



FOR IMMEDIATE RELEASE

One-Hour Grocery Delivery Service Instacart Partners with Bi-Rite Market for Delivery in San Francisco

San Francisco, Calif. – July 22, 2014 – Instacart (www.Instacart.com), the only service that can deliver groceries from multiple local stores within an hour, announced today that it has partnered with popular independent neighborhood grocer Bi-Rite Market to provide grocery delivery services for Bi-Rite Market in San Francisco. Bi-Rite is Instacart's sixth store in San Francisco.

Originally launched in San Francisco and since expanded into many other major cities, Instacart has disrupted the traditional [grocery delivery](#) space with its crowdsourced labor force dubbed "Personal Shoppers," who shop for and deliver grocery orders utilizing their own transportation in as little as one hour. This eliminates the need for costly infrastructure such as inventory, warehouses, trucks and full-time drivers, and enables Instacart to expand into a new city in just 2-4 weeks, versus 6-9 months for competitors. Customers can order from multiple stores and have everything delivered in as little as one hour. For a full map of Instacart's Bay Area coverage, visit <https://www.instacart.com/locations>.

"Bi-Rite Market is a leading neighborhood market that has been serving San Franciscans for nearly 75 years, and we've had many requests to add Bi-Rite to the Instacart marketplace," said Instacart's San Francisco City Manager Michelle Suwannukul. "We look forward to working with Bi-Rite Market to expand its reach and add this convenient service for Bi-Rite's customers."

"Bi-Rite is committed to great service, so when our guests asked for delivery options, we listened. We're excited to work with Instacart to provide our guests with a new, convenient way to access the food they love," said Bi-Rite Market Founder and second-generation owner, Sam Mogannam. "We work with only the best local, sustainable, and organic farmers, ranchers and producers to source our food, and our team of in-house chefs creates a vibrant, seasonally-driven menu of prepared foods. Ordering from Bi-Rite through Instacart will be like having all the benefits of the farmer's market, a wine shop, and a restaurant delivered right to your door—with Bi-Rite Creamery ice cream for dessert."

Customers can open an account at www.Instacart.com, and get free delivery on their first order of \$35 or more. Instacart also offers an Amazon-Prime like service called Instacart Express – an annual membership that eliminates delivery fees for all orders of \$35 or more. The cost is just \$99. Customers can sign up for a free two-week trial at www.instacart.com/express.

About Bi-Rite

The Bi-Rite Family of Businesses includes two San Francisco-based neighborhood Bi-Rite Markets,

the world-renowned Bi-Rite Creamery and Bakeshop, Bi-Rite Catering, and 18 Reasons, a non-profit community and education partner. The original Bi-Rite Market in San Francisco's Mission District opened in 1940 and has been owned by members of the Mogannam family since 1964. Bi-Rite still serves the immediate neighborhood of 18th Street and the Valencia corridor, an exciting food destination, and expanded to serve the Western Addition neighborhood with the opening of its second market location in 2013. The family-owned and operated businesses specializes in local, organic, artisanal, and sustainably-produced products, including farm-direct produce, ethically-raised and harvested meats, sustainably-caught fish and seafood, gourmet groceries, traditionally-crafted and farmstead cheeses, an international selection of small-batch wines from family vineyards, and a full line of house-made prepared foods.

About Instacart

Instacart is the only service that can deliver groceries from multiple local stores within an hour, and is often less expensive for consumers than a personal, time-consuming trip to the grocery store. Customers in San Francisco, Atlanta, Austin, Boston, Chicago, Denver, Los Angeles, New York City, Philadelphia, San Jose, Seattle and Washington, DC can choose from over 350,000 items from local grocery stores and large chains like Safeway, Whole Foods Market, Shaw's, BJ's Wholesale and Costco. Instacart is disrupting the traditional [grocery delivery](#) business with its approach, which utilizes a crowdsourced model of Personal Shoppers who provide their own transportation and smartphones to shop and deliver groceries to customers. This model eliminates the need for costly infrastructure such as warehouses, trucks and full-time drivers. Learn more at www.Instacart.com.

###

For information, contact:
Michelle G. Faulkner
Big Swing Communications
michelle@big-swing.com
+1 617-510-6998