

# Deliver nutrition inspiration with the tap of a button

Shoppable Recipes makes any online recipe come to life by allowing readers to **add all the ingredients to their cart in a few taps**. Our widget can be embedded onto any recipe on the web, which then links to the Instacart app where users can add all ingredients to their cart.

## Why our partners love Shoppable Recipes

### Reciprocity

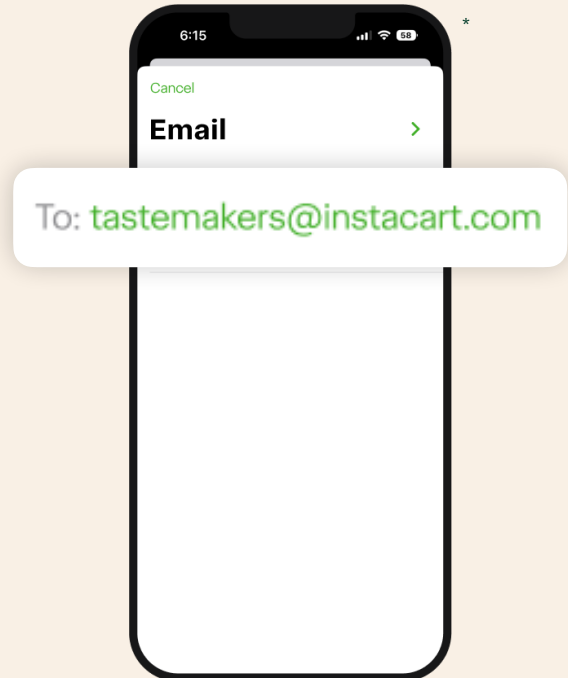
Publishers that add our Shoppable Recipe button to their website can also promote their recipes within the Instacart app, expanding their reach.

### From transactional to relational

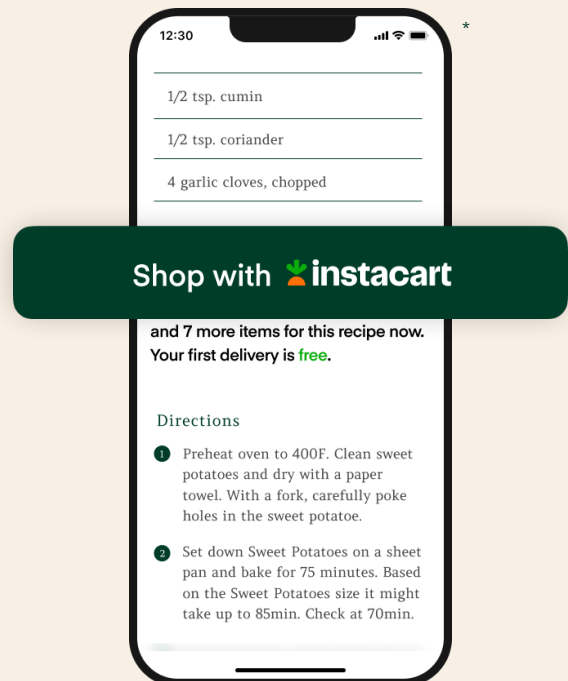
Unlike existing integrations that take a transactional, pass-through approach to ordering ingredients, we build a deeper relationship with customers by helping them track their recipes for future cooking, sharing, or re-ordering.

## How to get Shoppable Recipes:

- 1 Contact [tastemakers@instacart.com](mailto:tastemakers@instacart.com) to join the Instacart Tastemakers program. After joining, you can set up our widget on your recipe platform—it only takes a few script changes.

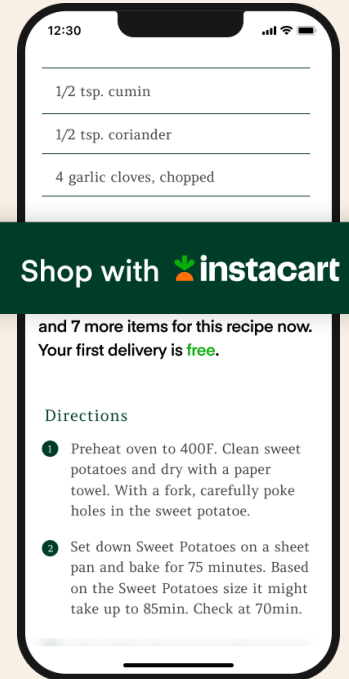


- 2 Once you're set up, you can add the widget to as many recipes as you'd like.



## What your audience sees:

- 1 If a user comes across your website on your publisher site, they will see the Shoppable Recipes button below the ingredients.



- 2 Selecting this button will take them to Instacart's app or webpage.

**New customers** will be taken to a mobile web view of the recipe on Instacart, where they can select their preferred store, customize the ingredients, and add them to their cart.

**Existing Instacart customers** will be taken to the native app if they have it installed. The app will automatically open the recipe, where the customer can select a store, customize the ingredients, and add them to their cart.

