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Hy-Vee expands Instacart partnership for same-day delivery

Hy-Vee Inc. has expanded its partnership with Instacart, integrating its fulfillment capabilities for same-day delivery.

Instacart's Fulfillment as a Service offering makes it easy for retailers to plug Instacart fulfillment technology into their existing e-commerce via API, seamlessly integrating with their storefronts and brand identity. Retailers can choose from flexible options, including full-service order fulfillment, where Instacart's network of nearly 600,000 shoppers assist with picking, packing and delivery. Alternatively, retailers can opt for pickup or delivery-only services.

"We're proud to strengthen our partnership with Hy-Vee and equip them with the technology and tools they need to meet customers' needs," said Ryan Hamburger, vice president of retail partnerships at Instacart. "Our goal is to empower our partners and offer seamless and personalized shopping experiences. We've spent more than a decade focusing on the care and craft of grocery and are continuing to push the envelope by creating even more fulfillment solutions that help our retail partners grow and meet the evolving needs of their customers and businesses."

Hy-Vee and Instacart first partnered in 2018. Instacart's technology also allows Hy-Vee to accept EBT SNAP as a payment method online via the Instacart App.

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