



FOR IMMEDIATE RELEASE

Nancy Lebold Named Chief Executive Officer at New Seasons Market and New Leaf Community Markets

PORTLAND, Ore. – April 15, 2021 – West Coast neighborhood grocers [New Seasons Market](#) and [New Leaf Community Markets](#), independent operators within the Good Food Holdings family of brands, today announced seasoned grocery executive Nancy Lebold as chief executive officer. Lebold assumes the position effective April 15.

Nancy Lebold joins New Seasons Market and New Leaf Community Markets from Food4Less, where she most recently served as vice president of merchandising in California. Prior to Food4Less, Lebold built a 25-year career at WinCo Foods, where she held several leadership roles throughout the Pacific Northwest, including senior vice president of retail operations, vice president of procurement in Idaho, and vice president of general merchandise in Oregon. A native Oregonian, Lebold has a personal passion for regional food economies with fond memories of summer berry picking and her first job at a local cannery in the Willamette Valley.

“As we emerge from the challenges of the past year, I look forward to bringing a people-centric leadership approach to New Seasons Market and New Leaf Community Markets as we reconnect communities around good food,” said Nancy Lebold, chief executive officer. “In close partnership with the current senior leadership teams, I’m committed to creating reinvigorated experiences at both banners that offer staff, customers and the communities we serve more reasons to fall in love with us all over again.”

The companies also shared that current regional vice president, Forrest Gonsiewski, will continue in a senior leadership position overseeing strategic business initiatives for New Leaf Community Markets and the New Seasons Market Evergreen store in Northern California.

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 3,500 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.

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.

About Good Food Holdings

Good Food Holdings is the holding company for five preeminent and enduring food retailing brands: Bristol Farms, Metropolitan Market, Lazy Acres Natural Market, New Seasons Market, and New Leaf Community Markets. Each brand has its own leadership team, company culture, operating philosophy, and go-to market strategy. Each brand is the leader in their respective market in offering the most unique item assortments, high quality meat, seafood, and bakery items, as well as the broadest assortment of quality and organic produce available. Each brand also has a broad and high-quality offering of prepared foods. Good Food Holdings is a subsidiary of Emart, which is part of The Shinsegae Group, a leading global retailer in Seoul, South Korea.

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