

NEW SEASONS

MARKET

MEDIA KIT



The friendliest store in town.

EASY & FUN TO SHOP • SENSIBLY PRICED • LOCALLY OWNED & OPERATED

Founded	2000
Number of Employees	2,100
Number of Existing Stores	12

Our Story

Three families and 50 friends got together back in 1999 and decided to open a grocery store. Not just any grocery store, mind you, but one that carried everything from the essentials to the extraordinary. It had to be friendly, fun, neighborly and supportive of sustainable agriculture. So, on Leap Day, 2000, dreams and ideas gave way to our first store opening in Portland, Oregon.

As a locally owned business, we take pride in supporting local farms, ranches and other small businesses through our Home Grown program. The Home Grown logo calls out products from produce and meat to hand lotions and scented candles produced by local companies, making it easy to support the local and regional economy with your dollars, while we further our strong commitment to sustainable agriculture.

We show our commitment to the community by giving 10% of our after-tax profits to various organizations through grants and donations. And our staff gets out there to volunteer, engage and participate!

Looking ahead, we want to grow at a sustainable pace. We're not looking to be the biggest grocery store in town, just the friendliest. Visit our stores and you'll find that each one has its own unique character and personality. We are your neighborhood grocery store.

Our Mission

We want to be the ultimate neighborhood grocery store. That means creating the best shopping experience possible: easy, fun to shop, and genuinely friendly. It means providing you with the best mix of products, from Frosted Flakes to free-range chicken. It means building a market for local and regional products and supporting family farms. It means giving back to our community, and creating a progressive workplace where our staff can thrive.

Our Values

We believe in taking care of our customers and each other. We are champions of a healthy regional food system. We strive to build community inside and outside our stores. We embrace diversity and other points of view.

Our Vision

Ten to 15 years down the road, we want to have more stores just like the ones you know and love today. We will always be your neighborhood grocery store, providing “friendliest store in town” service every day. We want to empower customers to vote with their dollars and support positive change. We want to be an active participant in a regional food shed that is healthy and economically viable. And we want to be one of the best companies to work for in the Northwest.

Our Practices

You could say sustainability is in our DNA. As a locally owned grocery store we are always looking for ways to reduce our impact on the planet. That includes being good neighbors, partnering with local and regional farms and disposing of our waste responsibly.

For more information, download our [2010 Sustainability Report](#) or visit: newseasonsmarket.com/talk-with-us/our-story

Digital Media

Website: newseasonsmarket.com
Mobile site: newseasonsmarket.com

Social Media

Our Favorite Media Quotes

WholeFoods Magazine (2010)

“Embracing new ideas (and improving upon old standards) about product offerings, customer service, community involvement and sustainability has helped [New Seasons Market] grow.”

“New Seasons Market has been a champion in the areas of supporting local agriculture, environmentalism and community outreach, priding itself on a foundation based on sustainability and local support.”

Treehugger.com (10/15/10)

“...the store is going above and beyond the norm with its bike parking staples, hoping to encourage people to use alternative transport to the store.”

New York Times (1/4/06)

“At New Seasons, ‘Home Grown’ is not only the coin of the realm, it’s the heavily promoted mantra.”

Oregon Public Broadcasting (6/16/08)

“...local production is the name of the game for New Seasons.”

Recent Press Coverage

Sustainable Business Oregon

New Seasons Market Hires COO March 8, 2011

“New Seasons Market announced Tuesday that the 10-store grocery chain hired Pat Brown to take over as Chief Operating Officer, filling the spot vacated by Lisa Sedlar who was named CEO in December.”

Oregonlive.com

Lisa Sedlar Named CEO Of Local Grocer New Seasons Market December 14, 2010

“Lisa Sedlar will replace New Seasons Market co-founder Brian Rohter as the Portland-based grocer’s CEO.”

Portland Monthly

Farm to Aisle November, 2010

“New Seasons’ new leader sows success in a fertile field-to-table connection.”

Oregonlive.com

New At New Seasons: Now, You Can Shop For Local Foods To A Local Beat November 10, 2010

“...the sound systems at Portland’s 10-link chain of largely local-sourced grocery stores now play nothing but Northwest music.”

For our most recent media releases visit our [Press Room](#).

Recent Awards and Honors

2011 GOODCO Finalist



GOOD named New Seasons Market a finalist in its The GOOD Co. Project in 2011.

2011 Recycle at Work Award



New Seasons Market's Raleigh Hills and Orenco Station stores were among the first 50 Washington County businesses to win Recycle at Work awards. Award winners exemplify a commitment to community and leadership, spearheading advancements in recycling and waste prevention practices.

2011 BetterBricks Award



Our very own Greg Herrenbruck was the winner of a 2011 BetterBricks Award, which honors Oregon and Southwest Washington's leading green building professionals who own, design, build and operate commercial buildings.

2011 Heart of the Community Award Hands on Greater Portland



New Seasons Market was honored by The Portland Trail Blazers and [Hands On Greater Portland](#) with the Corporate Volunteer Award at the 10th Annual Heart of the Community Awards. The awards recognize exemplary volunteers who have made meaningful community improvements.

100 Best Companies to Work for in Oregon 2011



Oregon Business Magazine named New Seasons Market one of the 100 Best Companies to Work for in Oregon 2011.

100 Best Green Companies to Work for in Oregon 2011



Oregon Business Magazine named New Seasons Market one of the 100 Best Green Companies to Work for in Oregon 2011.

We donate 100% of the food and supplies for our Benefit Barbecues.

Our Stores**Arbor Lodge**

6400 N Interstate Ave.
Portland, OR 97217

**Cedar Hills**

3495 Cedar Hills Blvd.
Beaverton, OR 97005

**Concordia**

5320 NE 33rd Ave.
Portland, OR 97211

**Fisher's Landing**

2100B SE 164th Ave.
Vancouver, WA 98684

**Happy Valley**

15861 SE Happy Valley
Town Center Dr.
Happy Valley, OR 97086

**Hawthorne**

4034 SE Hawthorne Blvd.
Portland, OR 97214

**Mountain Park**

3 SW Monroe Pkwy.
Lake Oswego, OR 97035

**Orenco Station**

1453 NE 61st Ave.
Hillsboro, OR 97124

**Progress Ridge**

14805 SW Barrows Rd,
Suite 103
Beaverton, OR 97007

**Raleigh Hills**

7300 SW Beaverton-
Hillsdale Hwy.
Portland, OR 97225

**Sellwood**

1214 SE Tacoma St.
Portland, OR 97202

**Seven Corners**

1954 SE Division St.
Portland, OR 97202

**Media Contact**

Want to talk to a store manager? We'd be happy to set up an interview or store visit for you. Please contact Amy Brown, our Marketing Director at amyb@newseasonsmarket.com.