



FOR IMMEDIATE RELEASE

New Leaf Community Markets to Join Aptos Village on May 1

SANTA CRUZ, Calif. – March 25, 2019 – New Leaf Community Markets invites the community to join in celebrating the opening of the new store in Aptos Village on Wednesday, May 1. The store, located at 161 Aptos Village Way, marks the fifth New Leaf location.

“We are excited to introduce New Leaf Community Markets to the Aptos community,” said Justin Reyes, Aptos store manager. “With a delicious deli featuring made-to-order pizza, ramen and wok bars, and a large outdoor greenspace, I hope our store will become the place where people come to meet up with friends and enjoy our good food and good vibes,” he added.

Special Features and Local Products

The design of the 17,000-square-foot store is based on the authentic architectural character of the Hihn Apple Barn, built in 1881. The new store will feature indoor and outdoor seating, tasting events, bike parking, and local and organic food and offerings, including:

- Farm-fresh local and organic produce from P&K Farms and Pinnacle Organic Farm, with fresh grab-and-go cut fruit
- Extensive deli with made-to-order sandwiches, as well as a pizza bar, wok and ramen bar, fresh sushi rolled daily, made-from-scratch soup and salad bar
- Full-service meat and seafood department with a wide selection of sustainably raised meat such as local pasture-raised Marin Sun Farms chicken, and sustainable seafood with transparent ratings from FishWise and Seafood Watch, in energy-efficient cases
- Everyday grocery staples, including bulk items and local products from Wild Poppy’s Olive Oil and Charapa Peruvian Sauces
- Fully stocked wellness department with local products from the Homeless Garden Project, double Neighbor Rewards points on all supplements and body care, and knowledgeable assistance from New Leaf’s wellness experts
- Full-service organic coffee bar featuring Pachamama Coffee, an organic juice and smoothie bar, and soft serve ice cream
- Plus, award-winning local and organic cheeses, indulgent bakery goods including local Acme bread, fresh floral from Rooster Ridge, and a wide selection of local and exclusive beer, cider and wine, including Common Vines from Bargetto Winery

Local Nonprofits to Benefit from New Leaf’s Envirotoken Program

In line with New Leaf’s community giving programs supporting education, environmental and hunger-relief efforts, Aptos community members voted in six local nonprofits as beneficiaries of New Leaf’s Envirotoken reusable bag program, including [Santa Cruz Children’s Museum of Discovery](#), [Santa Cruz Public Libraries](#), [Ecology Action](#), [California Ocean Alliance](#), [Second Harvest Food Bank](#) and [Grey Bears](#).

“We’re honored to get to know our new neighbors in the Aptos area, share our passion for natural, organic and responsibly sourced food from local producers, and give back to the Aptos community,” said Forrest Gonsiewski, senior director of New Leaf Community Markets. “As a third-generation native Santa Cruzan with 20 years of retail experience, Justin is the ideal manager for our new Aptos store and will lead a knowledgeable and friendly staff of 100 neighbors hired from the local community,” he added.

Like all New Leaf Community Markets, the Aptos store will donate 10 percent of after-tax profits to local community nonprofits, and support staff with competitive compensation and benefits including \$15/hour starting pay; comprehensive health benefits at 24 hours a week or more; a 20 percent store discount; flexible

and predictable lifestyle scheduling; ongoing professional development and training; and paid time off for parental leave, community service, and vacation.

For more information on New Leaf Community Markets, visit www.newleaf.com.

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About New Leaf Community Markets

An organic and natural grocer with now five stores along the Central Coast, New Leaf Community Markets has been serving the community for 33 years. New Leaf is committed to offering customers foods and products 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 Community Markets 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.

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