

Rosie and DoorDash Partner to Power Grocery Delivery Nationwide

New alliance brings affordable, reliable delivery to independent grocers

San Francisco, CA/Ithaca, NY, February 24, 2020 – [Rosie](#), the most trusted, locally focused e-commerce company and [DoorDash](#), the nation's leading on-demand local logistics platform, announced their partnership to bring an affordable, reliable delivery option to independent grocers and their communities across the United States. The partnership aims to provide a completely seamless end-to-end ecommerce and delivery experience for both the shopper and the retailer.

Retailers throughout the U.S. use the Rosie online shopping platform both to sell groceries via their Rosie powered ecommerce website and to hand select shopping lists with Rosie's proprietary picking software. Now, retailers who use the Rosie platform can offer their customers delivery fulfillment through the DoorDash Drive integration. Retailers who have partnered with Rosie can make use of this DoorDash integration at no additional cost to more efficiently fulfill orders to loyal customers in their communities.

Shoppers can now order online from their favorite local or regional grocery stores and have their order delivered to wherever they want, whenever they want.

Nick Nickitas, Rosie's CEO shared, "Over 60% of our retailers currently offer delivery. Our goal is to enable every independent grocery store across the US to offer ecommerce with delivery to their shoppers and DoorDash has been an awesome partner for us along the way. Retailers who have partnered with Rosie and are offering delivery see a lift in sales, order volume, and basket size.

Rosauers, a 22 store retailer based in Spokane, Washington has been a Rosie retailer partner for four years. In September of 2019 they launched DoorDash integrated delivery. Jeff Philipps, Rosauers President and CEO, stated "We've been offering delivery to our home and online shoppers for the past 25 years. Delivery is a convenient service that shoppers want and are willing to pay for. Rosie has made it easy for our stores to switch from our own in-store delivery option, to an on-demand delivery service which is low cost for our shoppers and comes at no extra cost for our stores. It's the best of both worlds."

Thomas Horne, director of eCommerce and OmniChannel initiatives at Associated Food Stores of Salt Lake City, "In this grocery ecommerce world, independents have to differentiate and find low-cost ways to provide the most convenient option to grow their online business. Offering delivery with online shopping is no longer a nice-to-have offering, it's a must-have to compete against large box stores and national chains. The integration Rosie and DoorDash have provided to our members is game-changing. Operating a store-run delivery service requires a unique set of competencies and investments. This new Rosie delivery offering provides retailers a low cost and flexible option for their ecommerce teams and online guests. AFS is impressed and pleased with Rosie's latest omnichannel integration."

"Our mission to empower local communities begins with the independent merchants that make each city unique. This partnership with Rosie enables independent and local grocers to reach

more customers in more ways,” said Casey North, Vice President of Drive at DoorDash. “Rosie shares in our vision to help independent grocers innovate on the last-mile of eCommerce and we are excited to continue growing our relationship with the independent grocery space through our partnership.

ABOUT DOORDASH

DoorDash is a technology company that connects customers with their favorite local and national businesses in more than 4,000 cities and all 50 states across the United States, Canada and Australia. Founded in 2013, DoorDash empowers merchants to grow their businesses by offering on-demand delivery, data-driven insights, and better in-store efficiency, providing delightful experiences from door to door. DoorDash Drive is the last-mile logistics platform that powers direct delivery for any business. By building the last-mile delivery infrastructure for local cities, DoorDash is bringing communities closer, one doorstep at a time. Read more on the DoorDash blog or at www.doordash.com.

ABOUT ROSIE

Rosie is the most trusted, locally focused e-commerce company, where shoppers can find and discover anything they might want to buy online from local stores. Rosie partners with leading independent grocers and their wholesalers to provide e-commerce, delivery opportunities, omni-channel marketing and deep data services. Rosie serves as the preferred ecommerce partner to the nation’s leading wholesalers including Associated Food Stores (AFS), Associated Grocers of New England, Associated Wholesale Grocers (AWG), Bozzuto’s, CERTCO, C&S Wholesale Grocers, and Piggly Wiggly Alabama Distributing Company. Visit rosieapp.com to sign up for a free account and start shopping from your favorite local grocer today. For information about Rosie, visit <http://rosieapp.com/grocers>.

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