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Price Chopper Contact:
Jessica Bjorgaard, 816.994.0986
Jessica.Bjorgaard@InQuestMarketing.com

Instacart Contact:
Dacyl Armendariz, 512.944.0944
Dacyl.Armendariz@instacart.com

PRICE CHOPPER AND INSTACART PARTNER TO OFFER SAME-DAY GROCERY HOME DELIVERY IN KANSAS AND MISSOURI

PRAIRIE VILLAGE, Kan. (November 1, 2017) – Locally-owned grocer, [Price Chopper](#), and technology-driven, nationwide on-demand retail delivery service, [Instacart](#), today announced a partnership to bring same-day home grocery delivery to all 51 Price Chopper stores throughout Kansas and Missouri.

Starting November 8, Kansas City metro area Price Chopper customers can visit [mypricechopper.com](#) or the Instacart mobile app to fill virtual carts with their favorite grocery offerings — including produce, dairy and meat items — and get delivery straight to their door in as little as an hour. Home delivery is available seven days a week between the hours of 9:00 a.m. and 10:00 p.m. from Kansas City metro area Price Choppers.

“The partnership with Instacart, elevates Price Chopper’s commitment to provide the highest quality products and top-of-the-line services to our customers from our family-owned stores to your family’s doorstep,” said Casie Broker, vice president of marketing, Price Chopper Enterprises. “Our enhanced online ordering system and home delivery services by Instacart allow us to anticipate the needs of our customer’s busy lifestyles and provide them with a time-saving, convenient solution.”

Instacart delivery starts at just \$5.99 on orders of \$35 or more. Instacart Express membership is also available, enabling unlimited, free same-day deliveries on orders over \$35. Customers can receive their first delivery free of charge. Instacart delivery fees and restrictions may apply.

“Instacart is excited to bring same-day home delivery to Price Chopper customers in Kansas and Missouri, as part of our expansion across the Heartland to serve 80 percent of American households by the end of 2018,” said Nilam Ganenthiran, Instacart’s Chief Business Officer. “Instacart is focused on creating exceptional experiences for customers through partnerships with the nation’s best retailers like Price Chopper and offering convenience with nearly instant customer gratification.

Please visit [mypricechopper.com](#) for more information on grocery delivery.

ABOUT PRICE CHOPPER

Price Chopper’s 51 stores are locally owned by the Ball, Cosentino, McKeever and Queen families, all of whom live in Kansas City and oversee store operations on a daily basis. For 38 years, the owners and employees of Price Chopper have been committed to providing the highest quality products and top-of-the-line customer service to the thousands of customers they serve every day. For more information, please visit [www.mypricechopper.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 150 markets nationwide and partnered with retailers across the United States, 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. First delivery is free at www.instacart.com.

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