



FOR IMMEDIATE RELEASE

New Seasons Market Announces Starting Pay Increase for Staff

Wage updates continue storied investments in progressive compensation and benefits

PORTLAND, Ore. – September 27, 2021 – [New Seasons Market](#), a West Coast neighborhood grocer and independent operator within the Good Food Holdings family of brands, announced a starting wage increase to \$16.25 per hour for staff across Oregon, Washington and California, effective October 6, 2021. In addition to higher starting pay, New Seasons Market will adjust its wage scales in order to recognize the contributions of all hourly store staff. These wage investments will raise the average pay of current hourly staff to \$20.21 per hour, building on New Seasons Market’s longstanding culture of supporting staff with industry-leading pay and benefits.

“Supporting staff with competitive pay and benefits is a deeply rooted commitment aligned to the founding values of New Seasons Market,” said Nancy Lebold, chief executive officer. “Grocery workers are vital to the success of our regional food economies. This investment will advance equity in our stores and continue moving the food industry to support livable wages for all workers.”

New Seasons Market was founded on a commitment to maintain progressive policies and programs that nurture staff and local communities. The company was an early adopter of a \$15.00 per hour starting wage and invests 25% of every sales dollar back into compensation and benefits programs. As the world’s first B Corp Certified grocery store, New Seasons Market also leads the industry with comprehensive benefits packages that include robust healthcare for all kinds of families, paid parental leave, secure lifestyle scheduling, paid volunteer opportunities, career development and more.

Recent benefit investments include: a scholarship program for interested staff to earn their [Retail Management Certificate](#), providing access to continued education and professional development opportunities, and a childcare tuition benefit through Oregon-headquartered [KinderCare Education](#) to ease the challenges of working parents in our stores and Store Support office. New Seasons Market is also set to expand parental leave eligibility to part-time staff, effective in the 2022 open enrollment period, and continues to be one of the few retailers nationwide to offer paid parental leave benefits to all types of families.

Lebold adds, “With this starting wage investment, we’re leading among other regional retailers as we work to retain and attract the best people from within the communities we serve.”

New Seasons Market has long been a vocal leader of progressive practices that benefit local communities and the retail industry at-large. The company successfully championed campaigns to raise the Oregon state minimum wage and increase affordable housing in 2016 and 2018, respectively. New Seasons Market has a longstanding practice of secure scheduling, and the company has endorsed legislation to require fair and predictable scheduling for the retail workforce. New Seasons Market has also advocated for statewide paid family and medical leave, and marriage equality to increase protections for all types of families.

For more information on New Seasons Market's progressive employment practices, visit www.newseasonsmarket.com/progressivegrocer.

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.

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