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# Target adds a fast and safe way to get groceries

July 9, 2020

Target shoppers can now purchase fresh and frozen grocery items via its Order Pickup and Drive Up services at more than 400 stores.

The expansion of the enhanced service to hundreds of stores across the Midwest is the first step in the company's plan to offer fresh and frozen grocery items for Order Pickup and Drive Up at over 1,500 stores across the country in time for the holidays.

“When it comes to safe, fast and easy shopping, Target leads the way,” said Dawn Block, senior vice president, digital, Target. “By expanding our Order Pickup and Drive Up assortment to include fresh and frozen grocery items, we’re making the Target Run even easier —ensuring that guests can get everything they need, using the fast, convenient services they already love.”

Select stores in Illinois, Ohio, Colorado, Utah, Michigan, Wisconsin, Iowa, Indiana, Kentucky and Kansas now offer the enhanced service, where guests can shop 750 items across produce, dairy, bakery, meat and frozen products. That’s in addition to the more than 250,000 items already available for pickup across categories like home, apparel, essentials and more.

All orders are free, with no membership or minimum order required, and are ready for pickup within only a few hours. And for Drive Up, the experience is completely contactless as we bring the order to your car in less than two minutes.

Building on successful pilots in the Twin Cities and Kansas City markets this spring, the company used guest feedback to make improvements to the service and tripled the assortment as we expanded.

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