NEWS RELEASE

Bottlecapps Strengthens Retail Media Capabilities for Alcohol Brands with Instacart Carrot Ads

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New partnership unlocks retail media advertising opportunities for alcohol brands across Bottlecapps' network of over 1,300 alcohol retailers

SAN FRANCISCO and DALLAS, Aug. 6, 2025 /PRNewswire/ -- Instacart (NASDAQ: CART), the leading grocery technology company in North America, today announced a partnership with **Bottlecapps**, a white-label e-commerce platform for more than 1,300 alcohol retailers, to bring Instacart **Carrot Ads** to Bottlecapps' platform. Bottlecapps retailers across the US and Canada will have access to Carrot Ads technology to help them build and enhance their advertising businesses.

Bottlecapps' retailers will gain access to Instacart's performance-driven ad technology and extensive advertising ecosystem. Advertisers will soon be able to seamlessly extend their Instacart campaigns to Bottlecapps' e-commerce platform through expanded ad inventory, helping them reach additional high-intent consumers. Instacart Carrot Ads will bring alcohol brand advertising demand to Bottlecapps retailers, delivering personalized recommendations and product discovery for their customers.

"Our partners choose Carrot Ads because of our performant ad technology, strong advertiser demand, and trusted closed-loop measurement, making it easy for them to quickly launch and scale an advertising business," said Alice Luong, Senior Director of E-commerce & Retail Media at Instacart. "Bottlecapps has built a strong e-commerce foundation for alcohol retailers, and we're excited to help them take the next step in growing their retail media capabilities. Through this partnership, Bottlecapps' network of retailers will be able to enhance product discovery for customers shopping across their digital storefronts."

"We're committed to helping provide cutting edge e-commerce tools to help our alcohol retailers find new ways to inspire purchase with customers," said Corey Gerstner, Chief Operating Officer at Bottlecapps. "By choosing the Instacart Carrot Ads solution, we're now able to equip our network of retailers with effective tools to display the right products at the right moments to their customers. Together, we're generating new media revenue for our partners and optimizing the discovery and purchasing process for their customers from search to delivery."

This partnership builds on the existing Bottlecapps and Instacart relationship where Instacart has powered same-day fulfillment for Bottlecapps' alcohol retail partners since 2022. Carrot Ads capabilities will be available to Bottlecapps retailer partners later this year.

Carrot Ads brings Instacart advertising technology and demand to retail partners, enabling them to build and scale their own retail media networks across their websites and apps. Currently, over 220 retailer banners including Schnucks and Thrive Market rely on Carrot Ads to power their retail media business and e-commerce advertising.

For more information about Carrot Ads, visit **www.instacart.com/company/retailer-platform/carrot-ads**.

About Instacart

Instacart, the leading grocery technology company in North America, works with grocers and retailers to transform how people shop. The company partners with more than 1,800 national, regional, and local retail banners to facilitate online shopping, delivery and pickup services from more than 100,000 stores across North America on the Instacart Marketplace. Instacart makes it possible for millions of people to get the groceries they need from the retailers they love, and for approximately 600,000 Instacart shoppers to earn by picking, packing and delivering orders on their own flexible schedule. The Instacart Platform offers retailers a suite of enterprise-grade technology products and services to power their e-commerce experiences, fulfill orders, digitize brick-and-mortar stores, provide advertising services, and glean insights. With Instacart Ads, thousands of CPG brands – from category leaders to emerging brands – partner with the company to connect directly with consumers online, right at the point of purchase. With Instacart Health, the company is providing tools to increase nutrition security, make healthy choices easier for consumers, and expand the role that food can play in improving health outcomes. For more information, visit **www.instacart.com/company**, and to start shopping, visit **www.instacart.com**. Maplebear Inc. is the registered corporate name of Instacart.

About Bottlecapps:

Founded in 2011, Bottlecapps is a white-label technology solutions developer focusing primarily on e-commerce-enabled mobile apps and websites for off-premise alcohol retailers, but also maintains a complete portfolio of products and services including Digital Signage, Data Analytics, Programmatic Advertising, Marketing Services, and Social Commerce. Customized to match a store or supplier's branding, Bottlecapps' digital tools help clients

Connect to Customers, Create Loyalty, and Drive Sales.

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