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Coborn's Grocery and Liquor Stores Announce New Online Shopping Experience

New Coborn's website and mobile app, powered by Instacart, offer a modernized site and e-comm experience with convenient pickup and delivery options, updated content and integration of MORE Rewards.

ST. CLOUD, MN – Coborn's grocery and liquor stores are pleased to announce the launch of a new and improved website (coborns.com) and new Coborn's mobile app, powered by Instacart. The new platforms deliver an updated and modernized e-commerce experience to meet and exceed guests' online shopping expectations at a time when online grocery shopping continues to grow in popularity. The new platforms feature advanced search capabilities and improved functionality to make grocery shopping online easier and more convenient.

"Our guests spoke, and we listened. We're thrilled to unveil this new and exciting online shopping experience that simplifies online grocery shopping with more convenient pick-up and at-home delivery options. It really is groceries your way," said Emily Coborn Wright, senior vice president of growth initiatives at Coborn's, Inc. "The enhanced digital platforms are tailored to provide our guests with seamless navigation, integration of our popular MORE Rewards program, personalized features and a truly modern approach to grocery shopping online."

The new website and mobile app will make online shopping even easier with:

- **Freshness guaranteed:** Just like shopping in-store, the freshness of products for online shoppers is guaranteed.
- **Improved search functionality:** Finding favorite products is easier with the best-in-class search functionality.
- **Add to cart from weekly ad:** Browse the weekly ad and instantly add featured items to the cart.
- **Shop by nutrition attributes:** New filter options to shop according to dietary preferences.
- **Shoppable recipes:** Shop a vast recipe collection and add all the ingredients to your cart with a single click.
- **Shop with EBT:** Ability to pay with EBT/SNAP benefits.
- **Ease of substitution:** Proactively indicate substitution preferences for items that are running low on inventory.
- **MORE Rewards integration:** Earn and redeem loyalty rewards on every online order.
- **Online prices are the same as in-store** with MORE Rewards membership.
- **Free order pick-up** on orders over \$35.
- **Free delivery** with Instacart+ membership (on orders over \$35).

The new experience fully integrates MORE Rewards, allowing guests to easily shop the weekly circular, clip digital coupons and check reward balances in the Coborn's app or at coborns.com. Guests can also explore additional content including local vendor spotlights, recipes, shop by dietary preference and more.

"As the only end-to-end omnichannel technology provider focused on grocery, Instacart empowers independent retailers like Coborn's with cutting-edge solutions," said Alice Luong, director, e-commerce and retail media at Instacart. "By working with grocers like Coborn's, we're enabling grocers to create branded experiences from discovery to fulfillment that reflect their unique catalog and offer customers convenient online shopping. We're proud to support Coborn's in continuing to meet and exceed evolving customer needs."

The new Coborn's app can be downloaded today from the App Store or Google Play. Coborn's, Inc. will also be launching new websites and mobile apps for its other grocery and liquor banners in the near future.

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About Coborn's, Inc.

St. Cloud, Minn.-based Coborn's, Inc. is a 103-year-old employee-owned grocery retailer with nearly 10,000 employees and 77 grocery stores across Minnesota, North Dakota, South Dakota, Wisconsin, Michigan and Illinois under the [Coborn's](#), [Cash Wise Foods](#), [Marketplace Foods](#), [Hornbacher's](#), [Tadych's Marketplace Foods](#) and [Sullivan's Foods](#) banners. Coborn's, Inc. also operates fuel, liquor, coffee, hardware and pharmacy locations. To support its over 135 various retail business units, Coborn's, Inc. operates its own central bakery, dry cleaning facility and grocery distribution center. Coborn's, Inc. has been recognized by the Shelby Report as Midwest Retailer of the Year and by Progressive Grocer Magazine as one of the Top 10 Regional Grocers in the U.S.