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## Instacart alcohol quiz answers

Internet-based grocery delivery service The neutrality of this article is disputed. Relevant discussion may be found on the talk page. Please do not remove this message until conditions to do so are met. (January 2025) (Learn how and when to remove this message) Maplebear Inc.Logo since 2022Trade nameInstacartCompany typePublicTraded asNasdaq: CARTS&P 400 componentIndustryRetailFoundedJune 2012; 12 years ago (2012-06)FoundersApoorva MehtaMax MullenBrandon LeonardoHeadquarters50 Beale StreetSan Francisco, California, U.S.Area servedUnited States and CanadaKey peopleFidji Simo (CEO)1ServicesGrocery deliveryRevenueUS\$3.38 billion (2024)Operating incomeUS\$489 million (2024)Net incomeUS\$45.12 billion (2024)Total assetsUS\$4.12 billion (2024)Total equityUS\$3.09 billion (2024)Number of employees3,265 (2024)SubsidiariesCaper AIWebsitesinstacart.cominstacart.caFootnotes / references[2][3] The Instacart logo is a simplified carrot. Logo since 2022. Maplebear Inc.[2] doing business as Instacart, is an American retail media and delivery company based in San Francisco that operates a grocery delivery and pick-up service in the United States and Canada accessible via a website and mobile app.[4] It allows customers to order groceries, and alcohol where legal, from participating retailers with the shopping being done by a personal shopper, who picks, packs, and delivers the order within the customer's designated time frame.[5][6][7] The company offers service from over 1,800 retailers covering more than 100,000 grocery stores, and works with over 7,000 consumer packaged goods brands.[8][9][10][11][12] Alcohol delivery is available from 600 retail banners that span more than 23,000 stores across North America.[13][14][15][16] Instacart reaches nearly 98% of SNAP households, offering delivery services from nearly 180 retail banners, including ALDI, Food Lion, Publix, The Save Mart Companies and Walgreens, spanning more than 30,000 stores across all 50 states and Washington D.C.[17] Since its founding, Instacart Marketplace has powered more than \$100 billion of GTV and over 900 million orders with approximately 20 billion items ordered.[18] After getting inspiration from being low on groceries without owning a car[19][20] as well as his trips to the grocery store by bus in the cold while growing up in Canada,[21] Apoorva Mehta founded Instacart in 2012 at age 26. He tried to apply for funding through Y Combinator but missed the deadline. He eventually got a meeting by using the Instacart mobile app to deliver a six-pack of beer from 21st Amendment Brewery to a Y Combinator partner[19] and was admitted to the summer of 2012 batch.[22] Y Combinator helped Mehta raise \$2.3 million in funding[19] and enabled him to meet his two co-founders, Max Mullen and Brandon Leonardo.[21][23] The company's name is a combination of "maple," in reference to Canada, and "bear," for the logo on the California state flag, as Mehta grew up in Canada and moved to California.[24] In 2020 during the COVID-19 pandemic, Instacart implemented contactless delivery, safety kits and guidelines for shoppers.[25] In July 2021, Fidji Simo was appointed CEO, while Mehta transitioned to Executive Chairman of the Board.[26] In July 2022, Simo was appointed to succeed Mehta as chairperson once the company completed its initial public offering.[27] In September 2023, the company became public through an initial public offering raising \$660 million, valuing the company at about \$10 billion.[28][29] Mehta left the company after it went public.[30] In 2025, Instacart unveiled its first Super Bowl ad.[31] In May 2025, TechCrunch and others reported that Simo would leave Instacart to take a role with OpenAI.[32][33] Instacart was first launched in San Francisco in 2012.[34] In November 2013, Instacart added alcohol delivery in areas where alcohol delivery was legal.[35] The company expanded across the United States in the following years.[36][37][38][39][40][41][42][43] In August 2013, Instacart began offering an annual membership service called Instacart Express.[44] In June 2022, Instacart Express was renamed Instacart+ and new family shopping features, including sharing membership and shopping-cart collaboration with another family member for free, were added.[45] In November 2017, the company expanded to Canada, first with a partnership with Loblaw Companies in Toronto and Vancouver.[46][47] By May 2018, Instacart was available for use in 11 Canadian markets and was planning expansions for five more markets.[48] In April 2018, Instacart changed its prices by instituting a mandatory 5% service fee on all orders. It originally offered an optional 10% service fee that went directly to Instacart that could be turned off. It also returned the gratuity option back to the checkout screen and raised the default value from 0% to 5%.[49] In March 2019, Instacart expanded its same-day alcohol delivery service in the U.S.[50] Effective May 2019, Whole Foods Market ended its partnership with Instacart in the U.S. given its ties to Amazon.com.[51][52] In February 2024, Instacart announced customers throughout Canada can now order fresh groceries and everyday essentials from Whole Foods Market on the Instacart App.[53] In May 2020, Instacart began a partnership with Rite Aid, offering its service across 2,400 locations in 18 states.[54] In 2020, Instacart entered its first partnership with Walmart in the U.S. to offer same-day delivery services. The partnership is a pilot program beginning in Los Angeles, San Francisco, San Diego, and Tulsa.[55][56] Additional partnerships in June included C&S Wholesale Grocers and Staples.[57][58] Instacart had a valuation of \$39 billion as of 2021.[59] In March 2022, in partnership with TikTok, Hearst Magazine and Tasty, Instacart launched Shoppable Recipes with product integrations for food creators.[60] In the same month, Instacart introduced the Instacart Platform, a program with services for retailers. The platform launched with features for advertising, home delivery, and inventory counting.[61][62] In May 2022, Instacart partnered with Canadian grocers Metro, Giant Tiger, and Galleria Supermarket.[63] In March 2023, Instacart announced the availability of digital tools for medical providers to promote nutritious foods to patients and their families.[64] In November 2023, Instacart partnered with Peacock.[65] In May 2024, Instacart partnered with Uber Eats to give Instacart customers access to food delivery from Uber Eats U.S. restaurant partners.[66] In June 2024, Instacart began a partnership with New York Times Cooking.[67] In January 2018, the company acquired Toronto-based Unata, a white-label platform for grocers, for \$65 million.[68][69][70] In October 2021, Instacart acquired smart cart and checkout company Caper AI for \$350 million.[71] In September 2022, Instacart announced the acquisition of Eversight, an artificial intelligence pricing platform for brands and retailers.[72][73] Also in September 2022, the company acquired Rosie, an e-commerce platform for local and independent retailers and wholesalers.[74] Instacart has approximately 600,000 shoppers on their platform. Instacart shoppers are independent contractors, and the majority of shoppers choose to shop less than 10 hours per week.[75] In June 2015, Instacart began hiring some shoppers as part-time employees, known as in-store shoppers, starting with Chicago and Boston[76][77] and extending to shoppers in Atlanta, Miami, and Washington, D.C. the following month.[78] In March 2017, Instacart agreed to pay \$4.6 million to settle a class action settlement stemming from the alleged misclassification of its personal shoppers as independent contractors. The suit, filed in March 2015, alleged 18 violations, including improper tip pooling and failure to reimburse workers for business expenses.[79] [80] At the end of 2018, Instacart changed its pay system for its personal shoppers.[81][82] On April 11, 2019, the company expanded its services to offering an on-demand option for its shoppers, in order to allow shoppers to work more flexible schedules.[83] In February 2020, 15 Instacart in-store shoppers in Skokie, Illinois voted to form a trade union.[84] From mid-March to mid-April 2020, during the COVID-19 pandemic, as a result of a surge in usage of the mobile app, Instacart signed up an additional 300,000 shoppers to meet the surge in demand for grocery deliveries.[85][86][87] Instacart workers threatened to strike on March 27, 2020 due to a lack of COVID-19 safety measures.[88] Workers demanded hazard pay and personal protective equipment.[89] In early April 2020, Instacart began providing safety kits to workers.[90] In May, workers reported being denied sick leave despite quarantining under the advice of a doctor. Instacart refused that workers either get a positive COVID-19 test or be under a mandatory quarantine by a public health agency or other government agency.[91][92] By June, Instacart changed its sick leave rules in an agreement reached by it and D.C. Attorney General, Karl Racine. Under the agreement, Instacart provided paid leave to workers who were clinically diagnosed with COVID-19 by a doctor or other medical professional along with those who had a household member contract COVID-19. The agreement also provided access for workers to telemedicine services.[93][94] In January 2021, Instacart announced a \$25 stipend to provide financial assistance to company shoppers who choose to get the COVID-19 vaccine.[95][96] In January 2021, the company announced plans to lay off nearly 2,000 in-store employees. Instacart said that the layoffs were due to stores increasingly using Instacart to have consumers place orders, but have their own employees fulfill the order instead of Instacart's workforce, reducing reliance on Instacart's in-store shoppers.[97][98] Sorvino, Chloe (July 8, 2021). "Instacart Taps Facebook Executive As CEO, Names Founder Apoorva Mehta To Executive Chairman". *Forbes*. Archived from the original on July 11, 2021. Retrieved July 13, 2021. ^ a b "Maplebear Inc. Form S-1". U.S. Securities and Exchange Commission. August 25, 2023. ^ "2024 Annual Report (Form 10-K)". U.S. Securities and Exchange Commission. February 28, 2025. ^ Captain, Sean (April 11, 2019). "Instacart offers drivers more flexibility on when and what they deliver". *Fast Company*. Archived from the original on January 15, 2021. Retrieved May 8, 2019. ^ "How Instacart Works, What It Costs, And What You Should Know About Using It for Grocery Delivery". *The Kitchen*. 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By accepting all cookies, you agree to our use of cookies to deliver and maintain our services and site, improve the quality of Reddit, personalize Reddit content and advertising, and measure the effectiveness of advertising. By rejecting non-essential cookies, Reddit may still use certain cookies to ensure the proper functionality of our platform. For more information, please see our [Cookie Notice](#) and our [Privacy Policy](#).