



# MEDIA KIT

## 2024 – 2025

**Founded:** 2000  
**Store Support Offices:** Portland, Ore.  
**Staff:** Nearly 3,000

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📘 [@newseasonsmarket](https://www.facebook.com/newseasonsmarket)

🔗 [www.newseasonsmarket.com](http://www.newseasonsmarket.com)

📷 [@newseasonsmarket](https://www.instagram.com/newseasonsmarket)

### OVERVIEW

New Seasons Market is a progressive West Coast neighborhood grocer connecting communities to great local food and the people who grow it. As the world’s first Certified B Corporation grocer, the company supports a thriving regional food economy by honoring a triple bottom line dedicated to people, the planet and profit. That means that 10 percent of its after-tax profit is donated to the communities it serves. At all New Seasons Market stores, sustainably sourced, regeneratively produced, local, organic products share space with more conventional goods. The company’s guiding principle since day one is to build community through good food.



## LOCATIONS

New Seasons Market has 21 neighborhood stores in the Portland-metro and SW Washington area, with a new store planned in Tanasbourne Townsquare in Hillsboro, Ore., opening Spring 2025.



Customers are also invited to shop online for in-store pick-up, powered by Instacart:



[shop.newseasonsmarket.com](https://shop.newseasonsmarket.com)



[Apple](#) and [Android](#)

The grocer also partners with a selection of third-party vendors for grocery delivery:



## STORE FEATURES

Each New Seasons Market store is unique. From the façade to the interior, each honors the culture and character of its surrounding neighborhood. However, all stores share the company's guiding principle since day one—to build community through food. By championing the local food economy, each store provides:



Local and organic produce, grown with great care for the planet



Regeneratively produced meat and sustainable seafood, with specialty charcuterie and cheeses



Seasonal deli options ranging from pre-made soups, hot and salad bars, grab-and-go sandwiches and fresh sushi



Oregon Tilth Certified Organic bakeries specializing in handmade artisan breads and local pastries



Organic, regenerative and conventional grocery selections, as well as gluten-free, vegan and kosher



Handcrafted, locally made home goods, gifts and books



Full-service floral departments with bouquets, wedding flowers and houseplants



Local craft beer, cider and wines are available alongside a diverse selection of non-alcoholic options, functional drinks, kombuchas and more



High-quality wellness products, including supplements, vitamins, skincare, beauty items, essential oils and CBD



Grocery pickup and delivery, powered by Instacart, DoorDash, Amazon and the newly launched New Seasons Market mobile app



As the world's first Certified B Corp grocer, New Seasons Market is among a community of nearly 9,000 triple-bottom-line companies from more than 100 countries using the power of business as a force for good. The third-party B Corp assessment assures that New Seasons Market places a high value on taking care of staff, the communities it serves and the environment.



## REGIONAL FOOD CHAMPION

### SUSTAINABILITY

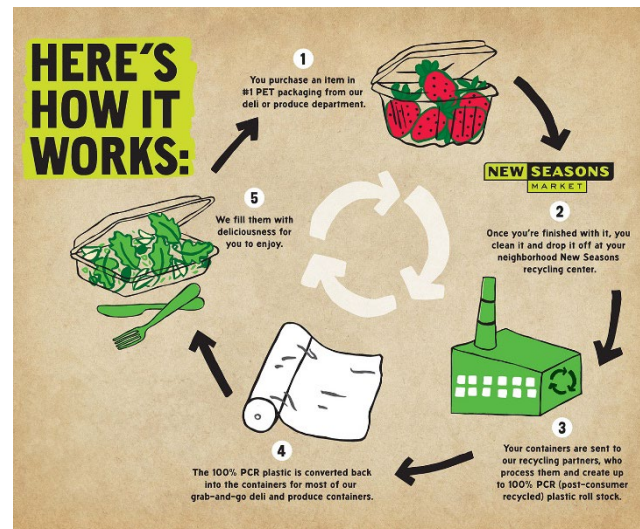
Environmental stewardship is incorporated into New Seasons Market's everyday operations, including a commitment to managing materials effectively, promoting reuse, reducing waste and continuously seeking improvements. A significant milestone in this journey was setting an ambitious goal to divert 90 percent or more of store waste from landfills. Additional priorities include:

- **Renewable Energy:** New Seasons Market sources 100 percent of its electricity from renewable energy credits, demonstrating a dedication to clean energy.
- **Sustainable and Circular Packaging:** New Seasons Market has identified numerous sustainable packaging options within its supply chain, including PaperSeal® MAP fresh pasta trays, which use 91 percent less plastic than clamshell packaging and eliminate the use of 120,000 of the previously used clamshells from the waste stream annually.
- **Plastic Reduction:** In its nearly 25 years, New Seasons Market has never offered plastic shopping bags, and – because the stores discontinued the sale of many single-use plastics – it helps keep more than 400,000 straws and 250,000 water bottles from entering waste streams each year.
- **Energy Efficiency:** Committed to reducing its carbon footprint, New Seasons Market invests in LED lighting and regular updates to its HVAC and refrigeration systems.
- **Pedal-Powered Deliveries:** In collaboration with B-line Urban Delivery, pedal-powered delivery service GreenWheels offers an eco-friendly option that alleviates urban congestion and reduces emissions.
- **Organic Commitment:** New Seasons Market embraces organic products across various departments, underscoring its dedication to promoting sustainable farming practices and offering customers high-quality, chemical-free choices.
- **Regenerative Agriculture:** New Seasons Market prioritizes regenerative agriculture practices within its supply chain and, in 2024, it introduced a partnership with Zero Foodprint to allocate proceeds from its “private label with a purpose” - Partner Brand - to award grants for vendors fostering the adoption and expansion of regenerative agriculture practices.

New Seasons Market also accepts clear plastics, stretchy plastic films and many other hard-to-recycle items often not accepted in curbside recycling bins—at no cost! Drop sites are located in front of stores with helpful signage to ensure customers are handing off the right items.

To help divert waste from the landfill, New Seasons Market partners with the trusted experts at K&S and D6 Inc. to recycle #1 PET (polyethylene terephthalate) plastics into 100 percent post-consumer plastic containers for the grab-and-go items at its stores.

To date, New Seasons Market has recycled nearly 250,000 pounds of #1 PET into more than 102,000 pounds of in-store packaging, ultimately diverting 2,600,515 thermoforms from the landfill (estimated).



## Food Sourcing

New Seasons Market leads with its advocacy for sustainable food practices, championing non-GMO products, organic produce and responsibly-sourced meat and seafood:

- **Organic Produce:** Although it varies throughout the year, New Seasons Market's produce departments offer an average of 75 percent or more organic options, prioritizing healthier produce and more sustainable farming practices.
- **Responsibly-Sourced Meat:** Partnering with trusted family ranchers, the meat departments provide a wide selection of regeneratively raised, grass fed and hormone-free options.
- **Ethical Seafood:** New Seasons Market is committed to sustainable seafood, offering responsibly-sourced fish and shellfish to support both ocean health and local fishing communities.
- **Organic Bakery:** New Seasons Market was the first grocery retailer to introduce a certified organic, in-store bakery and customers can enjoy more than 30 artisan breads baked fresh daily.

## Social and Environmental Impact Reporting

As the world's first Certified B Corp grocer, New Seasons Market transparently tracks and reports its social and environmental impact, with goals including:



- **Greenhouse Gas Reduction:** New Seasons Market strives to reduce its greenhouse gas emissions by 45 percent by 2026, striving for net-zero emissions (for scopes 1 and 2) by 2030 (against a 2019 baseline).
- **Energy Efficiency:** Actively seeking Energy Star certification, New Seasons Market aims to demonstrate its success in making stores more energy-efficient and thereby reducing emissions from electricity and natural gas consumption.
- **Landfill Diversion:** New Seasons Market is dedicated to minimizing its waste footprint by maximizing waste diversion through reduction, reuse, recycling and composting.
- **Food Waste Mitigation:** As part of its broader climate change mitigation efforts, the grocer continually reviews and refines its operations to curtail food waste, integrating new technologies and better practices. In partnership with the Pacific Coast Food Waste Commitment, New Seasons Market has set a long-term goal of reducing its food waste by 50 percent by 2030 (using a 2020 baseline).

## SOCIAL RESPONSIBILITY



## COMMUNITY IMPACT

For more than 20 years, New Seasons Market has been committed to building and nourishing local communities, donating 10 percent of its after-tax profits. In 2023, it revamped its giving model to concentrate on sustained funding and service to those most impacted by food insecurity and its root causes. With this new program, New Seasons Market will fund a smaller core group of nonprofits with a goal of providing sustained funding aligned with the organization's racial equity journey.

The grocer's community programs include:

- **Bag it Forward:** Each time a customer brings a reusable bag, New Seasons Market donates 5 cents to a selected nonprofit.
- **Gift It!:** Customers enrolled in New Seasons Market's loyalty program, Neighbor Rewards, can gift their rewards dollars to a selected nonprofit.
- **Nourish our Neighbors:** Periodically throughout the year, New Seasons Market hosts weeklong fundraisers, matching customer Gift It! donations up to a specified dollar amount. Additionally, anytime customers shop with New Seasons Market they can donate their Gift It! rewards at check-out.



- **Can for Kids:** Customers can drop their 10 cent redeemable containers at many New Seasons Market stores with donations benefitting six area school foundations.
- **Donate Dinner:** During this eight-day fundraiser leading into Thanksgiving, New Seasons Market raises funds homebound seniors.
- **Gleaning:** New Seasons Market works with more than 60 food recovery partners to ensure that excess food doesn't go to waste.
- **Lend a Hand:** New Seasons Market's Lend a Hand benefit pays staff eight hours of community service each year.

## Charitable Donations to Food Equity and Access in 2023: \$907,725

### LOCAL PARTNERSHIPS

New Seasons Market believes in the power of local partnerships to create a vibrant, healthy and sustainable community. As the ultimate neighborhood grocery store, it has also made its mission to support local growers, producers and entrepreneurs while also making a positive impact on the environment and our community.

- **Supporting Local Growers:** At the heart of New Seasons Market is a deep commitment to the local growers. By sourcing from local producers, it reduces the carbon footprint associated with food transportation, provides customers with the freshest foods available and helps preserve local farmland. Its relationships with local growers extend beyond transactions; New Seasons Market also advocates for businesses through various channels.
- **Become a Vendor Partner:** New Seasons Market is always on the lookout for fresh, high-quality, local products to offer in its stores. The grocer prioritizes local businesses and products from the Pacific Northwest to foster a thriving local food ecosystem and boost local economies.

**PROGRESSIVE  
EMPLOYER**



At the heart of New Seasons Market is its devoted workforce, a group that truly embodies the core of the company's mission and values. As a testament to its role as a forward-thinking and conscientious employer, the grocer takes pride in providing a



robust benefits package designed to support and uplift its staff. Here are some key elements of New Seasons Market's staff support programs:

- **Wages and Benefits:** New Seasons Market offers competitive wages and a comprehensive benefits package, acknowledging that the overall well-being of staff is fundamental to the success of the company.
- **Career Development:** The grocer champions the growth of its staff, providing extensive advancement opportunities in addition to continued education, by way of the Retail Management Certificate program, which is offered free-of-charge to all staff.
- **Open and Inclusive Environment:** Diversity, equity and inclusion are woven into the fabric of New Seasons Market's culture. Reflective of its community-driven ethos, the market embraces staff diversity and provides a supportive platform for all staff to excel.
- **Work-Life Balance:** Recognizing the significance of personal time, New Seasons Market designs flexible schedules for its staff, accommodating a balance between work demands and life's other responsibilities.
- **Community Engagement:** Staff are actively involved in building relationships with customers and local vendors, and New Seasons Market offers each staff member eight hours of paid time off to volunteer in the community.

New Seasons Market respects its staff's right to choose their representation, and many of its valued team members across various store locations have voted in favor of NSLU, an independent labor union. The grocer is committed to doing its best to actively address the concerns of its staff and exceed their expectations.

The people behind New Seasons Market are not just contributing to the company's growth—they are pivotal players in the community it serves.

## LEADERSHIP



Dear New Seasons Market Community,

As the CEO of New Seasons Market, I wanted to take a moment to express my heartfelt gratitude to each and every member of our community. Your unwavering support has allowed us to continue our mission of supporting the regional food economy and using business as a force for good.

Growing up just south of Portland in the lush Willamette Valley, I have always been deeply connected to the local food culture.

After attending McKay High School, Chemeketa Community College and Oregon State University, I spent more than 25 years at Winco and – later – Food4Less. My experiences taught me the importance of building strong relationships with customers, vendors and the community, as well as the vital role that staff plays in a successful business.





That's why I am so proud to be a part of New Seasons Market, the first B Corp grocer. We believe that a company can be profitable while still doing good in the world and we are committed to putting our values into action every day. From sourcing local and organic products to supporting community organizations, we strive to make a positive impact in everything we do.

We couldn't do it without the support of our amazing community. Your commitment to local, sustainable and ethical food choices inspires us every day and we are honored to be a part of this movement. So, thank you, from the bottom of my heart, for all that you do for New Seasons Market, where we believe every meal is something to celebrate and full of joy.

With all my best,

A handwritten signature in black ink that reads "Nancy". The signature is written in a cursive, flowing style.

Nancy Lebold, CEO

