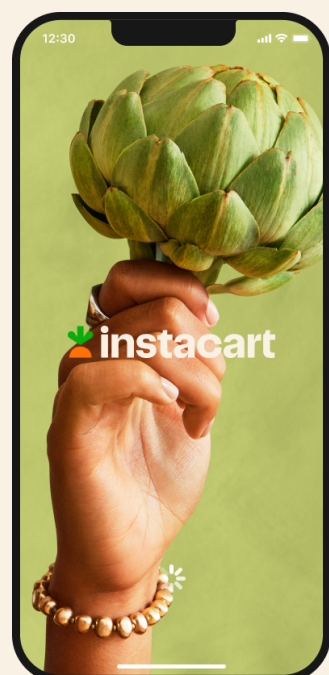


Deliver actionable nutrition inspiration to your audience

If you are a business, influencer, or brand that wants your shopping list to be discoverable within the Instacart app for the public, reach out to tastemakers@instacart.com. Once approved, you'll be able to create public lists in the app. Public lists will always be discoverable via search and will occasionally be merchandised on our home feed and retailer storefronts.

How to create a list:

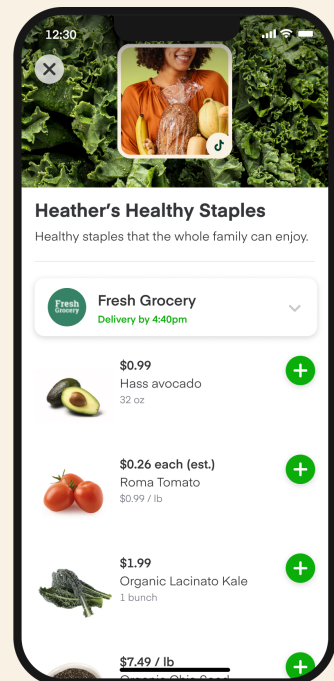
- 1 Log in or create an Instacart account for your organization.
- 2 When you log into your app, click the hamburger icon in the top left corner.
- 3 From the homepage, select the hamburger menu icon in the top left corner.
- 4 Select "Your Lists" to visit your Lists page.



5 Select “Create New” in the top right corner.

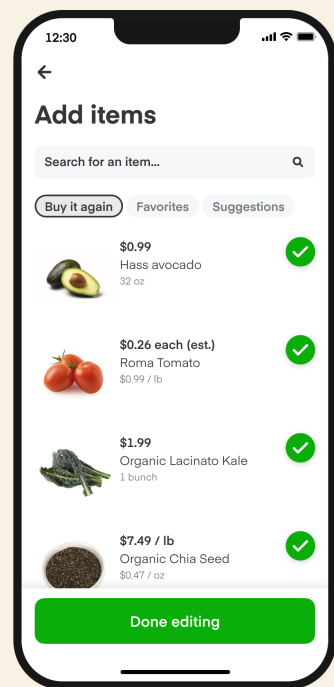
6 Choose your preferred store to build the list. The recipient will be able to choose from stores with item availability when they receive your list.

7 Add a Title, Description (ex: Laura’s Low Sodium Groceries), and cover photo, then select “Done.”

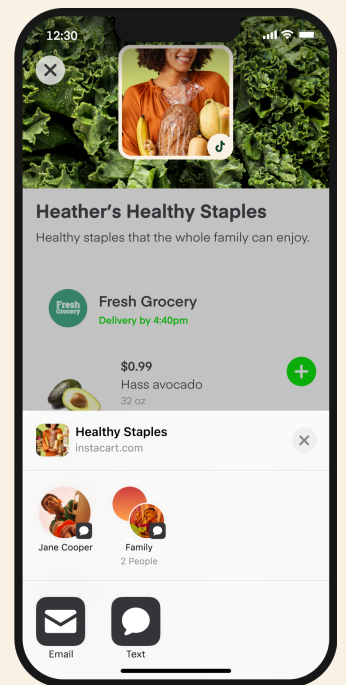


8 You’ll then reach the “Add items to list” page, where you can select all the items you want your client to receive. Keep in mind that niche products may differ by grocery store so we recommend you focus on commonly-used products.

9 Select “Done” to see your final list.



- 10 You're all set to share the list with your client. Select the Share icon to copy the link if you're using a desktop, or send through email, or text if you're using the app.



- 11 Your client will receive the list and be able to handpick items they want to order for delivery, through Instacart.

