

El Rio Grande Launches Brand New Website by Magic Logix

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DALLAS, TX, USA, July 8, 2015 /EINPresswire.com/ -- Widely regarded for their expertise in delivering innovative responsive websites, [Magic Logix](#) has brought their award winning design and development to [El Rio Grande](#), a Latin grocery store chain based in Texas.



The new site displays a modern and vivid aesthetic that highlights the cornerstone of excellence known to both Magic Logix and this grocery store chain. Fully responsive across all desktop, mobile and tablet devices, the new El Rio Grande website is also available in both English and Spanish to accommodate the store's different demographics.

In addition to new branding and a complete interactive design overhaul, the new website also features menus with weekly specials (and PDF copies of the store's [weekly ad](#)), a store location finder with zip code search, a variety of recipes for many occasions, an in-depth look at all the store's different departments, a career section and a news section that displays both store updates and photo galleries of in-store events and promotion.

Social integration is also a key component of the new website, with links to all of El Rio Grande's social channels available and a live Instagram feed for viewing.

Key technical aspects involved in the creation of this website include:

- Drupal 7
- HTML5
- CSS3
- Media Query
- JQuery
- Custom JavaScript animation

As is customary with Magic Logix, only the most current and relevant technologies were used in order to maintain the highest standard of quality.

About Magic Logix - Integrated Marketing Agency

Magic Logix is a Dallas, Texas based integrated marketing agency that provides a full spectrum of customized digital solutions for clients in all industries, worldwide. Magic Logix relies on agile development that allows us to adapt for new technology and priorities throughout your project.

Magic Logix creates and develops cross-functional solutions that are most logical for each client's

unique environment, giving them a customer base that expands right before their very eyes.

About El Rio Grande – Latin Market

El Rio Grande was born in 2005 with a dream: give every home in the Dallas Fort Worth area the opportunity to experience the joy of the Latin American flavor, with fresh goods, variety, quality service and convenient prices. El Rio has grown since then, with this dream ever present. Today El Rio would like to expand our Latin Market nationwide.

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