



## **The Pala Band of Mission Indians Break Ground on New Super Mart & Fuel Station, Creating Jobs and Expanding Access to Fresh Food, Fuel, and Services**

*Project advances tribal economic development goals with a project to provide groceries, deli, EV charging, 24/7 fueling, and full-service car & RV wash for the community and travelers along Highway 76.*

**PALA INDIAN RESERVATION, CA – June 25, 2025** – The Pala Band of Mission Indians, joined by regional leaders, officially broke ground today on the new Pala Super Mart & Fuel Station—a major development that will deliver essential goods, fuel, and services to local residents and travelers while advancing the Tribe’s long-term economic development goals.

Strategically located on Highway 76, a key corridor between inland San Diego and the coast, the Pala Super Mart & Fuel Station is designed as a modern, full-service retail destination. More than a typical roadside stop, the new facility will include a grocery market, specialty coffee bar, full-service deli, EV charging stations, 24/7 fueling, and a state-of-the-art car and RV wash. The project is expected to create over 35 new jobs in the local community.

“This new development is a vital step in fulfilling our vision for long-term Tribal economic sustainability,” said Pala Tribal Chairman Robert Smith. “The Pala Super Mart & Fuel Station will not only bring fresh food and quality services to the region, but it also strengthens our commitment to infrastructure, job creation, and community well-being—for both Tribal members and our neighbors.”

**Opening in 2026**, the Pala Super Mart & Fuel Station will offer the following features:

- **Grocery & Fresh Produce Market** – A 12,000-square-foot retail space—triple the size of the current Pala Mini Mart—offering fresh produce, dairy, pantry staples, household essentials, and more, serving both local families and travelers.
- **Specialty Coffee Bar** – Serving premium coffee beverages in a convenient setting.
- **Full-Service Deli** – Featuring made-to-order sandwiches, pizza, hamburgers, and salads, with indoor and outdoor seating for guests.

- **24/7 Fueling & EV Charging** – Equipped with 20 standard fuel pumps, 8 oversized fuel dispensers for motorhomes and trucks, and EV fast charging stations.
- **Car & RV Wash Facilities** – Includes a touchless car wash, a manual wash bay for large vehicles, and a vacuum and drying area.

Future site enhancements will include a nationally branded quick-service restaurant, to be announced at a later date.

Chairman Smith emphasized the long-term value of the project:

“This initiative reflects more than just commercial growth—it’s an investment in the future of our region. The Super Mart is designed to meet the evolving needs of our community while enhancing the travel experience along Highway 76.”

San Diego County Supervisor Jim Desmond, representing the 5th District, commended the Tribe’s leadership:

“Pala continues to demonstrate its vision and capacity to drive economic progress,” said Desmond. “This new development will provide meaningful employment, modern amenities, and increased activity in the region. It’s a bold and thoughtful move.”

**For updates and more information about the Pala Super Mart & Fuel Station, visit [www.palacasino.com/supermart](http://www.palacasino.com/supermart).**

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### **About the Pala Band of Mission Indians**

The Pala Band of Mission Indians is a federally recognized Tribe located in northern San Diego County. The Tribe’s 12,000-acre reservation, home to over 900 Tribal members, lies along the Palomar Mountain range. The reservation was established for the Cupeño and Luiseño peoples, who together form the Pala Tribe.

### **About Pala Casino Spa Resort**

Pala Casino Spa Resort is Southern California’s Entertainment Capital, featuring a Las Vegas-style casino with over 2,000 slot and video machines, 78 table games, nine restaurants, two lounges, and live entertainment at both its indoor 2,000-seat Pala Events Center and outdoor Starlight Theater. The resort also boasts a luxury hotel, five pools, two hot tubs, and 14 cabanas. Recognized with the AAA Four-Diamond Award for 15 consecutive years, Pala Casino is conveniently accessible via I-5, I-15, and Highway 76.

For more information, visit [www.palacasino.com](http://www.palacasino.com), [facebook.com/palacasino](https://facebook.com/palacasino), or [twitter.com/palacasino](https://twitter.com/palacasino).