



FOR IMMEDIATE RELEASE

**New Leaf Community Markets Celebrates 35 Years in Santa Cruz**  
*Celebrating with expanded local partnerships and growth plans for the future*

**SANTA CRUZ, Calif. – October 14, 2020** – This month, [New Leaf Community Markets](#) is celebrating 35 years of serving the Central Coast across five stores in Santa Cruz, Capitola, Aptos and Half Moon Bay. Since opening as a co-op on Mission Street back in 1985, New Leaf has been committed to nourishing and sustaining the local food system through community giving, local partnerships, and sustainability programs. To celebrate this next milestone, the organic and natural grocer is offering customer perks throughout October, special products with local producers and is excited to announce further growth in Capitola with a move to a larger location, expected to be complete by the end of 2024.

The first grocer in California to achieve B Corporation certification, New Leaf gives 10 percent of its after-tax profits back to the local community, with donations and sponsorships totaling over \$2 million. Since 1993, New Leaf customers have saved nearly 15,000 trees and over 10 million bags through New Leaf's [Envirotoken program](#), which started as a suggestion from a long-time customer.

"Celebrating 35 years in business is a pretty remarkable occasion, and we are grateful for our community and staff that have made New Leaf Community Markets a staple on the Central Coast. As we continue to create a positive impact through our community work and grow in the coming years while moving forward stronger than ever," said Forrest Gonsiewski, vice president, New Leaf Community Markets.

New Leaf is celebrating 35 years by thanking the community with special perks for staff and customers enrolled in [Neighbor Rewards](#) to use on their next shopping trip, as well as \$5 off [online](#) delivery and pickup orders of \$35 or more with code HAPPY35YEARS. Through Neighbor Rewards [Gift It!](#), customers can give back to the community by gifting their \$5 rewards in dollar increments to local non-profits; Half Moon Bay neighbors can select PUENTE, a non-profit right in Pescadero, while Santa Cruz residents can gift their rewards to Second Harvest Food Bank of Santa Cruz County.

In celebration of the landmark, New Leaf has partnered with several local producers to create products in the newly expanded [New Leaf & Friends program](#). A unique take on a private label, New Leaf & Friends products are created in true collaboration with local makers, representing partnerships built over time and reflecting the values of the regional food economy.

One of the latest New Leaf & Friends partnerships is with Cat & Cloud Coffee, based in Santa Cruz, CA, producing three new one-pound bags of coffee, with names inspired by the local community - like "Coastal Fog," a full-bodied brew with notes of dark chocolate and s'mores to start the morning off right.

"At Cat & Cloud we're on a mission to inspire connection by creating memorable experiences, so we were thrilled when New Leaf approached us to collaborate on coffee for their New Leaf & Friends program. We're honored to be aligned with such a rad local institution that has served its community so well for 35 years." said Alex Marse, employee owner and head of Cat & Cloud's Partner Program

Looking forward to the future growth of the brand in the Santa Cruz community over the next 35 years, New Leaf is excited to announce plans to relocate the [Capitola](#) store to a new location in the community, expected in 2024. Moving to a larger building and joining the King's Plaza Shopping Center on the corner of 41<sup>st</sup> and Capitola Road will enable New Leaf to serve more customers, create new jobs in the community and allow for the development and growth of current Capitola staff as they continue in their roles. With a broader store footprint, an expanded product mix and more donations to neighborhood non-profits, New Leaf is excited to continue serving as a cornerstone of the Capitola community.

"My family and I are thrilled to welcome New Leaf to King's Plaza Shopping Center and we are confident that New Leaf's new store will offer an unparalleled customer experience that will set the bar for quality, community-oriented, sustainable grocery stores in our region." said Benjamin Ow of Ow Family Properties.

To learn more about New Leaf's commitment to nourish and sustain our communities, visit [www.newleaf.com/different](http://www.newleaf.com/different).

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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 35 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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