



FOR IMMEDIATE RELEASE

New Leaf Community Markets Commits to Safety This Holiday Season

Introducing contactless payment, community donations, and more meal planning ideas

SANTA CRUZ, Calif. – November 4, 2020 – This holiday season, [New Leaf Community Markets](#) is keeping community health and safety top of mind. With a new contactless pre-pay system for holiday reservations, New Leaf has expanded its services to those shopping from home, including the option to donate funds to the annual holiday food drive.

With community safety a priority this holiday season, New Leaf has rolled out an expanded [Thanksgiving reservation site](#) with the ability to pre-pay for orders and arrange for pick-up at outdoor stations, limiting the time customers spend in stores. New Leaf will also offer expanded holiday items through its [Instacart](#) curbside pickup and contactless delivery services, allowing customers to maintain a safe social distance while still preparing a delicious meal with ease. Through Instacart, [Neighbor Rewards](#) members can input their phone number on their orders to easily claim rewards. Members can also choose to donate their rewards to a local non-profit in their community thanks to the program's [Gift It!](#) feature.

"We're all about keeping our customers, staff, and this community safe this holiday season. This year is about celebrating safely and gathering around truly exceptional food," said Forrest Gonsiewski, vice president, New Leaf Community Markets.

In addition to safety, New Leaf remains focused on community health. Throughout the month of November, for every 10 pounds of Smart Chicken poultry purchased at any New Leaf store, one pound will be donated by New Leaf and Smart Chicken to [Second Harvest Food Bank of Santa Cruz County](#) and [Second Harvest of Silicon Valley](#) as part of the annual Smart Giving promotion. Since beginning the holiday campaign together in 2006, New Leaf and Smart Chicken have donated nearly 33 tons of poultry to the food bank. Smart Chicken can be purchased in the meat case, in a prepared deli dish, or as a fresh rotisserie chicken at all New Leaf stores.

From November 1 through December 31, New Leaf will again host its annual holiday food drive, helping customers donate to Second Harvest Food Bank of Santa Cruz County and [Coastside Hope](#) in Half Moon Bay. Customers alert store staff at checkout if they would like to contribute, with New Leaf matching all funds raised Giving Tuesday, December 1. For those reserving their holiday meals online this year, New Leaf has added an option to [donate to these organizations](#) through the holiday reservation site. Last holiday season, in addition to the poultry donated to the food banks, New Leaf donated holiday funds with customer contributions totaling over \$7,500, providing over 30,000 meals for families in need.

"New Leaf Community Markets is one of Second Harvest's dependable partners who continuously shows a deep commitment to nourishing our community and helping us fight hunger in Santa Cruz County. Throughout our partnership, New Leaf's direct support has helped us distribute well over 600,000 healthy meals to people in need," said Willy Elliott-McCrea, CEO of Second Harvest Food Bank of Santa Cruz County. "Also, the annual Smart Chicken donation provides quality, lean proteins to our county's most vulnerable. Smart Chicken, in combination with fresh, locally sourced produce provides a complete, healthy meal for thousands of people in Santa Cruz County each year. Together, we are creating a thriving community," he added.

To help community members with planning for a different kind of holiday meal this year, New Leaf has created a [Holiday Hub](#) page on its website. The hub provides several resources for holiday entertaining, including tips to safely thaw turkeys and reheat prepared sides, wine pairing suggestions, spins on classic recipes to try and more.

To learn more about holiday reservations and the shifts New Leaf has made for the season, visit www.newleaf.com/holiday.

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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.

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