



Food Lion Expands Home Delivery Service Area to Sanford, N.C.

January 10, 2018

GROCER NOW DELIVERS TO 46 RALEIGH-AREA ZIP CODES WITH INSTACART

Starting today, more Food Lion customers in the greater Raleigh, 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 Sanford, N.C., area customers.

"Since its launch in the Raleigh area in June 2016, Instacart has been well received by our customers 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."

Three zip codes have been added to Food Lion's delivery service area to now include Sanford, N.C., including 27330, 27331 and 27332.

With these additions, Food Lion's home delivery service now expands to 46 zip codes across the Raleigh region, including the original service areas of 27709, 27703, 27713, 27708, 27707, 27705, 27701, 27517, 27516, 27514, 27510, 27712, 27704, 27617, 27613, 27601, 27616, 27615, 27612, 27610, 27609, 27608, 27607, 27606, 27605, 27604, 27614, 27545, 27587, 27539, 27502, 27603, 27523, 27519, 27518, 27513, 27511, 27540, 27526, 27592, 27562, 27529, 27560.

Shoppers in the delivery area can use Food Lion's website at www.foodlion.com/homedelivery or the Instacart app.

Food Lion continues to test and 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. 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 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. 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.

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 190 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. First delivery is free at www.instacart.com.

###

Contact:

Courtney James: 704-310-3768; Courtney.james@foodlion.com

"Food Lion is proud to continue to deliver on our commitment to making grocery shopping easy and convenient for our customers."
