



FOR IMMEDIATE RELEASE

**New Leaf Community Markets Implements Additional Precautionary Health and Safety Measures for Staff and Customers**

*Steps Include New Store Hours, Limited Entry and Supplemental Staff Pay and Benefits*

**SANTA CRUZ, Calif. – March 22, 2020** – Organic and natural grocer New Leaf Community Markets today announced a number of temporary precautionary measures being implemented to support the safety and well-being of staff, customers and the community as the challenges posed by novel coronavirus (COVID-19) continue to evolve.

Beginning Saturday, March 21, 2020, select New Leaf Community Markets stores implemented temporary customer limits to support the health and safety of staff and customers. Limited entry will roll out to all stores by Monday, March 23, 2020. Capacity limits will vary based on the square footage of the store, and while the queue process may initially differ store to store, New Leaf will introduce a digital process in the next few days to allow customers to wait in their car or take a walk around the block at a comfortable distance. New Leaf kindly asks customers to limit store visits to one person in their party to help minimize wait times.

“We are so proud of our incredible staff for their commitment to feed our communities during this time of uncertainty,” said Forrest Gonsiewski, vice president of New Leaf Community Markets. “We’ve been working tirelessly to roll out temporary store hours and procedures to help protect our staff and customers, and feel confident in the preventative measures we are taking for the health and safety of our community. I want to thank our customers for their patience and support as we take these steps for the protection of everyone in our stores.”

Additional measures being taken to ensure the safety of New Leaf Community Markets staff and customers include:

- **Store Hours:** All New Leaf Community Markets stores have shifted to open at 8:00 a.m. and close at 8:00 p.m. to allow staff time to stock shelves and prepare stores for customers.
- **Community Care Hour:** We are expanding our dedicated senior shopping hour to accommodate additional members of our community at higher risk of severe illness, such as customers who are immunocompromised or pregnant. We ask our customers to help us observe Community Care Hour from 8:00 a.m. – 9:00 a.m., Monday through Friday. We have also extended our Wednesday senior discount to all hours, Monday through Friday, to provide additional flexibility.
- **Store Signage and Safety:** To keep a healthy distance at checkout and service counters, we’re rolling out new informational and directional signage in every store.
- **Suspending Reusable Bags and Beverage Containers:** Our stores will temporarily no longer accept reusable bags and beverage containers to prevent the spread of illness.
- **Increased Sanitation:** We are disinfecting common areas more frequently in accordance with health authorities’ guidance, in addition to our usual rigorous sanitation and food safety procedures.

We are extremely grateful for the heroic service of our staff and are committed to supporting them through:

- **Staff Bonuses:** Staff working in stores will be paid a bi-weekly bonus to recognize their incredible dedication and work during this time.
- **Supplemental Paid Time Off for Illness (Extended):** Supplemental Paid Time Off (PTO) will be extended through April 28 to support staff members who show symptoms, are quarantined, caring for a family member, test positive or are at high-risk.
- **Supplemental Paid Time Off for Childcare (Extended):** The rapidly evolving situation means school closures and childcare options can be unpredictable. Supplemental Paid Time Off (PTO) will be extended through April 28 to ensure parents have the flexibility they need to care for their families while local schools are closed.
- **Increased Staff Discount and Staff Shopping Time:** We are temporarily increasing our staff discount to 30 percent off food, wellness products and household items across the store. Store staff are encouraged to take advantage of a dedicated time before opening and after closing to shop for themselves and their families.

We are continually evaluating our supplemental pay and benefits programs as the situation escalates in our communities, and will continue to do the right thing to support our staff as we always have.

Thank you for working with us to put the health and safety of our community first. For additional measures we are taking as well as future updates, please visit our website: [www.newleaf.com/stay-healthy](http://www.newleaf.com/stay-healthy).

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### **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 34 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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