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GROCER WITH HEART ON THE WAY TO HAYES VALLEY NEW SEASONS MARKET PLANS FIRST STORE IN SAN FRANCISCO

SAN FRANCISCO, Calif. – Mar. 2, 2017 – New Seasons Market will bring a bounty of fresh, local and organic food to the heart of Hayes Valley and Western Addition neighborhoods with plans to open a nearly 29,000-square-foot store, its first in San Francisco.

Known as “the friendliest store in town,” New Seasons will bring a fun and easy shopping experience – with a unique selection of affordable grocery classics and local, sustainable goods – to 555 Fulton St. between Laguna St. and Octavia St. The store is part of the Fulton Street Ventures development project; an opening date has not yet been set.

“We are excited to come to San Francisco and join the Hayes Valley and Western Addition neighborhoods,” said CEO Wendy Collie. “Our stores are about community and bringing people together around delicious food, shared meals and a place where you can see your neighbors, and connect with each other. We’re looking forward to providing a warm, inviting gathering place where everyone feels welcome.”

As a neighborhood grocer, New Seasons recruits and hires from the community it serves, hiring fun, knowledgeable people who love food, embrace the company’s mission and values, and want to be part of creating a neighborhood-gathering place. The company expects to hire as many as 100 people from the neighborhood, offering progressive compensation and benefits programs including flexible lifestyle scheduling, training and advancement opportunities, a 20 percent staff discount and a “speak up” culture where staff have a voice in matters that affect them. “Our people are the heart and soul of the company, bringing our mission to be the ultimate neighborhood grocery store to life every day. The care customers feel when they shop in the stores is a direct reflection of the care we take to make sure New Seasons is a great place to work,” said Collie.

A champion of the sustainable, regional food economy, New Seasons is known for its bounty of fresh, local, organic food, and commitment to the region’s producers, farmers, fishers, and ranchers. The new store will feature an abundant, peak-of-the-season produce selection, and sustainably raised meats and seafood, as well as a broad selection of affordable grocery classics, from Cheerios to Triscuits. The store will also include freshly made, chef prepared deli and grab and go options, certified organic and Non-GMO breads, foods for special diets, a wellness and bodycare department, home goods from local artisans, a full-service floral department, and a substantial selection of beer and wine from the Bay Area and around the world.

“Our vision of adding a grocery store was always to serve as a gateway for our many different neighborhoods to meet and get to know one another through our common language of food,”

said Gail Baugh, president of the Hayes Valley Neighborhood Association. "It's been a very long time since we've had such a place to gather. We can't wait for New Seasons to open."

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Store design is in early development. Customers can expect to find aisles flooded with natural light, welcoming indoor and outdoor seating, and New Seasons Market chef-prepared meals, sandwiches, fresh-brewed coffee and baked goods. "I'm thrilled we will finally have a healthy, affordable and accessible grocery store serving our Western Addition and Hayes Valley residents," said Board of Supervisors President London Breed, who represents San Francisco's District 5 where the store will be located. "We've worked incredibly hard with neighbors and stakeholders to make this a reality. I can't wait for opening day."

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. The world's first B Corp grocery store, the company places as much value on taking care of its staff, its community and the environment as it does on growing and operating its business, resulting in genuine relationships between staff, vendors and customers. A respected 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. 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 4,000 plus welcoming staff, 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 20 neighborhood stores in Washington, Oregon and California, as well as four New Leaf Community Market locations in Northern California, and commits 10 percent of its after-tax profits back to the communities it serves. For more information visit www.newseasonsmarket.com.