



FOR IMMEDIATE RELEASE

New Seasons Market Introduces the Partner Fund Microloan Program
Neighborhood Grocer Offers Low-interest Loans and Mentorship for Local, Small and Underserved Independent Food Producers

PORTLAND, Ore. – October 9, 2019 – West Coast neighborhood grocer [New Seasons Market](http://www.newseasonsmarket.com) today introduced the New Seasons Partner Fund, a microloan program intended to support a diverse regional food economy through low-interest jump-start loans and business mentorship. As a mission-based loan program, the Partner Fund prioritizes underrepresented food entrepreneurs who historically face barriers to capital, such as small independent businesses owned by women, people of color, immigrants, LGBTQIA and social mission-based companies.

“The New Seasons Partner Fund was inspired by our staff and partners who have been coming together in the spirit of building community through good food to support local producers with prepayments, donations and mentorship,” said Chris Tjersland, New Seasons Market director of brand development. “Creating a formal loan program helps entrepreneurs grow their business while furthering our commitment to support and empower a diverse regional food economy.”

The Partner Fund is available for independent food producers who have been in business a minimum of two years, with fewer than 25 employees, and are seeking financing to fund new business growth, such as purchasing equipment to expand production, introduce a new product to market, or develop marketing materials. Funded by a portion of sales of New Seasons Partner Brand private label products, loans start at \$5,000 to \$25,000, and are routinely granted four times each year.

In addition to capital, Partner Fund loans come with an array of business support and mentorship options to ensure loan recipients are setup for long-term growth and success. Loan recipients will be connected with a community business resources and New Seasons staff to assist with anything from packaging and transportation needs to balance sheets and marketing support.

Learn more about the New Seasons Partner Fund and apply now at www.newseasonsmarket.com/partnerfund.

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About New Seasons Market

New Seasons Market is a friendly neighborhood grocery store that believes great-tasting, local food has the power to build community and enhance lives. From taking care of our staff, partners, neighborhoods and the environment, to growing a sustainable and profitable business, we’re doing what we love with a commitment to cultivate a strong community centered around food. Founded in 2000 by three families and 50 friends in Portland, OR, we’re now a team of nearly 4,000 passionate staff across 21 stores in Oregon, Washington and Northern California—serving a unique mix of locally sourced and organic items, classic grocery favorites, and chef-made grab and go meal solutions. We’re proud of our progressive values—from offering industry-leading compensation and benefits, to committing 10 percent of our after-tax profits to the communities we serve. For more information, visit www.newseasonsmarket.com.

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