

Amapola Market Maintains Same Masa Prices for Third Consecutive Year, Honoring Tradition and Supporting Local Families

Southern California's iconic Masa brand prepares for the 2025 holiday season and announces a special holiday schedule

LOS ANGELES, CA, UNITED STATES, December 11, 2025 /EINPresswire.com/ -- [Amapola Market](#), the beloved Southern California institution known for crafting the region's most iconic holiday masa, as well as an extensive selection of Latin cuisine, announced today that its masa prices will remain unchanged for a third consecutive year: \$2.49/ LB for prepared masa and \$2.59/ LB for sweet masa. As communities continue to face economic hardship, Amapola reaffirms its long-standing commitment to supporting the families it has proudly served for more than six decades.



Amapola Market Logo

For 64 years, Amapola Market has provided generations of families with the Best Masa in Southern California. This culinary tradition has become a cherished part of the holidays and a staple food in the City of Los Angeles. Each December, thousands of customers make the annual "Amapola Pilgrimage," traveling from as far as Las Vegas, Riverside, Lancaster, and Bakersfield to secure their holiday masa and tamales from one of Amapola's three locations in Downey, Los Angeles, and the City of Paramount.

“

We know how essential these traditions are, especially during tough economic times. That is why we work hard as a business to manage to keep our masa prices steady for the third year in a row.”

Rolando Pozos, President and CEO at Amapola Market.

Amapola's legendary masa is crafted using all-natural, premium ingredients, including non-GMO corn and an artisanal nixtamal process that preserves flavor, texture, and authenticity. The market offers ready-to-cook masa in

both savory and sweet varieties, as well as a vegetarian option prepared with the same

“Our community is at the heart of everything we do,” said Rolando Pozos, President and CEO of Amapola Market. “For 64 years, Amapola has been woven into the traditions of thousands of families who visit our stores each holiday season to buy their masa and tamales. We know how essential these traditions are, especially during tough economic times. That is why we work hard as a business to manage to keep our masa prices steady for the third year in a row. Families should never have to sacrifice putting food on their table, especially not during the holidays.”

As households throughout Southern California continue to navigate rising costs, Amapola Market stands firm in its belief that tradition should remain accessible to everyone. The decision to freeze prices underscores Amapola's mission to serve not just as a market, but as a trusted community partner rooted in heritage, flavor, and family.

The Company also announced a special holiday schedule for its three locations from December 20, 2025, to January 1, 2026. Amapola Market Locations and Holiday Schedule:

Los Angeles
7223 Compton Ave.
Los Angeles, CA 90001

December 20-23: 6:00 AM – 7:00 PM
December 25: 6:00 AM – 5:00 PM



Holiday Schedules

HORARIO FESTIVO

2025

Los Angeles	Downey	Paramount
December 20 6:00am – 7:00pm	December 20 6:00am – 8:00pm	December 20 6:00am – 8:00pm
December 21 6:00am – 7:00pm	December 21 6:00am – 8:00pm	December 21 6:00am – 8:00pm
December 22 6:00am – 7:00pm	December 22 6:00am – 8:00pm	December 22 6:00am – 8:00pm
December 23 6:00am – 7:00pm	December 23 6:00am – 9:00pm	December 23 6:00am – 9:00pm
December 24 6:00am – 5:00pm	December 24 6:00am – 5:00pm	December 24 6:00am – 5:00pm
December 25 8:00am – 4:00pm	December 25 8:00am – 4:00pm	December 25 8:00am – 4:00pm
December 30 6:00am – 7:00pm	December 30 6:00am – 8:00pm	December 30 6:00am – 8:00pm
December 31 6:00am – 5:00pm	December 31 6:00am – 8:00pm	December 31 6:00am – 5:00pm
January 1 8:00am – 4:00pm	January 1 8:00am – 4:00pm	January 1 8:00am – 4:00pm

7223 Compton Ave.
Los Angeles, CA. 90001
(323)587-7118

7420 Florence Ave.
Downey, CA. 90240
(562) 776-0246

13733 Garfield Ave.
Paramount, CA. 90723
(562) 272-4516

Masa Prices

Precios De Masa

Prepared for Tamales
Preparada para Tamales \$2.49Lb

Approximate/Aproximado

5lb	\$12.45
10lb	\$24.90
15lb	\$37.35
20lb	\$49.80

Unprepared/Quebrada: \$1.39lb

Prepared for Sweet Tamales
Preparada para Tamales Dulces \$2.59Lb

Approximate/Aproximado

5lb	\$12.95
10lb	\$25.90

Masa para Tortilla: \$1.39lb




Masa will only be sold in bags of 5lb, 10lb, 15lb & 20lb. / La Masa solo se vendrá en bolsas de 5lb, 10lb, 15lb y 20lb.

No Returns & No Exchanges on Masa / No order for more than 200lbs per customer.

No hay cambios ni devoluciones en masa / No tomamos órdenes de más de 200lbs por cliente.


Amapola Market Holiday Schedule 2025



Downey

7420 Florence Ave.
Downey, CA 90241

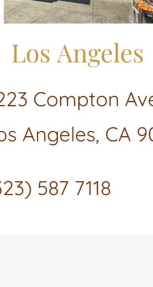
(562) 776 0246



Paramount

13733 Garfield Ave.
Paramount, CA 90723

(562) 272 4516



Los Angeles

7223 Compton Ave.
Los Angeles, CA 90001

(323) 587 7118

Amapola Locations

December 30: 6:00 AM – 7:00 PM
December 31: 6:00 AM – 5:00 PM
January 1: 8:00 AM – 4:00 PM

Downey
7420 Florence Ave.
Downey, CA 90241

December 20-22: 6:00 AM – 8:00 PM
December 23: 6:00 AM – 9:00 PM
December 24: 6:00 AM – 5:00 PM
December 25: 8:00 AM – 4:00 PM
December 30: 6:00 AM – 8:00 PM
December 31: 6:00 AM – 5:00 PM
January 1: 8:00 AM – 4:00 PM

Paramount
13733 Garfield Ave.
Paramount, CA 90723

December 20-22: 6:00 AM – 8:00 PM
December 23: 6:00 AM – 9:00 PM
December 24: 6:00 AM – 5:00 PM
December 25: 8:00 AM – 4:00 PM
December 30: 6:00 AM – 8:00 PM
December 31: 6:00 AM – 5:00 PM
January 1: 8:00 AM – 4:00 PM

For more information about Amapola Market's holiday offerings, visit www.amapolamarket.com or follow @AmapolaMarket on social media.

About Amapola Market

Amapola Market is a Los Angeles-based Hispanic food brand and grocery store chain that has been serving Southern California residents for more than 62 years. Amapola is a brand of natural food products specializing in non-GMO corn products, including masa, tamales, and tortillas, as well as other specialty offerings. The company sells its products exclusively through three owned-and-operated grocery stores in Los Angeles, Downey, and Paramount. Amapola is the most popular brand of fresh corn dough for tamales, known as "masa." Amapola Market has been an integral community pillar, serving generations of loyal customers and helping them prepare tamales. Each Amapola Market location has a tortilla factory, a full-service meat market, a bakery, a service deli, and a grocery store, all in one.

MARCO GONZALEZ

AMAPOLA MARKET
marco@magopr.com

This press release can be viewed online at: <https://www.einpresswire.com/article/874679768>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.