



For Immediate Release

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## **New Seasons Market Announces Launch of EBT SNAP Acceptance for Same-Day Delivery and Pickup Via Instacart**

*EBT SNAP participants can now use their benefits online at neighborhood grocer's 18 Portland-area locations, followed by Vancouver, Wash. later in the month*

**Portland, Ore. (June 1, 2023)** — Neighborhood grocer [New Seasons Market](#) today announced that it will now accept Electronic Benefits Transfer Supplemental Nutrition and Assistance Program (EBT SNAP) for same-day delivery and pickup via [Instacart](#). With this program, EBT SNAP participants will now be able to use their benefits to access groceries online for delivery, or pickup from New Seasons Markets' 18 locations across the Portland-metro area. The program will launch at the grocer's 19th store, Fisher's Landing in Vancouver, Wash., starting later this month.

This launch follows the United States Department of Agriculture Food and Nutrition Service's most recent approval of New Seasons Market to accept EBT SNAP payments online via Instacart. With transportation often serving as a barrier to the grocery store, New Seasons Market and Instacart hope to increase their customers' access to food from the region's farmers, ranchers, growers and makers, as well as pantry staples.

"We are so excited to now accept EBT SNAP payment online with Instacart as it provides greater access to New Seasons Market's high-quality, locally sourced foods for those who may have accessibility and transportation challenges," said Erica Racette, Director of eCommerce for New Seasons Market. "We understand how important services like this are to our community, and we're proud to be among Oregon's first grocers to offer EBT SNAP payment online."

Where available, EBT SNAP participants will now be able to shop from New Seasons Market via the Instacart website and mobile app. Once an Instacart customer profile is created, customers can enter their EBT information as a form of payment in their profile. Customers will need a secondary form of payment for non-food items such as taxes, tips and fees, per federal SNAP guidelines. Customers can then enter their zip code to determine if they are near a participating retailer, and begin shopping and selecting items from retailers' EBT-eligible products. Once items are added to their cart, customers will be able to select how much of their benefits they would like to allocate to the order. Orders for delivery and pickup can be placed by customers for receipt in as fast as an hour or scheduled several days in advance.

[Instacart pickup is available at 15 New Seasons Market stores](#), and delivery is offered throughout the Portland-metro area. For more information about EBT SNAP on Instacart, visit: [www.instacart.com/ebt-snap](http://www.instacart.com/ebt-snap).

### **About New Seasons Market**

New Seasons Market is a friendly neighborhood grocery store that believes great-tasting, local food has the power to build community and enhance lives. From taking care of its staff, partners, neighborhoods, and the environment to growing a sustainable business, it's doing what it loves with a commitment to cultivating a strong community centered around food. Founded in 2000 by three families and 50 friends in Portland, Ore., New Seasons Market is now a team of nearly 2,700 passionate staff across 19 stores in Oregon and Washington, serving a unique mix of locally sourced and organic items, as well as classic grocery favorites and chef-made grab-and-go meal solutions. New Seasons Market is proud of its progressive values—from offering industry-leading compensation and benefits to committing 10 percent of its after-tax profits to the communities it serves. For more information, visit [newseasonsmarket.com](http://newseasonsmarket.com).

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