



## **New Seasons Market to Eliminate Single-Use Bottles of Water by Earth Day**

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

**PORTLAND, Ore. – April 6, 2021** – Neighborhood grocer [New Seasons Market](#) 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 New Seasons Market’s two decades 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 Seasons 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 200,000 single-use plastic, aluminum and glass bottles a year,” said Athena Petty, senior sustainability manager at New Seasons Market. “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 Seasons Market 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 elimination is one step in New Seasons Market’s 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 Seasons Market has set an annual company-wide goal to reduce energy use by 5-percent per revenue dollar.

This year, departments will continue to evaluate and implement other packaging improvements, including switching to lighter weight or reduced footprint packaging on bulk tubs, half-pie clamshells, grab-and-go items, and in produce.

You can learn more about New Seasons Market sustainability goals from the company’s 2020 Impact Metrics available at <https://www.newseasonsmarket.com/sustainability/>.

### **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 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 19 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](http://www.newseasonsmarket.com).

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