

*Current, credible reports involving **Vallarta Supermarkets** (a popular Latino-focused grocery chain founded in California and now expanding, including new Arizona locations) being investigated over allegations of *discriminatory practices* — specifically related to employment.*

Federal Discrimination Investigation

- In 2025, the **U.S. Equal Employment Opportunity Commission (EEOC)** opened an investigation into hiring practices at Vallarta Supermarkets based on *charges alleging unlawful discrimination*.
- The EEOC's concern is that Vallarta may have *failed or refused to recruit, hire, or promote non-Hispanic applicants and employees*, which — if proven — would be a violation of federal anti-discrimination law (Title VII of the Civil Rights Act of 1964).

Court Order to Comply

- A **U.S. federal court** in the Central District of California *ordered the company to comply fully with EEOC subpoenas* and produce applicant and employee data. This is to allow the agency to determine whether those discriminatory practices actually occurred.

Company Position

- Vallarta's own website states that the company is an *equal opportunity employer* that prohibits discrimination in hiring and employment based on race, color, sex, national origin, and other protected characteristics.

What This Means

This situation **isn't about proof of discrimination yet** — federal law presumes employers are innocent until discrimination is established through investigation or legal proceedings. The court actions and EEOC subpoenas show that *a formal investigation is underway*, not necessarily that Vallarta has been legally found guilty of discriminatory practices.



Why is their entire staff Hispanic in the United States?