

## **Harris Teeter Pilots UberRUSH Delivery**

*Company tests program in Washington, D.C. location*

Matthews, N.C. ([PRWEB](#)) March 28, 2016 -- Harris Teeter's highly successful online ordering platform just got an upgrade. The Company's expresslane online shopping tool allows shoppers to order groceries directly from their computer or mobile device and pick-up at the store; however, this service is now expanding to include home delivery through UberRUSH.

This delivery option designed to make the customer's experience quick and easy, is currently in pilot phase at the Constitution Square Harris Teeter - 1201 First Street NE, Washington, D.C. 20002 – and only available to shoppers within a five-mile radius of the location.

Shoppers can logon to Harris Teeter's mobile app, order their groceries and upon check-out, select either "delivery" or "pick-up." If the shopper selects the delivery option, an UberRUSH driver is dispatched, collects the order and delivers it directly to the customer's front door. Just as Uber riders experience, the customer will receive real-time updates of their grocery delivery process.

"Harris Teeter is excited to enhance the online ordering process by offering home delivery," said Danna Robinson, communication manager for Harris Teeter. "UberRUSH delivery will help us reach our customers where they are by making the grocery shopping experience even more convenient."

All products are available through delivery. While in pilot phase, delivery is only available to mobile users; computer ordering is still an option for customers who wish to pick-up at the store.

For more information on expresslane online shopping, download the Harris Teeter mobile app or visit [harristeeter.com](http://harristeeter.com).



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**Online Web 2.0 Version**

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