

Island Pacific

NOW 2 STORES 2 SERVE YOU IN LOS ANGELES

(SUPER SALE AT ISLAND PACIFIC IN LOS ANGELES)



T rue to its goal of providing exceptional customer service to all its customers, Island Pacific had recently opened a second branch in Los Angeles. Now customers will find Island Pacific as the most accessible Filipino market in Los Angeles. Island Pacific opened its first location 3 years ago in Los Angeles at 627 North Vermont Avenue. Due to the success of that store and customer demand, Island Pacific recently opened another branch in Los Angeles at 229 South Vermont Avenue. Customers will find the freshest meat, seafood, and produce at everyday low prices. Island Pacific also boasts the most complete line of national brand Filipino products imported from Philippines.

Most Accessible Store in Los Angeles

With the opening of its second location in Los Angeles, Island Pacific will be the most accessible Filipino store in Los Angeles. Whether they live closer to North Vermont Avenue or South Vermont Avenue, they will find an Island Pacific within walking distance. Not only will customers find Island Pacific very accessible but they will also enjoy the same low prices which ever Island Pacific they choose. All Grand Opening Sales available in the South Vermont Island Pacific will also be available in the existing North Vermont location. Whichever Island Pacific they choose to shop in Los Angeles, they will enjoy the same lowest price in meat, seafood, produce, and grocery selection.

Grand Opening Super Sale at Island Pacific in Los Angeles

To celebrate the opening of its new location in Los Angeles, Island Pacific will provide many items on reduced prices. The meat department will have many USDA-approved meat on sale. Some of the sales of the meat department are: Pork Butt (boneless) for \$0.89 per pound, Beef Ox-tail for \$2.99 per pound, and Pork Meat with Bone (perfect for Sinigang) for only \$0.99 per pound. For its huge Seafood Department, Island Pacific will have the following items on sale: Blue Crabs for \$0.99 per pound, Jumbo White Shrimp H-On for \$2.99 per pound, Striped Bass for \$2.99 per pound, Headless Jumbo White Shrimp for \$4.99 per pound, and imitation crab stick for \$0.99. In its Fresh Produce Department, some of the items Island Pacific will have on sale are: Manila Mango for \$6.99 per box, Chinese Eggplant at 3lbs for \$0.99, and Bittermelon at 2lbs for \$1. Island Pacific will also have countless number of Grocery items on sale. So when it comes to looking for the lowest price in town, there is no other place to shop but Island Pacific.



Tropical Atmosphere

When you enter Island Pacific, you will be greeted with the friendliest customer service. The Island Pacific difference that you will also notice is its spectacular Tropical ambiance. Island Pacific shopper Reggie Macalintal commented, "Parang nagbabakasyon ako sa Boracay pag namimili ako sa Island Pacific. Ang ganda nang tropical theme sa loob nang tindahan. Ang galing pa nang customer service dito. Bawat kanto nang tindahan may empleyado na humabati at handang tumulong sa amin. Parang nakabakasyon kami sa isang high-end beach resort" Island Pacific is in the process of remodeling all other Island Pacific to make sure that the customers feel like they are on vacation and feel relaxed when they shop at any Island Pacific location. Shopping at Island Pacific is a great break from the stresses of work.

Island Pacific in Los Angeles is located at 229 South Vermont Street, Los Angeles, CA 90004 and 627 North Vermont Street, Los Angeles, CA 90004.

Other Island Pacific locations are in Panorama City, Cerritos, Vallejo, Union City, and West Covina.



Island Pacific Makes Every Shopper A Winner



As Angelenos celebrate the victory of the Kobe-Bryant-led Lakers team in the most recent National Basketball Association (NBA) season, people are once again reminded of how great it is to be champions. As Manny Pacquiao's victory over Ricky Hatton remains fresh in the minds of boxing enthusiasts, the strong desire to cultivate winners is once again alive. But kababayans need not endure grueling hours of sports training and conditioning in order to win. Through everyday low prices, complete selection of products and excellent customer service, Island Pacific makes a winner out of every loyal shopper.

"Panalo ka sa Island Pacific," so goes Island Pacific's new jingle, written and recorded by Philippine's premiere folk singer and songwriter Florante.

"Natutuwa ako at nagpapasalamat sa Island Pacific management na nagtiwala silang ipagawa sa akin 'yung jingle nila,'" said Florante, best known for his hit single, "Handog."

"Florante is already an icon in the Philippine music landscape. He's written a lot of timeless Filipino classics and we have great respect for him and his works. We know that he's the best person for the Island Pacific jingle," said Tracy Lim, Island Pacific advertising manager.

hit after another, creating songs that are not only music to the ears, but also food for the soul as the lyrics tackled topics as mundane as romantic love and as profound as political issues.

"I admire Florante because he is a true Filipino, through and through," said LA18 host and producer Janelle So of the artist she has interviewed on her show more than 3 times in the last two years. "All his songs are written in Tagalog. And they're not just songs. They actually make you think, whether it's jokes from his song 'Bugtong,' to what it really means to be Filipino in 'Ako'y Pinoy,' to the answer to most of the world's problems in 'Sana.'"

Since moving to the States a few years ago, Florante has been featured on several shows, including a well-attended free concert at Island Pacific Supermarket in Panorama City where he began his collaboration with one of the Filipino-American community's premiere businesses.

"It was a good concert. But I think Pinoys in our other stores like West Covina, Los Angeles, and even up North were asking when Florante would have a show there. But now, each time a shopper enters any of our stores, they will be greeted by Florante's voice singing our jingle heard through Island Pacific radio," added Lim.

"Panalo ka sa Island Pacific... Kompleto and tinda at murang mura pa... Panalo ka sa island, sa Island Pacific... Serbisyo'y mabilis, presyong suli talaga... Panalo ka sa island, sa Island Pacific... Isang puntahan lang ay matatagpuan... Ang halos lahat ng inyong kailangan... Panalo ang lahat ng mga namimili... Panalo ka sa island... Panalo ka sa island... Panalo ka sa Island Pacific."

Island Pacific Supermarket just opened a brand new seafood market at 229 South Vermont Street, Los Angeles, CA 90004 and 627 North Vermont Street, Los Angeles, CA 90004. Other Island Pacific locations are in Panorama City, Cerritos, Vallejo, Union City, and West Covina.

Now Serving you!
627 N. Vermont Ave
Los Angeles, CA 90004
Tel. # (323) 671-1020

NOW OPEN!!!
225-229 S. Vermont Ave
Los Angeles, CA 90004
Tel. # (213) 674-2980

Florante's popularity in the Philippines during the 1970's was likened to the Beatles fever. As the era of Original Pilipino Music (OPM) emerged, Florante dominated the airwaves with one