

# Instacart FAQs

February 2019

- **Is there a membership fee?**
  - Yes, there is an optional annual membership fee for the Instacart Express program paid by the customer of \$99.00 the first year and \$149.00 per year thereafter (set by Instacart). However, a paid membership is not required to use the Instacart service
  - With a paid membership, the delivery fees (usually \$3.99) and service fee of 5% are waived.
- **Is there an order minimum?**
  - The absolute order minimum is \$10, but there is an increased delivery fee for all orders under \$35.00.
  - If the order is under \$35.00, the fee is \$5.99; over \$35.00 it's \$3.99.
  - Customers have the option of adding a "tip" for the delivery person.
- **How does the customer order?**
  - There will be a link from the [www.shopthepig.com](http://www.shopthepig.com) website which will redirect the customer to a [www.delivery.shopthepig.com](http://www.delivery.shopthepig.com) web site (which is owned by Instacart).
    - It will have the same basic look as our own PW site.
  - From there, the customer will log into this Instacart web site.
    - Customers can enter their zip code to see if delivery is available to them.
    - If yes, they will be asked to setup an account.
    - Customer will shop for their items, and select a delivery time from 2 hours to six days away.
  - There is also an Instacart mobile app available.
- **Will customers get ad pricing and can they use their own PW Preferred Club Card?**
  - We will provide Instacart sale retails, but those retails will be marked up 15%.
  - Instacart will have their own PW Preferred Club Card to use to obtain sale prices.
  - The Instacart PW Preferred Club Card will be set up to not award points to be accumulated.
  - Pig Points and homerun bonuses (or other special Midax promotions) cannot be awarded.
  - Meal Deals, such as "when you buy multiples of 3" are not available.
- **Can customers use store coupons or manufacture's coupons?**
  - No, they cannot use Piggly Wiggly or manufacturer coupons, but Instacart does have their own coupon program on-line.

- What if the store is out of stock when Instacart is shopping?
  - Instacart shopper will e-mail and/or text the customer with substitution options.
  - Instacart has the ability to adjust the customer's final total.
- How and when does the customer pay?
  - Customer will pay when placing the order online using a credit or debit card.
  - No Food Stamp Cards or WIC are accepted.
  - The customer is actually paying Instacart, not the store.
- How and when is the store paid?
  - The store gets paid when the Instacart shopper checks out at the register.
  - Instacart pays using an Instacart credit card.
- How is it determined which store will be shopped?
  - Per Instacart, as a general rule of thumb, the order is shopped from the closest participating store to the customer's home/office delivery address.
- How far from the store will Instacart deliver?
  - Instacart's logistics team will map the exact zip code delivery reach by store for the participating stores. There are several factors that go into calculating the delivery reach, but it's a time based delivery reach (not distance). As a general rule of thumb, they use a 20 minute maximum drive time calculated during the busiest time of the day.
- When is the on-line price updated and is it specific to each store?
  - PWM will provide a daily price file to Instacart that is specific to each location.
- How does the price spread work?
  - The daily price file provided to Instacart is marked up 15% (14.945% to be exact).
  - For example, a customer would pay \$114.95 online for \$100.00 worth of groceries.
    - Instacart charges their 13% fee on the "marked up" amount:
      - ✓  $13\% \times \$114.95 = \$14.95$
      - ✓ Result is net zero cost to both PWM and the stores.
- Are there restrictions on the items being sold online?
  - Items not hosted by Piggly Wiggly are available by special request by the customer.
  - No beer/wine/liquor, cigarettes or lottery can be sold.
  - No pre-ordered or made-to-order items, such as: personalized birthday cakes, deli trays, deli sandwiches, etc.
  - No postage stamps, money orders or gift cards.

- Will PWM advertise the program?
  - We are working on an introductory offer.
  - We will advertise in the weekly ad flyer.
  - We will also advertise on our web site, the Instacart web site, and Facebook.
- Where do you access additional information?
  - Visit <https://www.instacart.com/help>
- If I use Instacart and don't like their representation of our store, can I cancel at any time?
  - Upon signing the adopting agreement, an owner group has committed to a two-year exclusive partnership. There is a 180-day trial period from the day of launch, immediately after which they can cancel their agreement. If not cancelled at the end of this trial period, the terms and conditions of the two-year agreement will kick in.
- If there is a complaint about the transaction with Instacart from a customer and they call the store, how should it be handled? (It could be a mis-pick, smashed food, delivery issue, etc.)
  - For instances where there are complications with an active shopper, customer, or order, we ask the below escalation path to prioritize the problem.
    1. Reach out to our Community Operations group directly at 1-415-712-0241 and identify yourself as a retail partner employee. Call center hours below:
      - 5:30am - 10:30pm PT - Call will come to HQ/SF and be prioritized.
      - 10:30pm - 5:30am PT - Call will be documented and escalated back to HQ by 5am.
    2. Please provide the agent with as much information on the order as you are able. Example: Customer ID, Order ID, store location, number of bags left behind, etc.
  - For after-the-fact scenarios INCLUDING returns, customers can input any order issues or feedback directly through Instacart.com. Should customers come in-store to address an Instacart specific problem they can be directed to [help@instacart.com](mailto:help@instacart.com) or 1-888-246-7822.

- **What items will be available on Instacart?**
  - Piggly Wiggly Midwest will be providing Instacart with a daily file of available products from the Warehouse and PWM supported Vendors. However, if your store has items such as custom items or local vendor items that you would like to be available to your online customers you will need to do some maintenance.
    - First, in RBX, field 56 Unit Size Description needs to be filled in. Some examples are – Per Pound, 6-oz. or 24-count. Next, to flag these items as being available to Instacart you will need to fill in field 286 Comp Price Description with INST.
    - Customers will not be able to order Liquor, cigarettes, lottery, books, magazines, greeting cards, gift cards or lottery. Instacart will receive a daily update of your store file.