

**FOR IMMEDIATE RELEASE**

**Superior Grocers Opens Second Store Grand Opening in Victorville, CA**

**Santa Fe Springs, CA – [July 5, 2024]** –Superior Grocers, a leading name in the grocery industry, is thrilled to announce the grand opening of its second store in Victorville, California. The new store, which officially opened its doors on July 3, 2024, marks another significant step in Superior Grocers' expansion and ongoing commitment to serving the community.

A group of people cutting a red ribbon

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**A Warm Welcome from the Community:**

The grand opening was met with enthusiastic support from the Victorville community. Local residents lined up around the building, eager to experience the superior shopping experience that Superior Grocers is renowned for. The overwhelming response underscores the strong community ties and the trust that Superior Grocers has built over the years.

**Expanding Our Reach:**

The new store in Victorville offers a wide range of departments to cater to the diverse needs of the community. Highlights of the store include:

* **Fresh Produce Section:** A vibrant assortment of locally sourced and fresh produce ensures quality and freshness for all customers.
* **SR Superior Ranch Meats:** Offering premium cuts of meat, ensuring the highest quality for every meal.
* **Bakery:** Indulge in freshly baked bread, pastries, and desserts crafted with care by skilled bakers.
* **Tamales:** Made with 100% fresh stone-ground nixtamal, these tamales bring authentic flavor to every bite.
* **Prepared Foods:** Enjoy a variety of freshly prepared meals and dishes, providing convenient options for every occasion.
* **Grocery Aisles:** Stocked with an extensive range of pantry staples, international products, and specialty items to meet every household's needs.
* **Tortilleria:** Experience the tradition of handcrafted tortillas, adding a touch of authenticity to every meal.
* **Boba:** Satisfy your cravings with refreshing boba drinks, available in a variety of flavors.
* **Healthy Snacks:** Fresh cut fruits including freshly made Bionicos and Mangoneadas provide delicious and healthy options.

**Community Engagement:**

Superior Grocers remains deeply committed to supporting the communities it serves. As part of the grand opening celebrations, the company made generous donations to local organizations, reinforcing its dedication to making a positive impact. During the event, Superior Grocers presented $2,000 checks to the following organizations:

- Victorville Youth Soccer League

- AYSO – Victorville

- Victorville American Little League

These contributions highlight Superior Grocers' commitment to supporting youth programs and fostering community development.

A group of people holding a large check

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A group of people holding a check

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"We are excited to open our second store in Victorville and continue our mission of providing exceptional service and quality products to the community," said Richard Wardwell, President and CEO of Superior Grocers. "The warm welcome and enthusiasm from the residents of Victorville motivate us to strive for excellence every day. We look forward to building lasting relationships and becoming an integral part of the Victorville community."

Superior Grocers invites all residents of Victorville to visit the new store, explore its diverse offerings, and experience the superior quality and service that have made Superior Grocers a trusted name in the grocery industry.

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**About Superior Grocers**

Superior Grocers is one of the largest independently owned chain of grocery stores in Southern California. Superior began its operations in 1981 with one store and has experienced steady growth for over 43 years. It now operates 73 stores throughout Southern California, Central Valley and Las Vegas. Aside from its wide assortment of grocery, produce, meat, bakery, frozen, deli, international foods & general merchandise products, Superior stores also offer a variety of freshly prepared products in the Bakery, Meat & Seafood, Service Deli and Hot Foods departments.

It prides itself in providing Superior Quality, Superior Variety and Superior Value to the communities that it serves. Superior Grocers is a strong community partner and continually supports programs that help bring a positive impact to its customers, including education, health awareness efforts and many local youth organizations and non-profit groups. For more information about Superior Grocers, please visit [www.superiorgrocers.com](http://www.superiorgrocers.com).

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