NEWS RELEASE

Instacart and Wegmans Launch Pilot of Caper Carts to Enhance the In-Store Shopping Experience

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Smart carts are now available at Wegmans Dewitt in Syracuse, offering AI-powered convenience, real-time savings, and seamless checkout

SAN FRANCISCO, July 1, 2025 /PRNewswire/ -- Instacart (Nasdaq: CART), the leading grocery technology company in North America, today announced the launch of Caper Carts – Instacart's AI-powered smart carts – at Wegmans Dewitt in Syracuse, New York. This marks the first deployment of Caper Carts at Wegmans, as part of an initial in-store program offering customers a smarter, more seamless way to shop in-store.

Caper Carts enable customers to track their spending and check out seamlessly. Caper Carts automatically recognize items as they are dropped into the cart and customers can bag as they shop, tapping signals from an array of Caper Cart cameras, digital scale, and location sensors connected to NVIDIA Jetson hardware. Wegmans customers can login to their Shoppers Club account on the cart's screen in order to shop with a Caper Cart.

"Caper Carts are transforming everyday grocery shopping into a faster, more personalized experience," said David McIntosh, Chief Connected Stores Officer at Instacart. "We're excited to partner with Wegmans – known for their exceptional customer and in-store experience – to bring this technology to their store. Together, we're delivering customers a delightful and personalized shopping journey."

The companies first partnered to offer same-day delivery in 2017, and have since expanded the partnership to include pickup, EBT SNAP acceptance, loyalty program integration, and more. Caper Carts are part of Instacart Connected Stores, its suite of technologies bridging the online and in-store experience.

To learn more about Caper Cart and Instacart Connected Stores, visit **www.instacart.com/company/connected-stores**.

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.

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