career advancement.

Founded in 1985, Vallarta Supermarkets has grown to become one of the fastest-growing independent grocery chains in the United States. The company’s Arizona expansion reflects increasing demand for culturally relevant grocery experiences and fresh, affordable food options.

For more information about Vallarta Supermarkets, please visit vallartasupermarkets.com.

-XXX-

About Vallarta Supermarkets

Since 1985, Vallarta Supermarkets has been bringing families together over fresh and authentic food. Vallarta's mission is to serve the community with respect and pride, providing authentic, traditional, fresh products for the whole family. Vallarta celebrates the food, culture, colors, and vibrant energy of Mexico and Latin America. As of 2026, Vallarta counts 64 stores throughout California (Ventura, Los Angeles, San Bernardino, Riverside, Kern, San Diego, Santa Barbara, Fresno, Madera, Tulare, Orange, Monterey, Santa Cruz, Stanislaus, and Fresno counties) and Arizona (Maricopa County), and more than 8,000 team members.

About the city of Glendale

As the sixth largest city in Arizona, with a population of nearly 255,000, Glendale is a premiere destination to live, work and play. Glendale features premium entertainment and shopping opportunities and a growing list of signature companies that call our city home. The city is also home to Luke Air Force Base and major defense contractors, including Lockheed-Martin, Magellan Aerospace and Honeywell. Other major employers include Red Bull, Global Credit Union, Ball, Bechtel and Nestlé. From major international manufacturers, Fortune 100 firms and luxury auto dealers to locally owned small shops and restaurants, Glendale provides the ideal location for businesses to arrive and thrive. Employers will also find access to robust and qualified talent pipelines, with six postsecondary educational institutions. State Farm Stadium and Desert Diamond Arena in Glendale's Sports and Entertainment District host hometown team the Arizona Cardinals, as well as mega events such as the Super Bowl and NCAA Final Four. Camelback-Ranch Glendale is the spring training home of the Los Angeles Dodgers and Chicago White Sox. For more information about Glendale, please visit growglendale.com or follow us on [Facebook](#), [Twitter](#) and [Instagram](#).