



New Leaf Community Markets to Eliminate Single-Use Bottles of Water by Earth Day

Initiative will be in effect at all stores by April 22, 2021

SANTA CRUZ, Calif. – April 6, 2021 – Neighborhood grocer [New Leaf Community Markets](#) today announced it will be eliminating single-use bottles of water from its stores by Earth Day, April 22, 2021. Using the power of business to empower more sustainable communities, the announcement marks the latest effort in the grocer's 35 years of work to reduce waste in local communities. The initiative will discontinue sale of still water, in capacities of one liter or less, bottled in single-use plastic, fiber, aluminum or glass containers from all New Leaf Community Market stores.

“Combined, beverage bottles, caps and lids make up the second most common form of ocean litter. By committing to using reusable bottles, we can remove almost 70,000 single-use plastic, aluminum and glass bottles a year,” said Athena Petty, senior sustainability manager at New Leaf Community Markets. “We’re starting efforts with still water in containers one liter or less because opting for reusables is an easy individual choice to help lessen our collective environmental impact.”

New Leaf Community Markets will continue to offer larger sizes of water in the Grocery department, as well as single-serving bottles of sparkling and flavored water that are not available from the tap. To help customers transition their habits, stores will continue to offer one refillable single-serve bottle of still water from Pathwater. [Pathwater](#) is committed to forging the path to end single-use plastics by offering consumers a specialized aluminum bottle that is designed to be refilled. Customers will also be able to find a selection of reusable water bottles in the Home Goods department.

The water bottle reduction is one step in New Leaf Community Markets' sustainability initiatives for the year. The company will continue to reward its Neighbor Rewards members with 10 bonus points when shopping with reusables. Program members can also opt-in to save paper by signing up to receive e-receipts. The company will further support waste reduction efforts with a goal to reduce operational waste from its stores, striving to achieve a 57% landfill diversion rate. Additionally, New Leaf Community Markets has set an annual company-wide goal to reduce energy use by 5-percent per revenue dollar.

You can learn more about New Leaf Community Markets sustainability goals from the company's 2020 Impact Metrics available at <https://www.newleaf.com/different/sustainability/>.

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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