

# Peapod®

**The final e-frontier. Why e-grocers need  
to focus on more than the transaction**

# Return of the Home Cook

Over **1/3**  
of Americans  
are planning to  
cook at home  
more often this  
year

Top reasons  
being:

To save  
money  
(60%)

To eat  
healthy  
(59%)

To waste  
less food  
(55%)





# Capturing the Grocery Cart

**Right now,  
only 25% of  
Americans  
buy food  
online**

**But 75% of  
consumers say  
they plan to  
shop online in  
the future.**

E-grocery is  
projected to  
grow to over  
**\$100B**  
by 2025



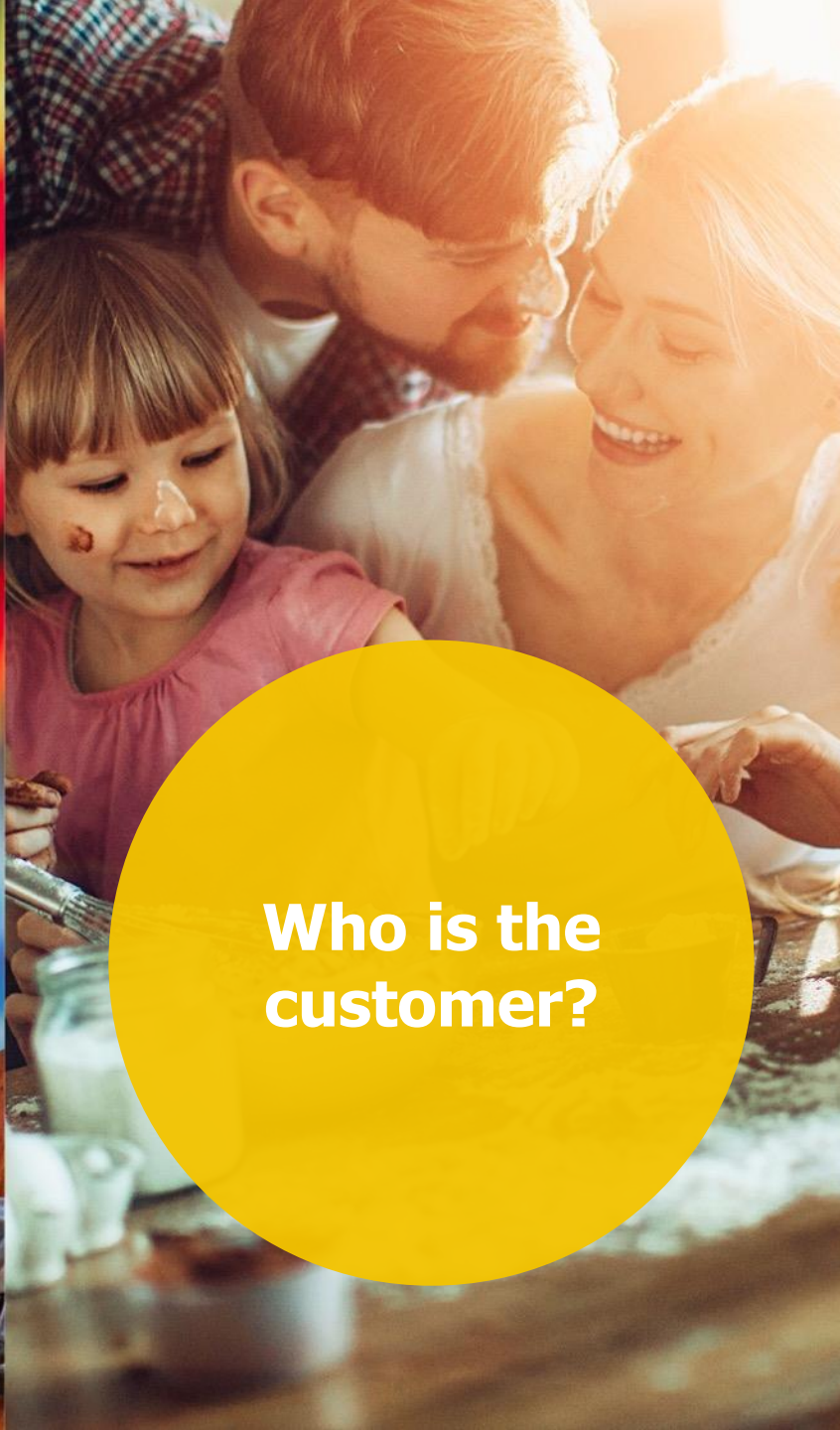
*(Source: CNBC)*

**WHO  
RUN  
THE  
WORLD?**



**Everything  
starts with  
the customer**





**Who is the  
customer?**



# The Age of Homebodies: the Millennial movement to stay at home

HBO GO

Peapod®

hulu

PELOTON

NAI L  
TAXI  
*a mobile nail boutique*

TA TRACY  
ANDERSON

handy



# The Age of the Life Hack



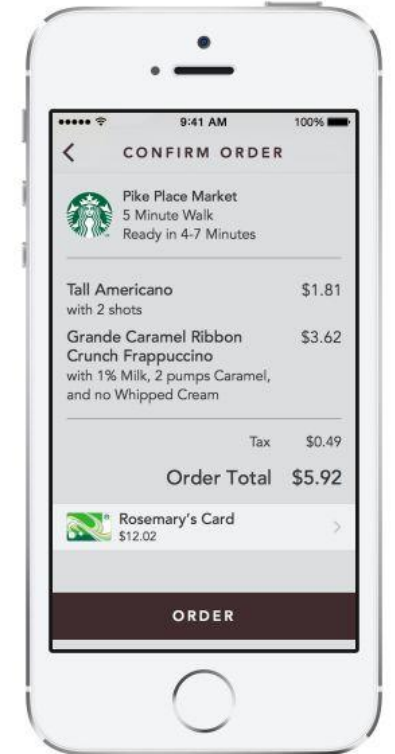
CURATES MY NEWS.



FINDS ME A PARKING SPOT.



GETS ME THERE FASTER.



SKIP THE LINE.



The  
Peapod®  
Experience



# Peapod Overview

## 1989

Founded in 1989 by brothers **Andrew** and **Thomas Parkinson**

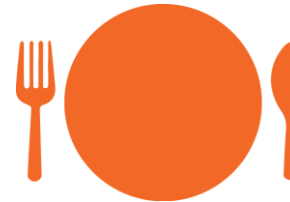


## Omni-Channel Approach

- Subsidiary of international Ahold Delhaize
- Working in partnership with Ahold USA supermarkets Stop & Shop, Giant Food Stores (Giant-Carlisle) and Giant Food (Giant-Landover)
- **Delivery**: Home and Business
- **Pick-Up**: Curbside and Metro



Garage in Chicago →  
America's leading Internet  
grocer, delivering more than  
**40 million orders**  
across **24 U.S. markets**



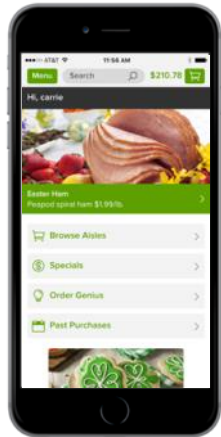
## Innovation

- Personalized mobile
- Meal Kits
- Local Farm Box
- Voice ordering

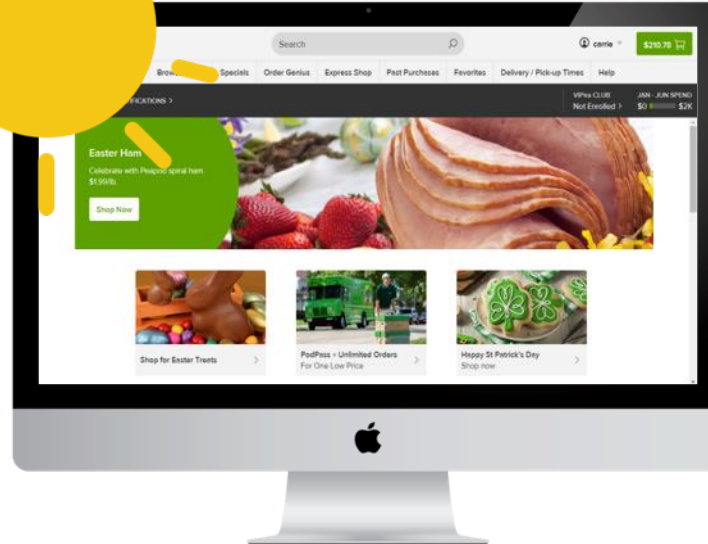


# E-commerce Experience

- Help them shop faster and smarter
- Promote product discovery
- Make the process seamless



Mobile: **Morning**



Desktop: **Daytime**

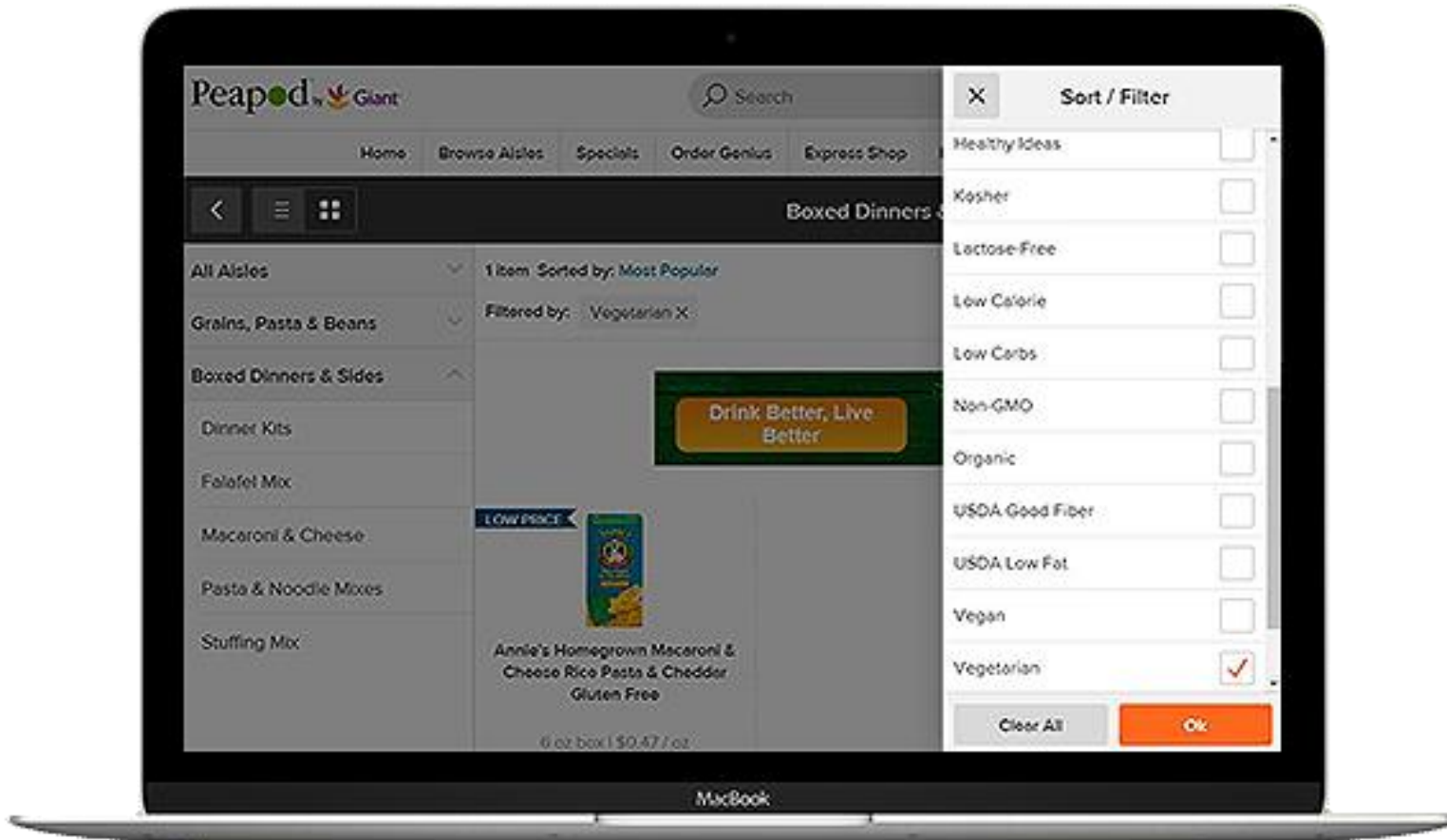


Tablet: **Evening**

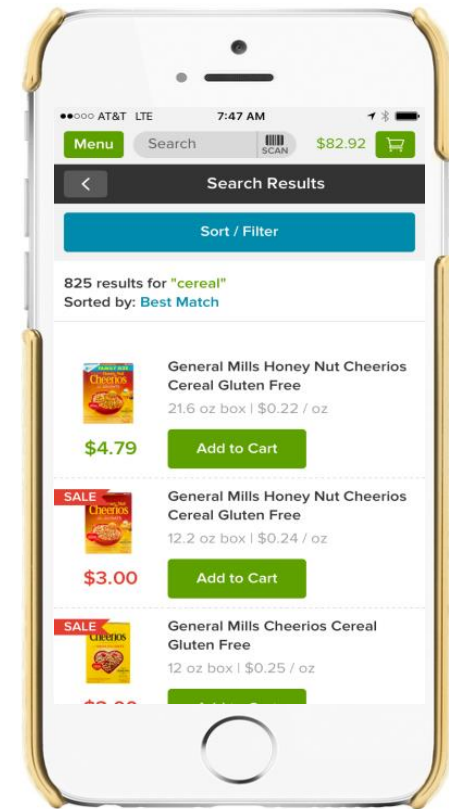


# Building a Truly Personalized Store

## Nutrition Filters



## Past Purchases in Search





# Last Mile Logistics

If one boundary to online grocery is **fresh produce**, then you need to deliver perfect produce – **every time.**

*Thomas Parkinson,  
Peapod's Co-Founder*



# Employees





# Consumer Shopping Behavior and Tech Innovation





# Going Past the Transaction

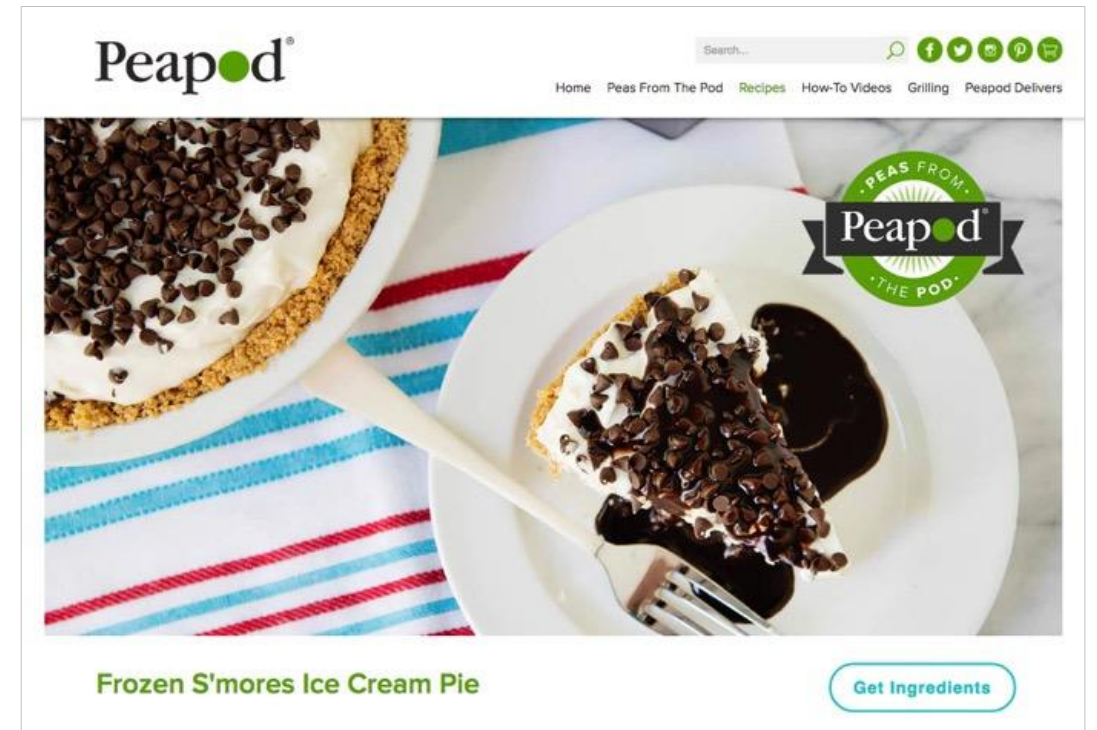
## The search bar is *so* last year

- 65% of U.S. smartphone owners use voice assistant technology
- In the next 5 years, at least 50% of all searches are expected to be images or speech



## Seamless journey from inspiration to cart

- Partnerships and API integrations enable us to quickly respond to larger mobile and consumer trends
- Meal Planning solutions
  - Recipe planning like Gatheredtable
  - Inspiration like Pinterest



# Open API and FromthePod

51% of Americans would prepare dinner at home more if they had new ideas.

53% of Americans would like to meal plan.

Over 500 recipes!

Peapod®

Search...     

Peas From The Pod Recipes Does It Grill Back to Routine

Shop Now 



### Acorn Tart with Prosciutto and Pomegranate

minutes  
1 hour  
Ready in 1 hour, 20 minutes  
Makes 2 tarts

#### Ingredients

- 1 tablespoon olive oil
- 1 tablespoon pure maple syrup
- 1 small acorn squash (delicata also works perfectly)
- Kosher salt
- 2 sheets frozen puffed pastry, thawed (from a 17.3-ounce package)
- 2 cups grated Fontina cheese
- 2 teaspoons fresh thyme (optional)
- 4 ounces crumbled goat cheese, divided
- 3 ounces thinly sliced prosciutto, torn into 3-inch pieces
- 1/3 cup pomegranate arils

Get Ingredients



# CPG Partners: Meal Kit Innovation

**78% of  
consumers  
want grocers to  
develop meal  
kits**

*(Source: Field Agent  
Research)*






# CPG Partners: Omni-channel Opportunities






# Unique Partnerships






Serve up some stress-free happiness at your dinner table —with the incredibly powerful DinnerTime meal planning solution we've built to satisfy your tastes, your family, your budget, your dietary goals, your schedule and your lifestyle.

Get Your Personalized Plan



No hassle. No kidding.


There's a faster, easier and healthier way to get dinner on the table and it starts here. At DinnerTime.



Save money with a Meal Plan that uses on-sale ingredients

You'll get a meal plan based on your personal, family or household profile as well as what's on sale at your grocery store. And DinnerTime accommodates everyone's dietary goals and restrictions, so it's easier on the person who has to get dinner on the table.


It's fast.



Get an automated and interactive Shopping List

Your auto-generated, on-sale-savvy shopping list is customized for your preferred store and sorted by aisle or section. Integration with grocery delivery services (coming soon) will free up even more time.












It's flexible.



Save time on Meal Preparation

Whether it's 15 minutes or an hour, DinnerTime runs on your time. You define your time-to-table preparation and cooking preferences and you'll get exceptional recipes with realistic time frames based on your schedule.

It's hassle-free

<div>Peapod®</div> <div>Tuesday September 5th</div> <div>total: \$299.19</div>				
<div><div>STEP 3</div>Review and edit your shopping list below.</div> <div><div>STEP 4</div>Ready to go?<div>Submit to Peapod &gt;</div></div>				
At Peapod, you can add other items to your list, schedule delivery or pick-up, and checkout.				
PRODUCE				
	Giant Asparagus 11 ounces asparagus	12 oz pkg	\$4.99	<div>edit</div> <div>skip</div> <div>remove</div>
	Avocados Hass <div>On sale!</div> 4 avocados	4 ct bag	\$3.79	<div>edit</div> <div>skip</div> <div>remove</div>
	Love Beets Beets Cooked 8 cooked beets	8.8 oz pkg qty: 4	\$11.96	<div>edit</div> <div>skip</div> <div>remove</div>
	Broccoli Crowns <div>On sale!</div> 6 pounds fresh broccoli	3 heads qty: 2	\$5.98	<div>edit</div> <div>skip</div> <div>remove</div>
	Nature's Promise Organic Cauliflower <div>On sale!</div> 17 3/4 cups cauliflower	1 head qty: 4	\$15.96	<div>edit</div> <div>skip</div> <div>remove</div>
	Limes 1 lime	3 ct pkg	\$1.99	<div>edit</div> <div>skip</div> <div>remove</div>
	Nature's Promise Organic Baby Spinach & Spring Mix 1 pound baby spinach	16 oz pkg	\$6.29	<div>edit</div> <div>skip</div> <div>remove</div>
	Onions Red 2 red onions	1 ea qty: 2	\$2.38	<div>edit</div> <div>skip</div> <div>remove</div>
	Peaches White Flesh <div>On sale!</div> 2 peaches	1 ea qty: 2	\$1.60	<div>edit</div> <div>skip</div> <div>remove</div>
	Giant Green Peas Baby Shelled 12 ounces fresh green peas, shelled	8 oz pkg qty: 2	\$8.38	<div>edit</div> <div>skip</div> <div>remove</div>
	Peppers Bell Green <div>On sale!</div> 2 green bell peppers	2 ct pkg	\$1.99	<div>edit</div> <div>skip</div> <div>remove</div>

A woman with blonde hair, wearing a grey baby carrier, is smiling while cutting potatoes on a wooden cutting board in a kitchen. An Amazon Echo device is on the counter to her left. The background shows white kitchen cabinets and a window. A semi-transparent white circle is overlaid on the left side of the image, containing text.

## LOOKING AHEAD:

An online grocery  
store that is the  
ultimate in  
**convenience, value**  
and  
**personalized**  
**solutions.**



**Thank you.**