



FOR IMMEDIATE RELEASE

## **New Seasons Market Announces New Leadership Structure**

*Neighborhood grocer well-positioned for next phase of company growth*

**PORTLAND, Ore. – January 22, 2019 –** [New Seasons Market](#), the world’s first B Corp grocery store, announced today a new executive leadership structure to support the company’s continued investment in staff, customers, partners and local communities. As part of the strategic updates, Co-president Forrest Hoffmaster is assuming the role of Chief Executive Officer, and Co-president Kristi McFarland is taking on the role of Chief Strategy Officer, responsible for building meaningful business strategy tied to the company mission.

The new structure is the natural next step in the company’s growth, building off last year’s investments in core stores, staff benefits and relationships with local producers and community partners.

“We’ve had a successful year coming together around our mission,” said Forrest Hoffmaster, chief executive officer of New Seasons Market. “We have passionate and dedicated staff and an incredible purpose-driven leadership team committed to the long-term health of our organization, staying true to our founder-inspired values and being a leader in the industry. Our team is structured to bring these priorities to life.”

Hoffmaster joined the company as Chief Financial Officer in 2016. As Co-president, he cultivated the company’s partnership with Conscious Capitalism, advocating for sustainable business practices, and oversaw business development, real estate, finance, technology and data. McFarland joined New Seasons Market as Chief People Officer in 2014, building the company’s position as an employer of choice. While Co-president, she oversaw the company’s people strategy, advanced progressive workplace practices, led community relations, and strengthened brand engagement. In addition to Hoffmaster and McFarland, the experienced executive leadership team includes Chief Operations Officer Mark Law and Chief Marketing Officer Mary Wright.

“I’m so proud of what we’ve accomplished over the last year as a team with complementary strengths. With diverse experience and perspectives around the table we ensure that our customers, communities, staff, vendors and business sustainability efforts are embedded in every decision we make,” said Kristi McFarland, chief strategy officer of New Seasons Market. “This is just the beginning of a really exciting year, and we have an incredible team in place to champion our mission and create positive, sustainable outcomes in our local food system.”

For more information on New Seasons Market’s leadership team, visit [www.newseasonsmarket.com/our-team](http://www.newseasonsmarket.com/our-team).

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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 Oregon, Washington 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).

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