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Sprouts Expands Grocery Delivery with Instacart to Southeastern Markets Tomorrow

Launch includes \$20 off offer for first time orders

PHOENIX, Ariz. – March 4, 2019 – Residents in Alabama, Florida, Georgia, North Carolina, South Carolina and Tennessee looking to eat better and save on groceries will have added shopping convenience tomorrow when Sprouts Farmers Market begins offering delivery of fresh, natural and organic groceries and household essentials to customers in as fast as an hour via [Instacart](#). To sign up or place an order, customers can simply use the [Sprouts app](#) or visit delivery.sprouts.com. New Instacart customers will receive \$20 off their first delivery if valued \$35 or more with promo code SPROUTS20.

“Each week, millions of guests turn to Sprouts for their healthy grocery needs and delivery is another way for us to reach them wherever they are in their busy lives and healthy living journeys,” said Chief Customer Officer Shawn Gensch. “Our guests know they can count on Sprouts for freshness, convenience and value – both in-store and online – and we believe this supports the program’s strong sequential growth.”

The March 5 Instacart launch includes same-day delivery from Sprouts in as fast as an hour in select zip codes in:

- Augusta, Ga.
- Atlanta, Ga.
- Birmingham, Ala.
- Charlotte, NC
- Clearwater, Fla.
- Durham, NC
- Fayetteville, NC
- Huntsville-Madison, Ala.
- Memphis, Tenn.
- Nashville, Tenn.
- Orlando, Fla.
- South Sarasota, Fla.
- Simpsonville, SC
- Raleigh-Falls of Neuse, NC
- Tampa, Fla.
- Valrico, Fla.

With these new markets, Sprouts now offers delivery in more than 200 communities from coast to coast. More than 12,000 products from Sprouts are available for delivery, including farm-fresh produce, a wide selection of meat and seafood, dairy, bulk foods and frozen items. Beer and wine are available in the Florida and North Carolina launch markets.

To download media assets, including B-roll video, please visit about.sprouts.com/multimedia-library.

About Sprouts Farmers Market

Sprouts Farmers Market, Inc. specializes in fresh, natural and organic products at prices that appeal to everyday grocery shoppers. Based on the belief that healthy food should be affordable, Sprouts’ welcoming environment and knowledgeable team members continue to drive its growth. Sprouts offers a complete shopping experience that includes an array of fresh produce in the heart of the store, a deli with prepared entrees and side dishes, The Butcher Shop and The Fish Market at Sprouts, an expansive vitamins and supplements department and more. Headquartered in Phoenix, Ariz.,

Sprouts employs more than 30,000 team members and operates more than 300 stores in 19 states from coast to coast. Visit about.sprouts.com for more information.

About Instacart

[Instacart](http://www.instacart.com) is the North American leader in online groceries and one of the fastest growing companies in e-commerce. Instacart's same-day delivery and pickup services bring everyday essentials and fresh groceries to consumers in the U.S. and Canada in as fast as an hour. The Instacart marketplace offers more than 300 retailers and trusted local grocers that customers love. The company's cutting-edge technology powers some of the world's biggest retail players by supporting their e-commerce marketplace and delivery solutions. Instacart also offers an [Express Membership](#) program, giving customers unlimited free delivery from available stores on orders over \$35. For more information, please visit www.instacart.com.

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