



Food Lion Pilots Home Grocery Delivery in Charlotte, N.C., with Instacart

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

Today, Food Lion has announced it will pilot grocery delivery services in the Charlotte, N.C., 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 Charlotte market," said Keith Nicks, vice president of customer engagement 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 the Charlotte, N.C., zip codes 28202, 28203, 28204, 28205, 28207, 28209, 28210 and 28211, can shop using Food Lion's website at www.foodlion.com/homedelivery or the Instacart app.

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 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 more than 1,100 stores in 10 Southeastern and Mid-Atlantic states and employs more than 65,000 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, the U.S. division of Brussels-based Delhaize Group (NYSE: DEG). For more information, visit 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 22 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 (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 fee is free at www.Instacart.com.

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