



FOR IMMEDIATE RELEASE

## **New Leaf Community Markets Introduces Neighbor Rewards**

*Rewarding customers and celebrating the strong connections in our local communities*

**SANTA CRUZ, Calif. – March 20, 2019** – Organic and natural grocer [New Leaf Community Markets](#) today introduced Neighbor Rewards, an all-digital rewards program uniquely designed to thank customers sharing in the Central Coast grocer's commitment to nourishing the community and sustaining the environment.

"New Leaf Neighbor Rewards was inspired by our customers and staff who share our passion for building a strong connection with the neighbors and local producers in our communities," said Katie MacDonald, New Leaf Community Markets and New Seasons Market senior director of loyalty and insights. "Neighbor Rewards was intentionally designed to be different, with simple, tangible rewards in support of our company mission and values, and especially rewarding customers for their commitment to health and sustainability."

After joining the all-digital program with a mobile phone number at checkout, customers earn points on nearly every purchase in store or online – 1 point on every dollar, with a 250-point bonus just for joining. Upon reaching 500 points, customers earn a \$5 rewards towards a future purchase. Double points are given to customers who share the grocer's commitment to healthy well-being by purchasing body care and supplements from the Wellness department. Ten bonus points are also given to customers using reusable bags to reduce their environmental impact.

Neighbor Rewards has been in development for some time, in partnership with customer relationship management provider Clutch, to better help New Leaf Community Markets connect with customers in a more relevant and personalized way. In the future, Neighbor Rewards will continue to thank customers and support partners with extra special rewards and expanded community connections.

Learn more about Neighbor Rewards at [www.newleaf.com/neighbor](http://www.newleaf.com/neighbor).

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### **About New Leaf Community Markets**

An organic and natural grocer with four 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](http://www.newleaf.com).

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