

# The Instacart Alcohol Delivery Model:

Ensuring a Safe, Compliant Experience  
for Retail Partners and Customers



# Overview



- How Instacart Works
- Qualifying to Handle Alcohol Orders
- Customer Experience
- Behind the Scenes: Payment Flow and More
- Completing the Transaction

# How Instacart Works

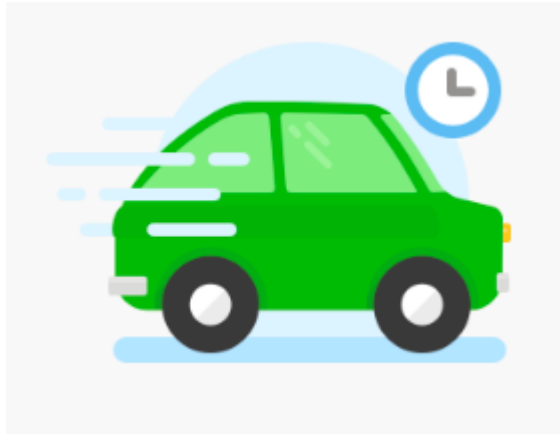


# How Instacart Works

**Instacart is a retail marketplace that enables the same-day delivery of groceries, alcohol, and other goods**



**Customers use the Instacart App or website to shop at their favorite local retailers.**



**Customers schedule a delivery, in many cases receiving groceries in as little as an hour.**



**Fresh, handpicked groceries and other goods are delivered to the customer's door by an Instacart shopper.**

# Instacart Retail Partners

- Instacart supports communities by partnering with local and family-owned grocery stores across the country
- Through the Instacart platform, a grocery store can offer customers a complete e-commerce experience and provide same-day delivery
- In Louisiana, Instacart partners with Rouses Markets, Winn-Dixie, Super 1 Foods, Petco, CVS, Costco and Albertsons

# Instacart Customers

**Instacart currently serves over 9,100 customers in Louisiana. Customers enjoy the ability to spend more time with their families and keep up with other obligations, without having to forego grocery shopping.**

"This is such a huge help for me! I have 2 year old twins so avoiding the grocery with them in tow has been the best!"

**-Paige (New Orleans)**

"Instacart is a great convenience while the rest of life is happening. My shopper was polite and respectful, and the process was easy."

**-Michaela (Shreveport)**

"My shopper was very pleasant, professional, and helpful! I love the idea of being able to order anything in the store and having it delivered."

**-Rose (New Orleans)**

# Instacart Shoppers

**Instacart currently partners with 1,400 personal shoppers in the State of Louisiana. Shoppers appreciate the ability to provide services to members of their own community on the days and at times that work for them.**

“I love being an Instacart shopper. I can schedule hours around my full time job. I also love shopping and meeting new people.”

**-Marie (Baton Rouge)**

“Shopping through Instacart’s platform is very flexible. You work when you want to. It’s a great fit for me at this point in life.”

**-Betty (New Orleans)**

“Instacart offers a great opportunity for anyone who wants to work in their own community. It’s a great way to supplement your income.”

**-Carol (Baton Rouge)**

# Instacart Across the U.S.

- Instacart's primary focus is groceries. Where permissible, we enable retailers to offer delivery of their full selection, including alcohol products.
- Instacart's alcohol delivery model has been approved in 18 states, and Instacart currently delivers alcohol in 9 .



# Qualifying to Handle Alcohol Orders



# Qualifying to Handle Alcohol Orders

Shoppers who wish to handle alcohol on the Instacart platform must:

## Be 21

Instacart requires shoppers to be 21 years of age or older in order to handle alcohol orders on the Instacart platform.

## Opt In

Delivering alcohol orders on the Instacart platform is entirely voluntary. Shoppers can choose whether or not to handle alcohol orders.

## Complete Module

Shoppers must complete an Instacart Alcohol Module to demonstrate their familiarity with applicable alcohol laws and regulations.

## Remain In Compliance

Shoppers who fail to adhere to all applicable laws and regulations during the course of alcohol delivery will lose access to the Instacart platform.

All shoppers who provide services through the Instacart platform must submit to a comprehensive background check, regardless of whether they will be handling alcohol orders.

# Qualifying to Handle Alcohol Orders (Continued)

## The Instacart Alcohol Module Covers:



### Compliance with Laws

- Legal age (21)
- Prohibition on buying for minors
- Criminal and civil penalties



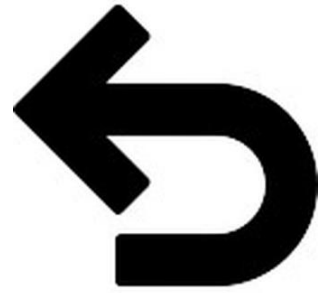
### Alcohol and the body

- Stages of intoxication
- Identifying an impaired customer
- Refusing service



### Checking IDs

- Valid forms of ID
- Recognizing fake IDs
- Examining and scanning IDs with the Shopper App



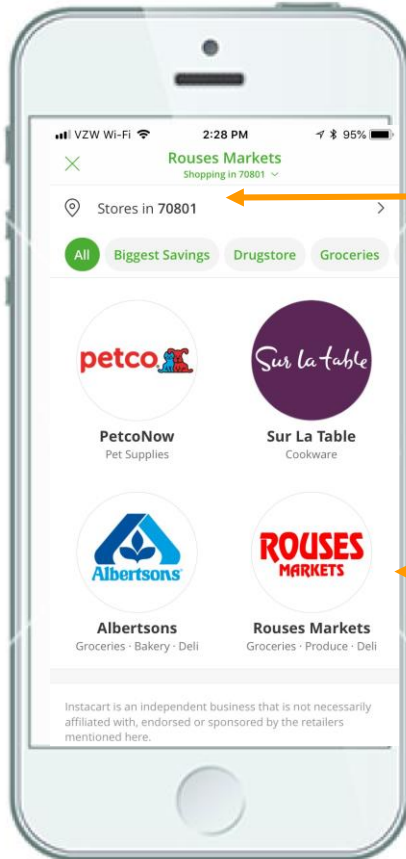
### Undeliverable Alcohol

- Returning alcohol to retailer when customer is under 21 or visibly intoxicated

# Customer Experience



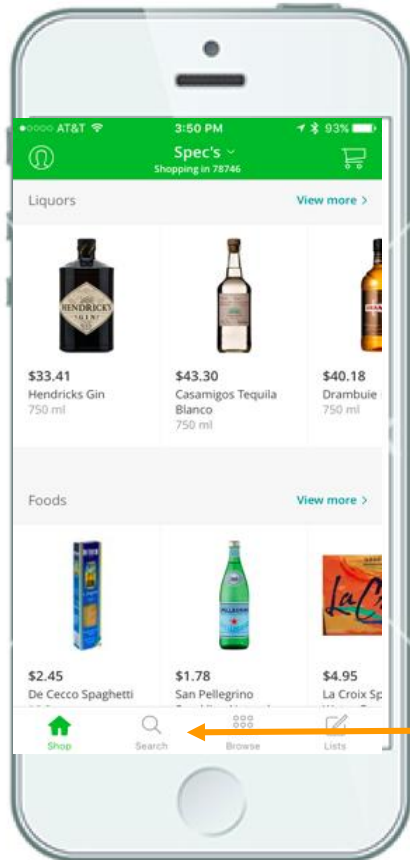
# The Instacart Customer Experience



Customer enters delivery zip code to see list of available retail partners.

Customer selects a retail partner's virtual storefront.

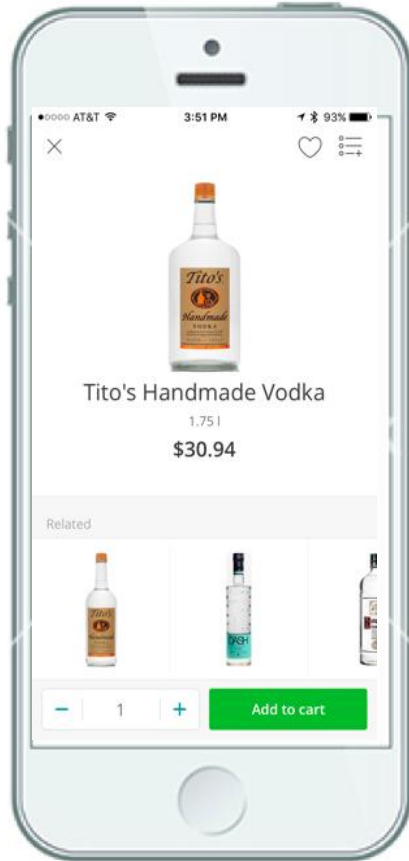
# The Instacart Customer Experience (Continued)



After selecting a retailer, the customer browses the retailer's catalog and fills up their online shopping cart. In this example, the retailer has both food and alcohol options.

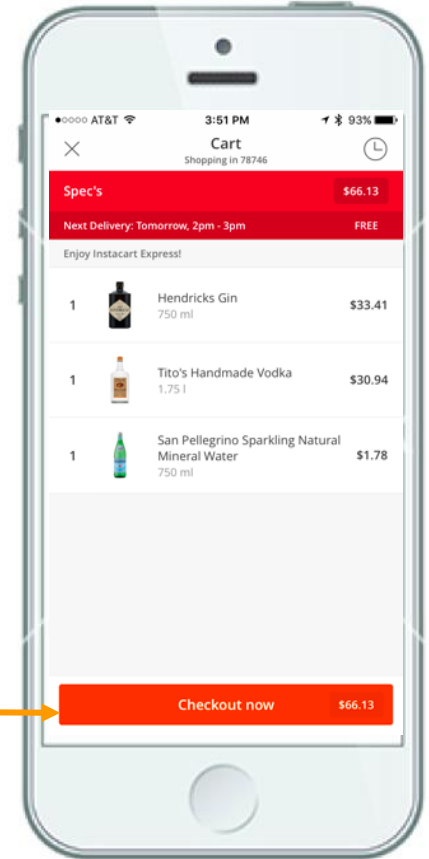
A search function enables the customer to search by product type or name.

# The Instacart Customer Experience (Continued)



The customer adds items to the cart in the desired quantities.

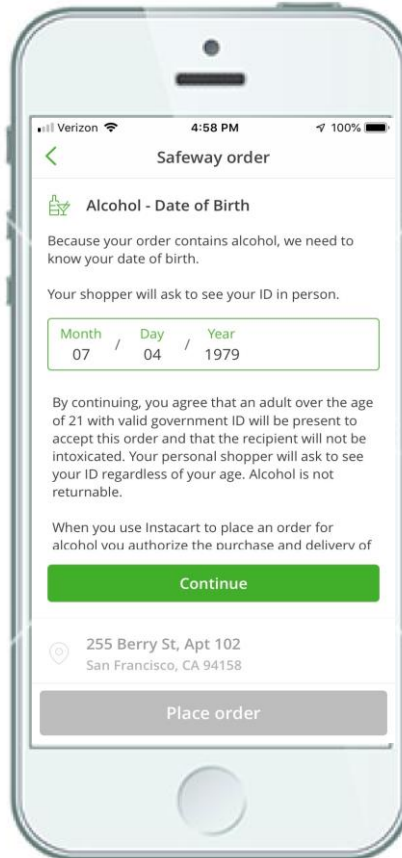
Once a customer has finished making selections, it's time to check out.



# The Instacart Customer Experience (Continued)

In order to continue with the purchase, the customer must accept a **click-through Alcohol Agreement** and enter his or her birthday into the app to certify that he or she is of legal age.

After accepting the **Alcohol Agreement**, the customer selects a payment type and schedules a delivery window. A tip may be provided either at check-out or after delivery.



## Key Provision of Alcohol Agreement:

- An adult over 21 will be available to accept the order
- The recipient will not be visibly intoxicated at the time of delivery
- The purchase is being made with the retail store (not with Instacart)
- Any returns must be made directly to the retail store



# The Instacart Customer Experience (Continued)



## At the Time of Delivery:

- At the customer's home, the Instacart shopper will request and examine the recipient's ID to ensure that it belongs to the recipient and that the recipient is over 21 years old
- The shopper will assess the recipient for signs of intoxication
- Assuming the recipient is not visibly intoxicated, the shopper will scan the recipient's ID and collect the recipient's signature
- If the customer is under 21, visibly intoxicated, or not at home--or, if the shopper suspects the alcohol has been purchased by someone who is of age with the intent to provide the alcohol to a minor--the shopper will politely refuse delivery and return the undeliverable alcohol to the retailer.

# Behind the Scenes



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## Retailer Control

Instacart's retail partners retain control over all alcohol transactions by selecting which alcoholic products appear on their virtual storefront and setting the price of those items. The customer's credit card statement will reflect that the purchase was made from the retail partner.

Instacart does not apply its own markup to any alcoholic beverage products.

The retailer has the opportunity to accept or reject all customer orders while on the licensed premises.

## Payment Flow

The retail partner receives 100% of the funds for alcoholic beverage products directly through a third-party payment provider (Stripe).

Payment for any non-alcoholic beverage products, including any customer delivery fees or tips allocated to the shoppers, are transferred to Instacart on a cadence established between Instacart and the retail partner.

## Recordkeeping

Instacart and its retail partners retain detailed records regarding alcohol transactions. This information includes: the customer and/or delivery recipient's name, address, and signature; the retail partner's name and address; the type, brand, and quantity, of alcohol delivered through the platform; and such other information as may be required by law or regulation.

# Summary

- Forbes predicts that approximately 20% of groceries will be purchased online by 2025
- Instacart enables brick and mortar retailers with an e-commerce solution, enabling them to compete without the expense and overhead of building a custom solution
- In addition to grocery delivery, Instacart supports retail partners with click-and-collect (online grocery pickup) options, allowing them to reach consumers with different needs
- Enabling alcohol delivery through the Instacart platform provides growth opportunities for retailers and convenience for consumers without impacting the 3-tier systems
- Instacart helps its retail partners increase sales, which in turn generates greater income tax revenues for the state