Instacart Partners with Hy-Vee to Offer Signature Same-Day Grocery Delivery

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Partnership Initially Covers More than 20 Markets, with Additional Markets to be Announced in the Coming Weeks

SAN FRANCISCO — Instacart, the technology-driven, nationwide on-demand grocery delivery service, announced today that it will partner with Hy-Vee, Inc. to expand its delivery footprint and provide new and convenient shopping options to Hy-Vee customers in more than two dozen markets, with more markets launching in the near future.

Instacart will complement Hy-Vee Aisles Online – Hy-Vee's own online shopping experience – to offer expanded delivery areas and delivery in as little as one hour, helping additional customers, families and households balance their busy lives and plan ahead by scheduling deliveries up to four days in advance.

"With more than 245 stores across an eight-state region, Hy-Vee is constantly expanding its offerings," said Matt Ludwig, Hy-Vee's chief information officer and executive vice president of e-commerce. "Our new partnership with Instacart is a natural fit as more of our customers are looking for personalized, same-day delivery from their preferred online grocery delivery service."

Similar to Hy-Vee Aisles Online, customers who use delivery powered by Instacart can note their grocery preferences, choose a delivery window and pay for their orders all on Instacart's mobile app or website.

"Instacart is proud to offer same-day grocery delivery with community favorite Hy-Vee," said Nilam Ganenthiran, Instacart's Chief Business Officer. "Combining the quality and variety of brands found at Hy-Vee stores with the convenience of shopping from home saves customers valuable time and elevates their experience."

The comprehensive list of Hy-Vee stores launching with Instacart includes Madison, WI, Minneapolis, MN, Rochester, MN, Omaha, NE, Lincoln, NE, Bloomington, IL, Peoria, IL, Springfield, IL, Sycamore, IL Jefferson City, MO, Columbia, MO, Quad Cities, and Des Moines, IA.

About Hy-Vee

Hy-Vee, Inc. is an employee-owned corporation operating more than 245 retail stores across eight Midwestern states with sales of $10 billion annually. The supermarket chain is synonymous with quality, variety, convenience, healthy lifestyles, culinary expertise and superior customer service. Hy-Vee ranks in the Top 10 Most Trusted Brands and has been named one of America's Top 5 favorite grocery stores. The company's more than 80,000 employees provide "A Helpful Smile in Every Aisle" to customers every day. For additional information, visit www.hy-vee.com.

About Instacart

Instacart helps people cross grocery shopping off their to-do lists with just a few clicks. Customers use the Instacart website or app to fill their virtual shopping cart with items from their favorite, local stores and Instacart connects them with shoppers who hand pick the items and deliver them straight to their door. Founded in San Francisco in 2012, Instacart has quickly scaled to over 240 markets and partnered with retailers across North America, including popular national chains as well as local, regional grocers. By combining a personal touch with cutting-edge technology, Instacart offers customers a simple solution to save time and eat fresh food from the most trusted grocery brands. Instacart is the only grocery service that can meet today's on-demand lifestyle by delivering in as little as one hour. Try it without delivery fees for 14 days at www.instacart.com.