

## El Machetazo in Coronado is OPEN!

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How do you get a resident at the beach excited? The answer is open up a new store that sells everything from frozen and fresh berries to electronics and has a new age escalator to take your buggy from level 1 to level 2. As a beach resident now of 3 years we have watched Coronado grow and flourish. From Cochez, to Super 99 and now the long awaited El Machetazo. We were so excited to hear that the department store opened, that we spent our Friday night wandering down the aisles of the 3 level department store in wonder and amazement.

El Machetazo is located in the Village Plaza next to Cochez on the north side of the Panamerican Highway. The entrance features some tasteful chandeliers, automatic doors and a very pleasant security guard that greeted each customer as they entered the store. El Machetazo is clean, bright and has a really fresh feel. The first floor features groceries, beer, wine and spirits along with their signature cafeteria. Take your buggy to the escalator which had us all giggling as we travelled up to the second floor with our buggy travelling next to us in its own track. The second floor has everything from housewares, to clothing and electronics. The aisles are spacious and the variety and quality is excellent. We found Pyrex kitchen supplies and Hamilton Beach small appliances. El Machetazo supplies linen clothing for men and woman with a nice selection of sizes from small to plus plus. The third floor covers the large appliance, sporting goods, toys and outdoor patio products. We found tennis balls and yoga matts and some innovative terrace loungers and swings.

For many shoppers it is about the experience. Walking into El Machetazo for us was just that a really cool experience. Not to mention I found fresh cranberries, cherries and pomegranates. I also located frozen blueberries and blackberries at a very reasonable price. Simply having options is the best part of having El Machetazo open in Coronado, coupled with the fact that it is on the opposite side of the highway. Coronado is still a beach community at heart, and I don't

think it will ever lose that vibe. Coronado however can now say it can offer a shopping experience that will suit both the city dweller and the tourist who come seek the Playa for its sun, sand and sea.

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*Karyn Saunders is a young expat living in the Pacific Beach Community since 2008. Her passion for Panama and for her community is seen through her insightful, discussion-promoting articles on living in the tropics. Karyn is a Virtual Recruiter, Writer and specializes in Social Media Marketing. She is also a Motivational Speaker and Personal & Professional Life Coach.*