



## **Food Lion Expands Home Delivery Service Area in Fayetteville, N.C.**

March 28, 2018

Grocer Adds Aberdeen, Carthage, Seven Lakes, and Southern Pines, N.C., Now Delivering to Total of 57 Greater Raleigh Zip Codes with Instacart

Starting today, [Food Lion](#) customers in the greater Fayetteville, N.C., area can have their groceries delivered to their door. Through their partnership with Instacart, Food Lion is making fresh and affordable shopping as easy as opening an app for its customers in four additional cities including Aberdeen, Carthage, Seven Lakes and Southern Pines, N.C.

"Instacart continues to be well received by our customers since its June 2016 launch in the Raleigh area, and we are excited for its continued expansion," said Neil Norman, director of customer loyalty at Food Lion. "Food Lion is proud to continue to deliver on our commitment to making grocery shopping easy and convenient for our customers."

Eight zip codes have been added to Food Lion's delivery service area to now include Aberdeen, Carthage, Seven Lakes and Southern Pines, N.C., including 27242, 27281, 27376, 28315, 28327, 28373, 28374 and 28387.

With these additions, Food Lion's home delivery service expands to 57 zip codes across the Raleigh region, including the previously-launched service areas of 27705, 27701, 27707, 27514, 27510, 27601, 27605, 27607, 27608, 27609, 27612, 27615, 27511, 27513, 27518, 27606, 27560, 27709, 27703, 27713, 27708, 27517, 27516, 27712, 27704, 27613, 27616, 27617, 27610, 27604, 27614, 27545, 27587, 27539, 27502, 27603, 27523, 27519, 27540, 27426, 27592, 27562, 27529, 27330, 27332, 27505, 27312, 27597, 27526 and 27501.

Shoppers in these delivery areas can use Food Lion's website at [www.foodlion.com/homedelivery](http://www.foodlion.com/homedelivery) or the Instacart app to confirm availability and place orders.

Food Lion continues to grow the home delivery service in the Charlotte and Raleigh, N.C., areas, two of the initial test locations for Instacart. The grocer also recently expanded the service to Greensboro, N.C., as well as the greater Richmond and Norfolk, Va., markets.

Additionally, by linking their personal MVP cards to their Instacart accounts, Food Lion customers can continue to take advantage of Food Lion's weekly savings specials, including MVP discounts. New Instacart customers are eligible for free delivery on their first order over \$35 (service fees and tips may still apply. See [www.instacart.com/terms](http://www.instacart.com/terms) for more information).

### *How Instacart Works*

*Customers can visit [www.foodlion.com/homedelivery](http://www.foodlion.com/homedelivery) or open the Instacart [mobile app](#) on their iPhone or Android device, enter their zip code and select their local Food Lion store, add items to a virtual cart, and then choose a delivery window (within one hour, within two hours, or some scheduled time in the future) and check out. A Shopper accepts the order on his/her smartphone, uses the Instacart shopper app to guide them through shopping, and then delivers the order to the customer in the designated delivery timeframe.*

### **About Food Lion**

Food Lion, based in Salisbury, N.C., since 1957, has more than 1,000 stores in 10 Southeastern and Mid-Atlantic states and employs more than 63,000 associates. By leveraging its longstanding heritage of low prices and convenient locations, Food Lion is working to own the easiest full shop grocery experience in the Southeast, anchored by a strong commitment to affordability, freshness and the communities it serves. Through Food Lion Feeds, the company has committed to provide 500 million meals to individuals and families in need by the end of 2020. Food Lion is a company of Ahold Delhaize USA, the U.S. division of Zaandam-based Royal Ahold Delhaize Group. For more information, visit [www.foodlion.com](http://www.foodlion.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 210 markets and partnered with retailers across North America, 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. For more information visit [www.instacart.com](http://www.instacart.com).

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