



Love You Brunches! Instacart Teams Up with Top Chef Junior Winner to Create Kid-Tested, Mom-Approved Mother's Day Recipes

April 30, 2019

image

Families can shop ingredients in seconds and get them delivered in as fast as an hour with the company's new shoppable recipes feature

SAN FRANCISCO — This Mother's Day, the only part of brunch that Instacart can't help with is kitchen clean-up. Today, Instacart, the nationwide on-demand grocery delivery service, is announcing an egg-citing partnership with season two Top Chef Junior winner, Nikki Bidun, to bring families kid-tested, mom-approved recipes that are sure to say, 'thanks for raisin me.'

While undeniably cute, burnt toast and food colored pancakes are packed with love, but perhaps less flavor. Chef Nikki's six recipes are designed to inspire kitchen-curious kids (and their adult sous chefs) to have fun taking their Mother's Day culinary creations to the next level. A New York City native, Chef Nikki pulled inspiration for each of her recipes from her childhood and her family's favorite food memories.

"As I gain more experience in the kitchen, I'm hoping that I can inspire other kids. Mother's Day is a great moment for us to not only work on our cooking skills but also to show our moms some love with a delicious, homemade brunch," said Chef Nikki. "I'm excited to partner with Instacart because food is a big part of my family, and Instacart understands how meals at home bring everyone together."

All of Chef Nikki's recipes — ranging from her spin on a classic New York City breakfast sandwich to her mom's favorite ratatouille folded into a fluffy galette crust — are available on [Instacart's website](#). There, customers can also try out a new shoppable recipe feature that the company is currently testing. With the click of a button, anyone can add the ingredients from Chef Nikki's recipes directly into their cart from their favorite store in seconds — no more toggling back and forth between the recipe and the Instacart search bar. This is the first time Instacart is testing this new feature with customers, making it even easier to turn inspiration into action in the kitchen.

"We're excited to test more ways to deliver convenience and inspiration to our customers, and shoppable recipes for Mother's Day are a great first step," said Jennifer Meyer, Head of Brand Partnerships at Instacart. "As a busy mom of three young kids and one on the way, I'm painfully aware of how time-consuming the meal planning process can be. Shoppable recipes are an exciting new way for Instacart customers to get inspired and save time, while also getting the groceries they want, from the retailers they love delivered to their home in as fast as an hour."

To access and shop Chef Nikki's Mother's Day brunch recipes, go to <https://www.instacart.com/mothersday2019>.

Customers can go online to <https://www.instacart.com> or open the Instacart mobile app, select their city and store, and then begin adding groceries to their Instacart grocery cart. Customers can then choose a delivery window within one hour or up to five days in advance before checking out. An Instacart personal shopper will pick, pack and deliver the order to the customer in the designated time frame.

Today, Instacart is currently accessible to more than 80% of U.S. households, and in all 50 states, and more than 60% of Canadian households. Instacart partners with more than 300 beloved national, regional and local retailers, and serves nearly 20,000 different grocery stores across more than 5,500 cities in North America.

About Instacart

Instacart is a North American leader in online groceries and one of the fastest growing companies in e-commerce. With Instacart's same-day delivery and pickup services, consumers in the U.S. and Canada can get everyday essentials and fresh groceries in as fast as an hour. The Instacart marketplace includes more than 300 national and regional retailers such as Albertsons, ALDI, Costco, CVS, Kroger, Loblaw, Publix, Sam's Club, Sprouts and Wegmans, among others. Instacart also offers an Express Membership program (now only \$99 a year), which gives customers unlimited free delivery on orders over \$35. For more information, please visit www.instacart.com.