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changes introduced to our breakfast menu last year, we included the powdered-sugar *mallorcas*, which have made Burger King's breakfast one of the favorite destinations for consumers in the morning," explained Tania Suárez, spokeswoman for the local Burger King operation.

McDonald's, on the other hand, continues to operate its local McCafé locations which have been welcome by local customers as an alternative to Starbucks. McCafé also serves Puerto Rican coffee prepared by trained baristas.

LA FAMILIA PAWN SHOP OPENS SECOND LOCATION

La Familia Casa de Empeño y Joyería opened its second pawnshop on the island last week. The store, located in the Bayamón Oeste Shopping Center in Hato Tejas, Bayamón, is the second La Familia location in that municipality.

The first store opened last August enjoying considerable success, expressed John Thedford, CEO of

La Familia. The company plans to open from seven to 10 stores across the island during 2010 as part of its long-term plan to locate up to 70 stores here.

This expansion will create an estimated 700 new jobs in Puerto Rico. La Familia is owned and operated by the former management team of Value Pawn & Jewelry, a chain of 67 stores in Florida.

Thedford said, "We are proud to become a part of the Puerto Rico business community and make a positive contribution to the island's economy. We believe that our pawnshop concept—stressing world-class customer service and value retail—is unique to the island and will provide a truly satisfying experience for our customers. We have already received tremendously positive feedback from customers in our first store."

The store manager at the newest store is Tony Cortez who returned to the island after spending several years in Orlando. Andrés González is the general manager overseeing all store development and operations. ■



Ribbon-cutting ceremony featuring the La Familia team and Assistant Mayor Héctor Robles (right, in light brown jacket)