



FOR IMMEDIATE RELEASE

New Leaf Community Markets Expands Bloom Wellness Product Line
Organic and Natural Grocery Donates Portion of Product Sales to Local Youth

SANTA CRUZ, Calif. – October 17, 2019 – Organic and natural grocer [New Leaf Community Markets](#) today announced an expansion to the New Leaf Bloom wellness product line to support more customers' health and wellness needs. The update includes a refreshed label, a portion of sales donated to local youth programs, and more than 100 new items for a total of more than 400 New Leaf Bloom products, ranging from vitamins and supplements to herbs and essential oils.

New Leaf Bloom has been a trusted wellness label in all New Leaf Community Markets stores since 2005, offering high-quality supplements and body care products that are organic, non-GMO and gluten-free.

For every Bloom product sold, New Leaf is donating 1% of sales to two valued local nonprofits that align with the grocer's core values of education, environmental stewardship, and nutrition/hunger relief: [Life Lab](#) and [Teen Kitchen Project](#). Life Lab cultivates children's love of learning, healthy food, and nature through garden-based education. Celebrating 40 years, Life Lab is a national leader in garden-based programming, curriculum, and professional development. Teen Kitchen Project brings young people into the kitchen to learn to cook delicious and nourishing meals for delivery to local families struggling with life-threatening illness like cancer.

"We're excited to offer our customers even more nourishing supplements and body care products in our expanded New Leaf Bloom wellness line," said Meredith Pozzi, wellness category assistant manager, New Leaf Community Markets. "Our neighbors can trust that not only are they getting the highest-quality wellness products, but they're supporting our mission to sustain families in the community, with a portion of all sales going to local nonprofits."

"New Leaf Community Markets' extensive support of community organizations like Teen Kitchen Project helps to ensure those living with critical illness receive healthy organic food made with love each week," said Angela Farley, executive director of Teen Kitchen Project. "They were one of our first partners in the community and we are eternally grateful for their partnership in building wellness for all."

When customers purchase New Leaf Bloom products they not only support Life Lab and Teen Kitchen Project, they'll earn Neighbor Rewards faster with double points that add up to a credit on purchases of New Leaf products—as a thank you for sharing in New Leaf's commitment to nourishing our communities.

All New Leaf Bloom products are responsibly sourced from two long-time partners with stellar reputations for purity, product potency, third-party testing, and a commitment to environmental sustainability and social equity. Vitamer Labs provides the vitamins and supplements, and Vitality Works supplies Bloom's herbal remedies and essential oils.

For more information about New Leaf Bloom, visit the Wellness department page on www.newleaf.com.

++++

About New Leaf Community Markets

An organic and natural grocer with 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.

Media Contact:

New Leaf Community Markets PR Team

media@newleaf.com