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**PCC Natural Markets Tests Curbside Pick Up at Bothell Store**

*Instacart Partnership Makes It Easier Than Ever for Bothell-area Shoppers to Get Fresh, Local, Organic Seasonal and Sustainably-Sourced Food from Seattle’s Own PCC*

(SEATTLE, Feb. 8, 2017) – PCC Natural Markets (PCC), the largest community-owned food market in the U.S., today launched a partnership with Instacart to test curbside pickup at Bothell PCC. The service, called “Click & Collect,” offers a new level of convenience for Bothell-area shoppers with a passion for PCC’s local, organic, seasonal, sustainably sourced food and made-from-scratch deli items.

“Our co-op was born and raised in the Pacific Northwest, so we naturally embrace a ‘test and learn,’ pioneering philosophy,” said Cate Hardy, PCC Natural Markets CEO. “The best way to learn is to do, so when Instacart offered to help us explore curbside pickup, we couldn’t resist the opportunity to enhance service for our members and shoppers while simultaneously getting smarter about fulfilling online orders in our stores.”

To use the Click & Collect service, Bothell-area shoppers simply visit the PCC storefront on Instacart ([www.instacart.com/pcc-natural-markets](http://www.instacart.com/pcc-natural-markets)), where they can purchase everything from local, organic produce to sustainably sourced, grass-fed beef to hot rotisserie chicken and deli dishes made fresh daily in the Bothell PCC Kitchen. PCC staff carefully pick and pack the order, and then shoppers drive to the store, where their groceries are hand-delivered to their car. The service is available exclusively at Bothell PCC for residents living in select zip codes in Bothell, Duvall, Everett, Kenmore, Maltby, Mukilteo and Woodinville.

Bothell PCC is the newest of the co-op’s 11 greater Seattle-area stores. Since opening in July 2016, the store has served as a testing ground for the Seattle-based co-op. Initial focus was on food innovations, such as the Rotisserie, featuring slow-cooked meats, and the Café, which debuted freshly baked treats, including seasonal galettes. Bothell also was the first of the co-op’s stores to navigate the food safety logistics of donating hot food items to area nonprofits.

Now, with the Click & Collect service, PCC will test operational innovations. Like the Rotisserie, Café and hot food donations before it, lessons learned will influence future rollout across other PCC stores.

PCC first ventured into online shopping and delivery with Instacart in fall 2015. It added a second delivery option with Amazon PrimeNow in spring 2016. Today, shoppers from Edmonds to Issaquah, Kirkland to Columbia City, and Seattle communities in-between, have the choice of shopping in the co-op’s 11 neighborhood stores, or with Instacart or Amazon PrimeNow.

About PCC  
Founded in 1953, PCC Natural Markets (PCC) is the nation’s largest community-owned food market with an active membership of more than 56,000 households. PCC is locally grown in Seattle, and operates 11 stores in the greater Seattle area, including the cities of Bothell, Edmonds, Issaquah, Kirkland and Redmond. Its six Seattle stores are in the neighborhoods of Columbia City, Fremont, Green Lake, View Ridge and West Seattle. PCC also plans to open a new store in Seattle’s Madison Valley neighborhood in 2019. Named WholeFoods Magazine 2016 Retailer of the Year, PCC offers delivery through Instacart and Amazon PrimeNow.

For more information: [Website,](http://www.pccnaturalmarkets.com) [Pinterest,](https://www.pinterest.com/pccmarkets/) [Facebook](https://www.facebook.com/pccnaturalmarkets) and [Instagram](https://www.instagram.com/pccnaturalmarkets/).