



## Food Lion Delivers Beer, Wine and Expands Home Delivery Service Area

December 8, 2016

Starting today, more Food Lion customers in the greater Charlotte area can have their groceries delivered to their door and customers using the service can now order beer and wine. Through their partnership with Instacart that launched in May 2016, Food Lion is making fresh and affordable shopping as easy as opening an app.

"This program has had a great reception since it launched and we are excited for its continued expansion," said Neil Norman, director of customer loyalty at Food Lion. "Now with the additional options of beer and wine, Food Lion continues to deliver on our commitment to making grocery shopping easy and convenient for our thousands of customers."

In total, 24 zip codes have been added to the Charlotte service area, including: 28078, 28117, 28115, 28036, 28031, 28208, 28273, 28088, 28083, 28023, 28081, 28027, 28025, 28215, 28206, 28216, 28269, 28262, 28213, 28075, 28079, 28104, 28227 and 28105. In addition to the new zip codes, Food Lion continues to test the service in the following areas, including: 28134, 28210, 28209, 28204, 28207, 28280, 28203, 28202, 28217, 28205, 28211, 28226, 28282, 28277, 28270 and 28212.

With these additions, Food Lion's home delivery service now expands to 40 zip codes across the Charlotte region. Shoppers in the delivery area can use Food Lion's website at [www.foodlion.com/homedelivery](http://www.foodlion.com/homedelivery) or the Instacart app.

Customers ordering alcohol on Instacart will be required to provide their date of birth during the online checkout process to confirm they are 21 or older. Additionally, a recipient 21 or older must be present to sign for the delivery and show proof of legal age with a valid photo ID.

Food Lion continues to test and grow the home delivery service in the Charlotte and Raleigh area, two of the initial test locations for Instacart.

Food Lion customers using Instacart for the first time will receive their first home delivery fee for free. Customers can also link their personal MVP cards and Instacart accounts to take advantage of Food Lion's weekly savings specials and discounts.

### *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, within two hours, or some scheduled time in the future) and check out. An Instacart Personal 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 nearly 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 Amsterdam-based Royal Ahold Delhaize Group. For more information, visit [www.foodlion.com](http://www.foodlion.com).

### **About Instacart**

Instacart allows people to order groceries online by connecting them with personal shoppers who hand pick items at customers' local, favorite stores and deliver straight to their doors. Founded in San Francisco in 2012, Instacart has quickly scaled to 29 metropolitan areas across the U.S. and partnered with dozens of retailers, including popular national chains (Whole Foods Market, Costco, Petco) as well as local, regional grocers (H-E-B, Marsh Supermarkets, Bi-Rite, Cub Foods). By combining a personal touch with cutting-edge technology, Instacart offers customers a simple solution to save time and eat fresh food from the grocery brands they trust. 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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