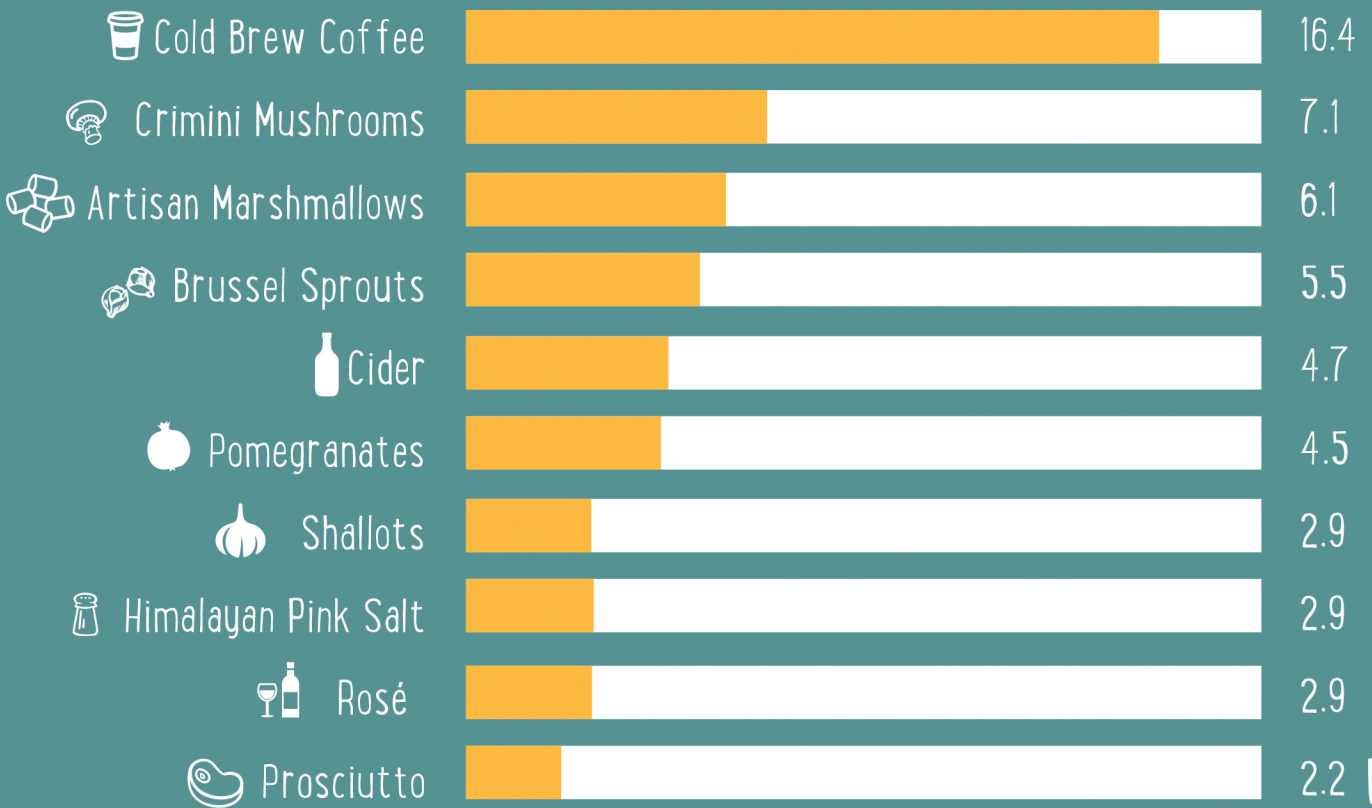


Instacart PRESENTS...

# Trendiest FOODS

..1ST ANNUAL "FOODIES"...

ARTISAN FOODS HAVE BEEN STEADILY RISING...



the number to the right is the 'Instacart Trend Score'. This score measures a product's growth in search traffic on Instacart (above and beyond growth in total search traffic); a product's consistency in growth; and a product's share in overall search traffic.

FOODS THAT HAD SURPRISING DROPS IN MOMENTUM:



Sriracha Sauce

Kale

Quinoa

Bacon

Greek Yogurt

Coconut Water

INSTACART ANNOUNCES THE MOST HIPSTER CITIES



1. Austin, TX
2. Boulder, CO
3. Portland, OR
4. Los Angeles, CA
5. San Francisco, CA
6. Philadelphia, PA
7. Chicago, IL
8. Washington, DC
9. Denver, CO
10. Seattle, WA