NEWS RELEASE

New Orleans Locals Get Surprise Big Game Grocery Deliveries by Instacart

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Groceries delivered in Oscar Mayer Wienermobile by Green Giant, Cheetos® Chester Cheetah®, The Kool-Aid Man, and The Pillsbury Doughboy™

NEW ORLEANS, February 7, 2025 – Ahead of Sunday's Big Game, Instacart is enlisting extra help on game day grocery deliveries throughout the Crescent City. Instacart's first-ever **Super Bowl commercial** is transforming into an incredible live event – get ready to witness a grocery delivery like never before. Beloved brand mascots Green Giant, Cheetos® Chester Cheetah®, The Kool-Aid Man, and The Pillsbury Doughboy™ are teaming up to deliver select Instacart customer orders in the iconic Oscar Mayer Wienermobile. B-roll assets are available **here**.

WHO: Instacart, the leading grocery technology company in North America, has partnered with your favorite grocery brand mascots to make epic deliveries in the Oscar Mayer Wienermobile – and yours could be one of them.

WHAT: Instacart's Big Game commercial is coming to life by enlisting familiar faces from the spot to deliver select Instacart customer orders.

- Green Giant, Cheetos® Chester Cheetah®, The Kool-Aid Man, and The Pillsbury Doughboy™ will be loading up the Oscar Mayer Wienermobile with grocery orders for some fun deliveries in New Orleans.
- New Orleanians can simply place an Instacart order and they may be notified of a larger-than-life delivery opportunity in the app before their order is fulfilled. Customers who approve may have their order delivered by an assortment of beloved brand mascots all aboard the Oscar Mayer Wienermobile.
- Customers may also receive custom Instacart gear and will have the opportunity to pose with the Oscar Mayer Wienermobile and its drivers, fondly known as "Hotdoggers," along with the brand mascots.
- Customers can shop Instacart's **Game Day Essentials Collection** through February 9, and save up to 40%

(max. $10) on craveworthy snacks, drinks, and household essentials to make hosting a breeze. Instacart also has rotating offers for free snacks* on your next order through February 9. *Fees, taxes and terms apply. Limit 1 per person, eligible items only, while supplies last. Exp 2/9.

WHEN: Deliveries will take place Friday, February 7 from 10 a.m. to 5 p.m.

WHERE: Neighborhoods across New Orleans.

ADDITIONAL INFO: Instacart is airing its first-ever **Super Bowl commercial** on Sunday, February 9, 2025. Entitled "We're Here," the 30-second spot brings together beloved icons from America's favorite grocery brands — including breakout stars from the most legendary Big Game ads of years past — for one epic delivery that is only possible with Instacart. Read the announcement blog post **here** for more details.

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SOURCE Maplebear Inc. dba Instacart