



## Food Lion Launches Home Grocery Delivery in Greater Norfolk, Va., Market with Instacart

October 26, 2017

Grocer Will Provide Service in Select Zip Codes; First Home Delivery Is Free

Today, Food Lion has announced it will launch home grocery delivery services in the greater Norfolk, Va., area in partnership with Instacart. This new, convenient service, which delivers on the grocer's continued promise to ensure an easy, fresh and affordable grocery shopping experience, will allow customers to order and receive their groceries in as little as an hour.

"As part of our ongoing commitment to making grocery shopping easy, Food Lion is proud to partner with Instacart in the Norfolk market," said Neil Norman, director of customer loyalty at Food Lion. "Through Instacart's speedy delivery service, our customers can enjoy fresh, quality groceries at the affordable prices they expect from Food Lion, now at the convenience of their doorstep."

Shoppers in the delivery area, which include select zip codes in the greater Norfolk, Va., region including the Virginia Beach, Newport News, Suffolk and Williamsburg areas, can shop using Food Lion's website at [www.foodlion.com/homedelivery](http://www.foodlion.com/homedelivery) or by using the Instacart app.

A full list of eligible zip codes is attached here.

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. Food Lion customers using Instacart for the first time will receive their first home delivery fee for free.

### *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 Food Lion store, add items to a virtual cart, and then choose a delivery window (within one hour, two hours, or up to seven days in advance) and check out. An Instacart 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 Delhaize America, a 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 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](http://www.instacart.com).

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### **Related Materials:**

application/vnd.openxmlformats-officedocument.spreadsheetml.sheet icon [Zip Codes Norfolk Store List.xlsx](#) (9.82 KB)

### **Contact:**

Courtney James  
704-310-3768; [courtney.james@foodlion.com](mailto:courtney.james@foodlion.com) or Christy Phillips-Brown, APR: 704-310-2221; [cphillips-brown@foodlion.com](mailto:cphillips-brown@foodlion.com)

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