



Vincès Market: **Sharon**



Vincès Market: **Newmarket**



Vincès Market: **Uxbridge**



Vincès Market: **Tottenham**



Vincès Market: **Market & Co.,
Upper Canada Mall**



Vincès steps up online shopping experience with Instacart service

SHARON, ON, December 17, 2020: When the pandemic struck, Vincès responded quickly with their own home delivery and store pickup services. This was well received by their customers – many of them older – who were worried about the possible risks of in-person shopping.

Turnaround times were good, but the small independent grocer knew they could do even better. Vincès is now stepping up the service by partnering with one of the leading online grocery platforms in North America.

Instacart is already working with some of the largest retailers in Canada, but Vincès is their first smaller, regional grocer with multiple locations.

“Our customers are going to get a best-in-class e-commerce platform,” said Vincès partner Giancarlo Trimarchi. “That is something we were unable to do on our own.”

The technology is cutting-edge, with Instacart’s in-store shoppers able to communicate in real time with customers. While the shopper is picking items, they can react instantly if something is out of stock or requires a substitution, or if they need clarification on the size or ripeness of produce. By texting through the app, they can resolve these issues with their client and adjust the order as needed.

It is all part of the Instacart service, enabling same-day delivery – often in less than five hours.

Delivery radius is approximately a 30-minute drive from each Vincès location, and customers can confirm they are within it by entering their postal code in the app. Typically, the Instacart shopper will visit the closest store, and then deliver direct to home. “From start to finish, it is roughly the same timeframe as doing your own shopping,” added Trimarchi.

An added benefit of picking items in-store, rather than at a large central warehouse, is that online customers enjoy Vincès attentiveness to freshness, no matter the product.

“We rotate everything in our ‘fresh’ departments daily,” said Trimarchi. “We bake fresh every day. In our deli, meats are still being sliced to order, not pre sliced. Overall, the customer is receiving the same experience – and quality – as if they were shopping themselves.”

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The Instacart platform allows shoppers to order the fresh foods that Vincès is known for, with a user-friendly app.

Press RELEASE

Vincès
A FRESH SHOPPING EXPERIENCE



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Because Vince's is known for fresh foods, these are all available on Instacart – along with a wide selection of products they normally carry. “We’re updating that list every week to keep it fresh as well,” Trimarchi continued. “So as items come in and out of season, we ensure that our Instacart store reflects that.”

This applies to core produce items that are always in stock – for example apples from Washington and New Zealand. These are usually available year-round because of their growing season. “But as soon as we have the first-of-the-season Ontario Macs, they will be available online.”

Fees depend on Instacart's driving distance and promotional offers (when available). Depending on the size of the order it can be as low as \$5 or in the \$10-\$15 range. Check their website for pricing details.

“Because we’re small, we are able to micromanage our offering to make sure we are giving customers what they want,” said Trimarchi. “That applies as much online as it does in-store.”

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About Vince's Market:

Vince's Market is a nationally recognized and award winning, small footprint fresh food retail chain. This privately held company employs more than 300 people in York, Durham, and Simcoe Regions, serving the communities of Sharon, Newmarket, Uxbridge and Tottenham. In 2014, their Newmarket location was awarded 2nd place in Canada for their category from the Canadian Federation of Independent Grocers. In 2017 and 2018, the chain was recognized as one of “Canada's Best Managed Companies.” For further information, visit www.vincesmarket.com

About Instacart:

Instacart is the leading online grocery platform in North America. Instacart shoppers offer same-day delivery and pickup services to bring fresh groceries and everyday essentials to busy people and families across the U.S. and Canada. Instacart has partnered with more than 500 beloved national, regional and local retailers, including unique brand names, to deliver from nearly 40,000 stores across more than 5,500 cities in North America. Instacart's delivery service is available to 85% of U.S. households and 70% of Canadian households. The company's cutting-edge enterprise technology also powers the ecommerce platforms of some of the world's biggest retail players, supporting their white-label websites, applications and delivery solutions. Instacart offers an Instacart Express membership that includes reduced service fees and unlimited free delivery on orders over \$35. For more information, visit www.instacart.com. For anyone interested in becoming an Instacart shopper, visit <https://shoppers.instacart.com/>.

