NEWS RELEASE

Instacart Partners with MDI to Offer E-Commerce Solutions for Independent Grocers

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Independent grocers across MDI's retailer network to adopt Instacart Storefront Pro and launch on the Instacart App with new partnership

SAN FRANCISCO and HICKORY, N.C., Aug. 28, 2025 /PRNewswire/ -- Instacart (NASDAQ: CART), the leading grocery technology company in North America, today announced a new partnership with **Merchants Distributors, LLC** (MDI), a leading wholesale grocery distributor, to offer Instacart's e-commerce solutions to its network of independent grocers. Through this partnership, participating MDI independent grocers, will be joining the **Instacart App** to offer customers same-day delivery and enabling **Storefront Pro**, Instacart's premier end-to-end fully-customizable e-commerce solution built specifically for grocers.

"We've long admired MDI and how, for over 90 years, they have supported independent grocers with essential expertise, infrastructure, and scale, so that they can thrive and grow. It's a privilege to team up with MDI and their retailers to enhance the guest experience with the adoption of Instacart's platform," said Nick Nickitas, General Manager of Independent Grocery and Mid-Market Retail Partnerships at Instacart. "Together we'll empower leading local grocers to deliver a seamless, flexible way to shop while preserving the local connection that sets them apart in the communities they serve. We're so proud to partner with a distributor that's leading the way in digital transformation for independent grocers."

"As a wholesaler, it's important that we equip our retail partners with the ability to connect with customers however they shop," said Mary Kellmanson, SVP Marketing at MDI. "By powering our e-commerce service with Instacart, we're able to support our independent retailers with a comprehensive solution that gives us the merchandising

flexibility we need to help our retailers grow their digital presence and better serve their communities"

Storefront Pro gives MDI's independent retail partners advanced customization capabilities and robust control over their digital storefronts, including access to data and analytic tools powered by Instacart's technology to help identify growth opportunities. Their independent grocers will also have access to complete, full-stack fulfillment technologies to power pickup and delivery. The white-label e-commerce solution will also give MDI's independents the ability to unlock new retail media capabilities by giving them access to Instacart **Carrot Ads**, enabling retailers to monetize its digital and physical footprint through a unified retail media network.

With the rollout of Storefront Pro and retailer availability on the Instacart App, MDI's independent retail partners are positioned to bring an elevated omnichannel shopping experience to the communities they serve, while unlocking new avenues for growth and customer engagement. MDI's independent retailers join over 600 retail banners now leveraging Instacart's white-label e-commerce solutions.

To learn more about Instacart Retailer Storefronts, including Storefront Pro, visit: **https://www.instacart.com/company/retailer-platform/storefronts**.

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 nearly 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 Merchants Distributors LLC

Founded in 1931, Merchants Distributors (MDI) is a privately-owned wholesale grocery store distributor headquartered in Hickory, NC. MDI supplies over 600 retail food stores with food and non-food items in NC, SC, GA, TN, VA, AL, WV, OH, FL, PA, MD and KY. MDI also exports to over 30 countries. Merchants Distributors, LLC is a wholly owned subsidiary of Alex Lee, Inc. The company has a strong customer focus and offers a variety of services

to help their customers succeed.

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