



Felton and Boulder Creek Locations of New Leaf Community Markets to Operate Independently

SANTA CRUZ, Calif. — February 8, 2018 — After 24 years of a close, franchise partnership, the Felton and Boulder Creek locations of New Leaf Community Markets announced today that they will branch out on their own. Starting April 2, 2018, the two stores will adopt a new name, and will operate wholly independently of New Leaf Community Markets.

“We are proud to have been part of New Leaf Community Markets for almost 25 years. Our connection to New Leaf is what helped get us to where we are today, and we are very grateful,” said Bob Locatelli, owner of the two stores. “We will continue to focus on serving the needs of our local community,” he added. The new store name has not been announced yet.

The Felton and Boulder Creek stores will maintain the same owners and employees while continuing to offer the same high-quality products and excellent customer service. All existing community and donation programs will continue, including Senior Discount Day and the reusable bag donation program that supports many local environmental nonprofits.

“We support their decision and wish them well as they move forward under their new brand,” said Mary Wright, Vice President of New Leaf Community Markets. “Serving our local communities with the nourishment to feed families through socially and environmentally-minded practices is a value we will continue to share, regardless of what sign hangs on the doors.”

About New Leaf Community Markets

A natural grocer with four stores along the Central Coast, New Leaf Community Markets has been serving the community for 32 years. New Leaf is committed to offering customers choices that have the most beneficial impact on their health and the health of the environment. Helping customers make informed decisions is an integral part of this commitment. A wholly owned subsidiary of New Seasons Market since November 2013, New Leaf is the first grocer in California to achieve B Corporation certification, which means that New Leaf uses the power of business to solve social and economic problems. New Leaf’s mission, to nourish and sustain our community, is reflected in the 10 percent of profits given annually to support local nonprofits working to improve the quality of life. Connect at: www.newleaf.com.