



Shipt Expands Alcohol Delivery in Birmingham with Hop City Craft Beer & Wine Partnership

Popular craft beer and wine shop launches home delivery just in time for National Beer Day

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BIRMINGHAM, Ala., April 7, 2022 – Hop City Craft Beer & Wine and same-day delivery service Shipt have partnered to bring home delivery of craft beer and specialty wine to Birmingham just in time for National Beer Day. Beer lovers across the city can celebrate the special day with their craft beer of choice, purchased on the Hop City website and delivered directly to their door by Shipt. If they prefer wine instead, customers can choose from Hop City's vast selection of natural and sustainably sourced wines.

"Expanding into more beloved local establishments is a huge goal for Shipt this year as we continue expanding to meet all the needs of our customers," said Shipt Chief Business Officer Rina Hurst. "Hop City is one of my favorite places in Shipt's headquarters and my hometown of Birmingham to shop for everything from craft beer to natural wines, and I'm excited for the opportunity to have an experienced shopper deliver my order to my doorstep."

"We're thrilled to be partnering with Shipt to bring our wide selection of beer and wine to the doorsteps of our customers," said Hop City founder Kraig Torres. "Shipt's focus on personalization and providing a high-quality experience is exactly what we were looking for in a partner as we continue to offer additional ways to interact with our customers and meet all their needs."

Spring is officially here, and with that comes outdoor entertaining, barbecues, beach and lake trips and picnics at the park. Shipt Shoppers can ease the stress by delivering a compendium of favorite beers to celebrate National Beer Day and the spring and summer seasons. To help with selections, Hop City's Aaron Williams suggests the following beverages to celebrate the day:

- [Monday Night Lay Low](#) A "crushable", low ABV IPA with plenty of flavor, but won't slow you down.
- [Trim Tab Death From Above](#) A tiki cocktail-inspired sour ale that's perfect poolside.
- [Fat Orange Cat Baby Leprechauns](#) A light IPA with a name that will get people talking.
- [Underwood Rose](#) A rose that's not only easy-drinking and approachable, but comes in a can for the ultimate convenience!

To place an order, customers can visit hopcitybeer.com. Customers must be at least 21 years old to order or accept alcohol deliveries and will be required to present identification upon delivery.

About Shipt

Shipt brings the store to your door. Through a community of Shipt Shoppers and a convenient app, Shipt provides personal shopping and delivery and is available to 80% of households in more than 5,000 U.S. cities. Shipt Shoppers go above and beyond, communicating in real time about preferences and substitutions. A curated marketplace of retailers, Shipt offers access to a variety of stores and product categories including fresh foods, household essentials, wellness products, office and pet supplies. Shipt is an independently operated, wholly owned subsidiary of Target Corp. Founded and headquartered in Birmingham, Alabama, Shipt also maintains an office in San Francisco. For more information, visit Shipt.com.

About Hop City Craft Beer & Wine

Founded in 2009 by noted beer aficionado Kraig Torres, Hop City Craft Beer and Wine is the south's ultimate destination for craft beer and wine. Hop City has 4 locations - Krog St. Market, West End, Fayetteville, and Birmingham, Alabama. Each location boasts thousands of new, unique, and rare beers and wines from around the world along with a staff of helpful experts, along with dozens of drafts to sip while you shop. The Hop City group also owns and operates three restaurants: [Barleygarden Kitchen and Craft Bar](#) (in Alpharetta and Fayetteville, GA) and [Boxcar at Hop City](#) (West End Atlanta). For more information, visit hopcitybeer.com.

Q&A

Why can't I find Hop City on Shipt's Marketplace?

Shipt currently has two delivery offerings for retailers – Shipt Marketplace and Shipt Driven. Shipt Driven is Shipt's delivery-only offering that powers last-mile deliveries from a retailer's own website. In this partnership, Shipt will serve as Hop City's last-mile delivery partner.

You currently only offer delivery from Target, Golden Age Wine and now Hop City; when will you expand to other retailers?

Shipt teams are constantly working to expand our alcohol delivery service offerings with additional retailers over time, giving customers more options for their same-day delivery needs.