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NEW SEASONS MARKET TO OPEN BALLARD NEIGHBORHOOD STORE
*- Second Seattle-Area Site for Pioneering Natural Grocer
Committed to Organics, Community, Local Sourcing and Friendly Staff -*

PORTLAND, Ore. – Jan. 15, 2016 – On a mission to strengthen the regional food economy and build community around fresh, locally sourced food, New Seasons Market today announced it will open a 25,000-square foot store at 907 Ballard Way in Seattle, Wash. Designed to offer a vast array of local favorites and grocery classics when it opens in the fall of 2017, the new store will be New Seasons' third in Washington state. Known for being the friendliest store in town, New Seasons will hire locally to fill the majority of the store's approximately 150 new positions.

The Ballard store will be located in a newly constructed building CenterCal Properties plans to develop between NW 9th and NW 11th Avenues. The project, which will feature 14,000 square feet of restaurant and retail shop space in addition to New Seasons, will be CenterCal's third in the Puget Sound region.

The independent, mission-minded grocer with 18 stores in the Portland-Vancouver metro area and San Jose, Calif., has operated a store in Vancouver, Wash., since 2011. New openings on tap include:

- University Park in North Portland, Ore. – spring 2016
- Mercer Island, Wash. – fall 2016
- Sunnyvale, Calif. – early 2017
- Emeryville, Calif. – fall 2017

"We are so looking forward to becoming part of Ballard. We can't wait to meet the residents of the neighborhood to hear how we can create a welcoming gathering place to celebrate good food," said New Seasons President and CEO Wendy Collie. "Our unique retail experience embraces the community, giving back and offering choice while supporting a healthy regional food system. Joining the Ballard community is part of our plan to grow thoughtfully and sustainably, partnering with farmers and producers to build long-term relationships and bring our customers the best of the region."

New Seasons stores feature inventive freshly prepared foods made from local, delicious ingredients; handcrafted organic, Non-GMO Project Verified breads baked daily; sustainably sourced meats; an impressive range of specialty diet choices; vast array of cheeses; deli options; New Seasons chef-prepared grab-and-go meals; home goods and gifts from local artisans; wellness products; fair trade floral; and a substantial selection of beer and wine.

"Ballard Way is an ideal spot for a New Seasons. The community is thriving and our values align strongly with residents there. We pride ourselves on creating distinctive gathering places tailored to the needs of shoppers living in dense urban areas like Ballard. It's a great match for us," said Chief Development Officer Jerry Chevassus. "We'll design the store to fit the vibe of neighborhood and offer food choices that people want."

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People are what makes New Seasons special. Its friendly staff is committed to providing pick of the season produce, expert advice on natural wellness, free nutrition classes, recipe and cooking ideas and are encouraged to do whatever it takes to make customers happy. New Seasons' progressive benefits include competitive salaries, flexible scheduling, full health care coverage for partners and dependents, profit sharing and a 20% discount on store purchases. Staff are passionate about educating customers about food issues and special dietary needs, advocating for labeling laws that foster transparency and awareness about ingredients.

New Seasons was the first grocer in the world to earn B Lab Certification in recognition of its efforts to use business as a positive source to address social and environmental issues.

About New Seasons Market

New Seasons Market is a West Coast neighborhood grocer with a people-first culture that builds and sustains relationships for the greater good. A champion of the regional food economy, it partners with farmers, ranchers and producers to deliver the best of the region and pairs local, organic favorites with grocery classics to offer customers choice, value and flexibility. The world's first certified B Corp grocery store using the power of business for good, New Seasons started with a single store in Portland, Ore., in 2000 when three families and 50 friends united over shared values. Together with its 3,300 plus welcoming staff members, New Seasons offers a unique retail experience in which communities come together to realize the potential of a healthy, sustainable food system. New Seasons has 18 neighborhood stores in Washington, Oregon and California, as well as five New Leaf Community Market locations in Northern California, and commits 10% of its after-tax profits back to the communities it serves.

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