

Press Release

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Hornbacher's

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Hornbacher's Announces New Mobile App, New Rewards Program, and Self-Checkouts

New Hornbacher's mobile app and website modernizes the company's e-comm experience and integrates with the new MORE Rewards loyalty program to offer guests ways to earn rewards, enjoy special offers, and more.

FARGO, ND – Hornbacher's grocery stores are pleased to announce the launch of a new mobile app and improved website (hornbachers.com), 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 improved search capabilities and functionality to make grocery shopping online easier and more convenient, with options for both pick-up service and home delivery through Instacart.

"We're excited to launch this fresh and innovative online shopping experience that makes grocery shopping easier, with more convenient pick-up and home delivery options," said Emily Coborn Wright, senior vice president of growth initiatives at Coborn's, Inc. the parent company of Hornbacher's. "Our enhanced digital platforms are designed to offer seamless navigation and a truly modern way to shop for groceries online."

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

- **Freshness guaranteed:** Just like shopping in-store, the freshness of products for online shoppers is guaranteed.
- **Online prices are the same as in-store** with a Hornbacher's More Rewards membership.
- **Add to cart from weekly ad:** Browse the weekly ad and instantly add featured items to the cart.
- **Shoppable recipes:** Shop a vast recipe collection and add all the ingredients to your cart with a single click.
- **MORE Rewards integration:** Earn and redeem loyalty rewards on every online order.
- **Free order pick-up** on orders over \$35.
- **Free delivery** with Instacart+ membership (on orders over \$35).

"The new mobile app and website fully integrates with the company's MORE rewards program, now available for our Hornbacher's guests," said Dennis Host, senior vice president of marketing and communications for Coborn's, Inc. "With every grocery purchase, guests can earn rewards for money off a future grocery trip or redeem for fuel savings at any Fargo/Moorhead area Holiday Stationstore or Circle K gas station. Plus, MORE Rewards members save on items in the store and enjoy exclusive promotional savings. We are excited to offer this enhanced new platform that allows our Hornbacher's guests to save even more with the all-new MORE Rewards program," he added.

Shopping in-store also became more convenient. Self-checkout lanes were installed at all eight Hornbacher's locations late last year. These self-checkout lanes are designed to minimize wait times, allowing guests to pay for their groceries more quickly and efficiently.

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About Coborn's, Inc.

St. Cloud, Minn.-based Coborn's, Inc. is a 104-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](#), 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. In 2021, Coborn's, Inc. was named the Shelby Report's Midwest Retailer of the Year. In 2023, the company was recognized by Progressive Grocer Magazine as one of the Top 10 Regional Grocers in the U.S. and in 2024 was certified as a Great Place To Work®. Learn more about us at Coborn's Inc.com.