



For Immediate Release

Media Contact:

media@newseasonsmarket.com

New Seasons Market Sets Grand Opening Date for Tanasbourne Town Center Store

With strong commitment to supporting the regional food economy, West Coast neighborhood grocer will open 22nd location – newest in Hillsboro – on April 9

Hillsboro, Ore. (March 17, 2025) – [New Seasons Market](#) is excited to announce its newest store in Hillsboro at [Tanasbourne Town Center](#) will open on Wednesday, April 9, marking the grocer's 22nd location and second in Hillsboro, following [Orenco Station](#), which opened in 2001. Tanasbourne's New Seasons Market will serve as one of the primary full-service grocers in the area amidst a vibrant community of local businesses.

"Having grown up in the area, I'm beyond thrilled to be a part of our newest store in Tanasbourne. Our team has worked tirelessly to create a one-of-a-kind shopping experience that embodies our commitment to local, quality and sustainability," said Tanasbourne Store Manager Travis Bertsch, who has been with New Seasons Market for more than 13 years. "We look forward to welcoming our Washington County neighbors and serving as a trusted resource where everyone can find the freshest, most delicious local products!"

The store occupies 27,000 square feet, employs approximately 120 staff and provides a diverse range of products and offerings, including regeneratively raised meat, sustainably harvested seafood, organic produce and artisan cheese, as well as a mouthwatering prepared foods department, which features artisan pizza, fresh sushi, self-serve hot bar and much more.

At the grand opening, customers can expect a bread breaking ceremony with store leaders, community partners and local dignitaries at 10 a.m., followed by a performance by [The Beat Goes On Marching Band](#), photo ops with [Caesar the No Drama Llama](#) and vinyl remixes with DJ Wags. Additionally, local artist [Autumn Eve](#) will capture the community by drawing directly on the store's front windows, using the reflection of customers as inspiration for her sketches. Of course, the festivities wouldn't be complete without numerous giveaways and local vendor sampling.

"We're thrilled to be opening our second New Seasons Market in Hillsboro, solidifying our commitment to serving the Washington County – and broader Portland metro – community," said Dave Kauder, Senior Vice President of New Seasons Market. "As our 22nd store, Tanasbourne serves as a testament to the continued support of our wonderful staff and customers! We look forward to becoming an integral

part of our new community and continuing to grow our footprint as we deliver exceptional experiences to our valued customers.”

New Seasons Market has long been recognized as the ultimate neighborhood store for quality, delicious, sustainably sourced food from local producers. The grocer is passionate about supporting the regional food economy and maintaining long-term, direct partnerships with local farmers, ranchers and producers. Its new Tanasbourne location will honor this commitment while introducing unique touches, like custom murals from celebrated local graphic artist [Lisa Congdon](#), whose work has been displayed everywhere from the Library of Congress and REI to USPS and more. Her contributions capture the essence of the store’s vibrant atmosphere.

The Tanasbourne location also features sustainable equipment that pairs efficiency with New Seasons Market’s commitment to environmental stewardship, including new, cutting-edge dry misting produce technology, creating an optimal high-humidity environment that preserves freshness, all while conserving water and reducing waste. Additionally, like all New Seasons Market locations, Tanasbourne will offer a free [recycling center](#) that accepts a variety of materials like clamshells, clear plastics, stretchy plastic films and other items not often accepted in curbside bins.

The New Seasons Market Tanasbourne Town Center store will be open daily from 7 a.m. to 10 p.m. and located at 10940 NE Evergreen Pkwy in Hillsboro. Development, design and construction partners include [LRS Architects](#), [JBK Consulting and Design](#), [MKE & Associates](#), [WDY Structural Engineers](#), [Cushing Terrell](#), [Engineered Structures, Inc.](#) (ESI) and [Axiom Custom Products](#), as well as numerous subcontractors. Additionally, the store’s landlord, [Pine Tree](#), collaborated with [Baysinger Partners Architecture](#) and [Perlo Construction](#).

New Seasons Market has opened four new stores in the past three years, including [Palisades](#) in Lake Oswego (July 2022), [Main Street](#) in Vancouver (October 2023) and [Milwaukie Marketplace](#) (March 2024). Learn more about New Seasons Market at www.newseasonsmarket.com, or on [LinkedIn](#), [Facebook](#) and [Instagram](#).

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 its staff, partners, neighborhoods, and the environment to growing a sustainable business, it’s doing what it loves with a commitment to cultivating a strong community centered around food. Celebrating its 25th anniversary this year, New Seasons Market was founded in 2000 by three families and 50 friends in Portland, Ore. The grocer now represents a team of nearly 2,700 passionate staff across 22 stores in Oregon and SW Washington, serving a unique mix of locally sourced and organic items, classic grocery favorites, chef-made grab and go meal solutions. New Seasons Market is proud of its progressive values—from offering industry-leading compensation and benefits to committing 10 percent of its after-tax profits to the communities it serves. For more information, visit www.newseasonsmarket.com.

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[High res images](#)



New Seasons Market Tanasbourne Town Center Storefront



New Seasons Market Tanasbourne Leadership (from left to right): Chris Schrader (Assistant Store Manager), Travis Bertsch (Store Manager) and Eric Badua (Assistant Store Manager)