



FOR IMMEDIATE RELEASE

## **New Seasons Market Introduces New Packaging and Expands Reusable Container Program to Reduce Plastics Waste**

*Grocer leverages technology to make informed packaging decisions*

**PORTLAND, Ore. – October 10, 2018 – [New Seasons Market](#)**, the world’s first B Corp grocery store, announced updates to the company’s sustainability initiatives today, including changes to some of the company’s packaging, and expansion of the grocer’s Bag It Forward program, rewarding customers and community partners for using reusable containers for items from the store’s deli, coffee bar, produce and bulk goods departments.

New Seasons has a long commitment to sustainable business practices, with annual waste audits, environmental non-profit community partnerships and operational initiatives for water, energy and transportation conservation. Yet, last year’s international restrictions on many plastic recyclables motivated the company to develop new innovative ways to reduce packaging waste, starting with the elimination of plastic straws from all stores in April, saving an estimated 180,000 straws in just five months.

“As a neighborhood grocer and local business leader, our customers, partners and community members look to us for guidance on how to reduce their own environmental impact,” said Athena Petty, New Seasons Market sustainability program manager. “Taking a closer look at our waste and revamping our packaging strategy is the next natural step in being transparent about our waste challenges, and gives customers and staff an opportunity to help us in our mission.”

### **Rewarding Customers While Helping the Community**

Starting today, New Seasons is expanding the company’s popular Bag It Forward initiative, rewarding customers with a 5 cent refund for every reusable container they bring in, which they can either keep towards their purchase or donate to one of three local non-profit organizations at each neighborhood store.

Over the last two years, New Seasons Market customers have saved over 7 million paper bags and donated more than \$300,000 to local non-profit organizations in their communities with their 5 cent refund for every reusable bag.

“By expanding the Bag It Forward program to include all reusable containers, we hope to reward our customers who bring in reusable jars, storage containers, drink tumblers and produce bags for their shopping, while giving back even more to our local communities,” Petty said.

### **Using Technology to Make Smarter Packaging Decisions**

Seeing an opportunity to examine our impact more deeply, New Seasons invested in LifeCycle Analysis software to examine the environmental impacts associated with the full lifecycle of a package, from raw materials extraction and manufacture, through use and disposal.

The technology informed new sustainability initiatives, including a new partnership with GO Box in August, tracking how many customers are adopting reusable containers and how they’re being used.

The grocer also looked at the containers of its own pre-packaged bulk food items, weighing food preservation needs with environmental impact of all options. The software shows that mass matters: switching from bulk tubs to zipper bags reduces gHg emissions by 78 percent, water usage by 80 percent, and human health impacts by 63 percent. As a result, New Seasons is now rolling out new packaging for the company's pre-packaged bulk items, including nuts, trail mixes and dried fruit, in a thinner, food-safe zipper bag rather than a tub.

"This data enables us to make sustainability decisions based on the true impact to people and the planet, rather than industry trends or simply whether a container is recyclable at the end of its use," Petty added. "Looking back over the last year since the collapse of the global recycling markets, we're confident about the measurable steps we're taking to reduce waste in our communities, and are excited to track our results to continue to evolve our sustainability programs in the future."

For more information on New Seasons' commitment to sustainability, visit [www.newseasonsmarket.com/sustainability](http://www.newseasonsmarket.com/sustainability). See your local store's Bag It Forward partners at [www.newseasonsmarket.com/bag-it-forward](http://www.newseasonsmarket.com/bag-it-forward).

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### **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 21 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](http://www.newseasonsmarket.com).

### **Media Contact:**

New Seasons PR Team

[media@newseasonsmarket.com](mailto:media@newseasonsmarket.com)