



FOR IMMEDIATE RELEASE

**New Leaf Community Markets Introduces Grocery Pickup with Instacart**  
*Online Service Launching at Four Neighborhood Stores*

**SANTA CRUZ, Calif. – May 6, 2020** – It's now easier than ever to shop for organic, natural and local farm-fresh groceries as [New Leaf Community Markets](#) has expanded the company's grocery delivery partnership with Instacart to offer convenient grocery pickup at three neighborhood stores in the Santa Cruz and Half Moon Bay areas.

In addition to grocery delivery, customers can now order their favorite local quality products online for pickup from New Leaf Community Markets stores in Aptos, Westside Santa Cruz and Half Moon Bay. The service will be available at the Capitola store next month. Groceries are hand-picked by New Leaf staff according to the order and noted preferences of each customer, and brought out directly to the customer's car or bike. To make online shopping easier, New Leaf staff recommend placing your order in the morning to secure an earlier pickup time, select replacement items in case your first choice products are out of stock, and be available to answer any Instacart shopper questions about your final order. Customers can save \$10 on their first New Leaf grocery pickup or delivery order of \$35 or more with code NEWLEAF2020 through June 30, 2020.

"The health and wellness of our staff, customers, and community has always been our top priority, and with that, we want to make it easier for our customers to get what they need from our stores," said Forrest Gonsiewski, New Leaf Community Markets vice president. "Curbside pickup service is the next phase of that work. Now, customers can get their groceries without getting out of the car."

All online orders are eligible to earn [Neighbor Rewards](#) points, just like shopping in the store, with one point per dollar on almost everything in the store, and double points on all Wellness and Body Care products. Customers just enter their enrolled mobile phone number at checkout to earn points on their delivery or pickup orders on the Instacart website or app. Next week, New Leaf customers will be able to link their payment cards to their Neighbor Rewards account for reduced or touchless entry at the store pinpad through a new [Card Link](#) feature. New Leaf has also recently extended the in-store redemption of rewards to allow 90 days to redeem, or customers can pay their reward forward, in partial or full dollar amounts, through New Leaf's new Neighbor Rewards [Gift It!](#) feature. The first benefactor for the year is Second Harvest Food Bank of Santa Cruz County, out of Watsonville, CA.

In support of community health, all New Leaf visitors, including staff, shoppers, partners and vendors aged 12 and older, will be required to wear facial coverings while in the store, in accordance with Santa Cruz & San Mateo county mandates. Face coverings are encouraged for customers picking up online orders from their car.

"We are deeply appreciative of the collective effort to keep our community healthy and safe, and we can all continue to simply be kind to one another," Gonsiewski added.

Learn more about New Leaf's grocery pickup and delivery, and place an order at [www.newleaf.com/delivery](http://www.newleaf.com/delivery).

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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).

**Media Contact:**

New Leaf Community Markets PR Team  
[media@newleaf.com](mailto:media@newleaf.com)