



Thames Valley Council  
for Community Action, Inc.  
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# WIC Online Grocery Ordering in Connecticut\*

*\*This information is current as of 2023 and is subject to change. Check with your local WIC agency or WIC-approved store for the latest information.*

*This institution is an equal opportunity provider.*

## Why do it?

Online grocery ordering with in-store pick-up is a convenient option for busy families. It can help you save time and plan ahead, and decrease the stress of shopping with kids. Many families who are part of WIC get their grocery shopping done from the comfort of their homes or even when their kids are sleeping!

## When to do it?

For some people, grocery shopping is a chore and stressful, so ordering groceries online makes sense. Others may enjoy going to the store because they like getting out of the house and seeing and touching the foods that will feed their families. Fortunately, we don't need to do one or the other. You can choose online grocery ordering whenever it makes sense for you. Parents like you have shared when ordering groceries online for store pick-up would be especially helpful, and minimize time spent in store:

- During winter months and bad weather, when it can be hard to take babies and children out
- During summer months and when kids are out of school
- Postpartum and when your baby is very little
- When you do not have childcare available
- When balancing busy schedules with work and/or school

## Where to do it?

In Connecticut, WIC online grocery ordering is currently offered at some ShopRite stores. At select stores, you can order your groceries online for pick up, and pay with your WIC benefits once you get to the store. Check the list [found here](#) to see if a ShopRite near you offers this service or ask your local WIC agency for a list of the stores.

## Things to Know Before Getting Started!

There is a \$4.99 out-of-pocket fee, but there are frequent store promotions to waive or reduce the fee.

We recommend having your WIC Shopper App or WIC Approved Food Guide handy to confirm which items are WIC-approved.

For additional information about WIC online ordering and food shopping, check out these resources:

[ShopRite Tips & Tricks to Place Your First Online Order](#)

[Connecticut WIC Approved Food Guide](#)

[Download the WIC Shopper App](#)

[Contact your local WIC agency](#)



## How do I do it?

Order your groceries online, and pick them up and pay in-store by following these 10 steps! **Check our Pro Tips** for advice on how to make the experience even easier.

### Getting Started

1. Go to <https://www.shoprite.com> and register for an account by clicking “Sign in or Register” in the top right corner.
2. Click “Register” in the window that pops up, and sign up using your email and a password you choose. Select your Home Store. To be able to pay at pick up with WIC, select one of the stores that allows the pay-at-store option ([list here](#)).

### Placing Your Order

3. Under the “Online Shopping” tab, click on “Pick-Up”. Then you can start choosing your groceries! You can do this by using the search bar to find specific items: type the name of the item you’re looking for and click on the “search” icon.
  - Many families find it helpful to use the WICShopper App or Food Guide to find WIC-approved items.
  - Add brand and size of the item you are searching for.
  - You can also click on “Shop Aisles” to browse different departments and shop by food groups.
4. After you choose the item (click “Add to Cart”), pick how many or how much you’d like by tapping on the add or reduce signs beside the quantity mentioned. Close out of the pop-up window to keep shopping for other items.

Hi Guest Sign in or Register

## ShopRite

### Register for an Account

First Name \* Last Name \* \* Indicates Required Information

Email \* (Confirmation link will be sent to your inbox)

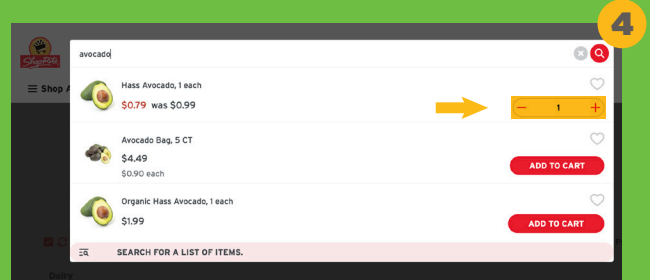
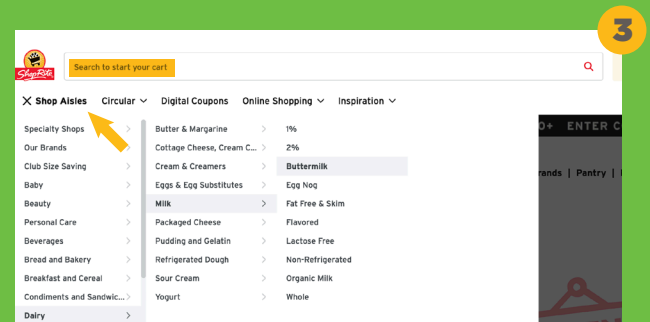
Password \*

Your Home Store

State Select State

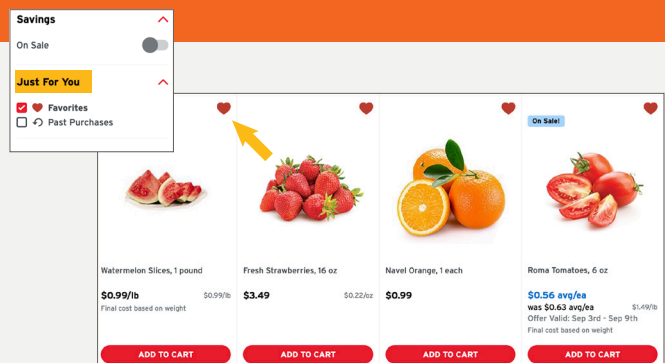
Home Store \* Select a Home Store

Cancel REGISTER



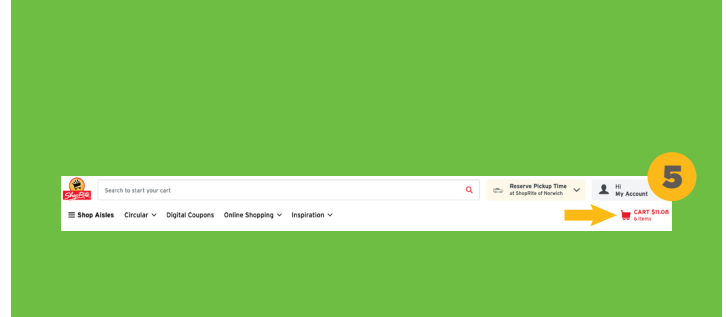
### PRO TIP!

Currently, there is no way to filter your search by WIC-approved items, but clicking on the ♥ in the top right corner is a great alternative for saving WIC-approved items and making future online WIC orders a breeze!



## Checking Out

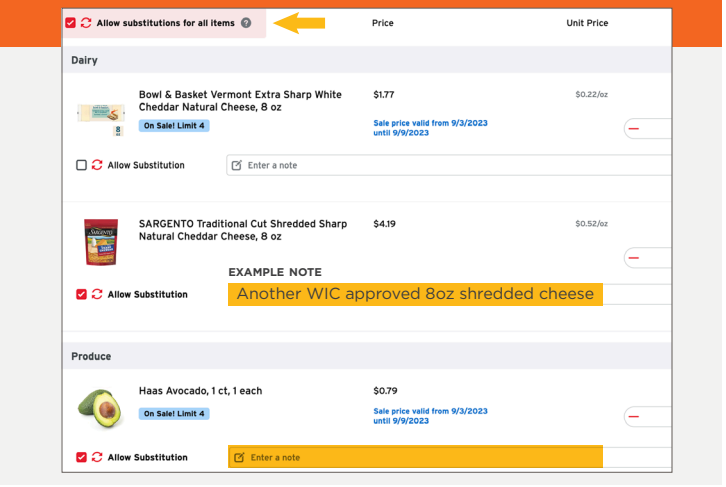
- When you are finished adding all of your items, tap the grocery cart at the top right, then click “Review Cart”.



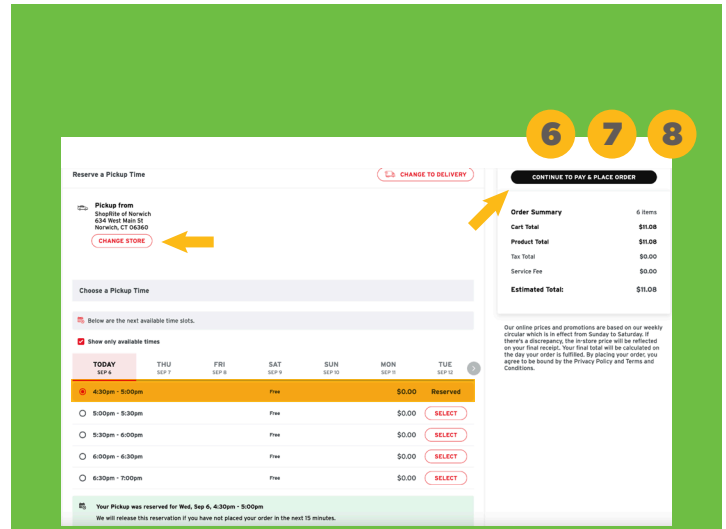
### PRO TIP!

When reviewing your cart, you can choose to allow for substitutions if a selected item is not in stock.

In the note for any item, you can write “other WIC-approved item,” or write the specific item you want instead.



- When you are done reviewing your cart, click “Checkout”. Make sure your store is selected under “Pickup from”. Otherwise, select “Change Store”.
- Choose a Pickup Time that works best for you.
  - You can change your Pickup Time until they start shopping for your order.
- Click on “Continue to pay & place order”.
- Select “Pay In Store” so you are able to pay with your WIC card and any other allowed methods (cash, Debit/Credit Cards, SNAP EBT, EBT Cash, Gift Cards and personal checks (no starter checks, need valid license # for approval). Enter any Promo codes you have, then click on “Place Order”! You’ll receive an email confirmation shortly.



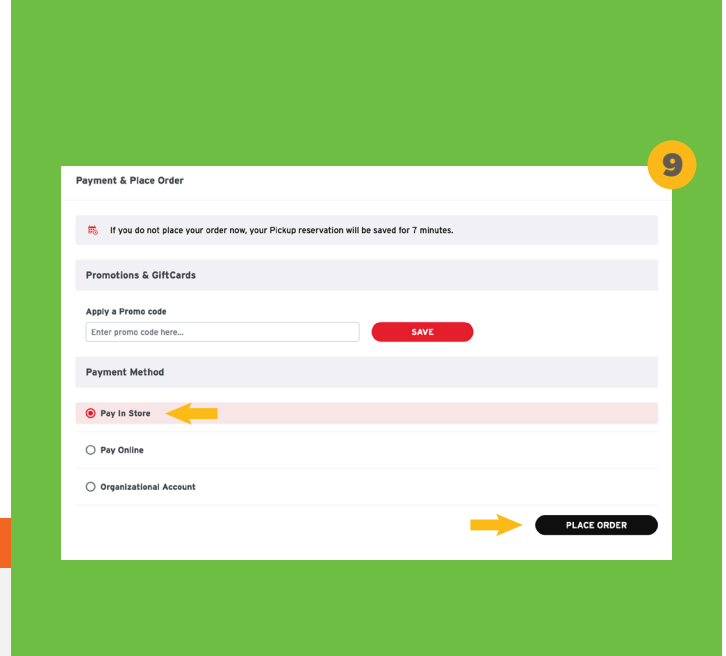
## Picking Up and Paying In-store

- Head to the grocery pick-up area at the store. Check your local ShopRite for designated Pickup parking. Review your purchase with the cashier, work with the cashier to remove any items that you no longer want, and pay just like you would during a regular grocery trip.



### PRO TIP!

Bring your own bags to avoid the bag fee!



## Frequently Asked Questions

**Q:** Is there a **fee** for online grocery ordering and pickup?

**A:** Yes, the ShopRite online order/pick up option costs \$4.99 per order, and this fee is not covered by your WIC benefits.

**Q:** Is there a way I can **avoid the service fee** of \$4.99 for pickup?

**A:** Yes. ShopRite stores often have promotions to waive part or all of the \$4.99 online order fee. You may not see the service fee waived until pick-up. Check with your local ShopRite store and website for promotions.

**Q:** Are there any **additional fees**?

**A:** The same fees in-store apply when paying for your online order, including a bag fee for any bags used, and the bottle fee.

**Q:** Is there a **minimum amount** required for online grocery ordering?

**A:** There is no current minimum to order groceries online at ShopRite.

**Q:** Can I **refuse substitutions** when shopping with WIC?

**A:** Yes, you can. When reviewing your cart, the default option is that your item is not replaced by another item. To allow for substitution, click on the "Allow Substitution" box below the item. You can also opt in for text approval for substitutions, so you can accept or deny specific substitutions.

**Q:** If I allow substitutions, how can I **avoid paying for items that aren't WIC-approved**?

**A:** You can leave a note to let store staff know when something is a WIC item. This note helps store staff select WIC-approved substitutions.

**Q:** Can I use the online grocery **delivery** method while paying with WIC?

**A:** Not yet. WIC is working to allow online WIC payments and grocery delivery in the future.

**Q:** Does the **store know** that I will pay with WIC at pick-up?

**A:** No, they will not know how you will pay for your groceries until you pick up your order.

**Q:** What do I do at pick-up if an **item doesn't ring up as WIC-approved**?

**A:** Like you would with an in-store purchase, you can speak with the cashier, work with customer service, or remove the item from your order.

**Q:** When buying WIC and non-WIC items, what are my options for **payment methods**?

**A:** The current payment options for pick up are WIC, SNAP EBT, cash, Debit/Credit Cards, EBT Cash, Gift Cards and personal checks. These can be used in any combination for a pick-up order. Similar to shopping in-store, we recommend swiping your WIC card first, then using any other payment method(s).

**Q:** What if I miss my **pick-up window** time?

**A:** You can still collect and pay for your items when you get to the store, on the day it was scheduled. It is advised that you call the store to let them know you are still coming.

**Q:** Are **prices online different** than in-store?

**A:** At ShopRite, prices are the same in-store and online. The same in-store sales are also available online. This is not always the case for other stores.

**Q:** What if I need to **change or cancel** my order, after I have placed it?

**A:** You can change or cancel your order until the store begins to shop for or "process" your order (order will show as "Processing").

**Q:** Are there **other grocery stores** in Connecticut that offer WIC online ordering?

**A:** Currently, only ShopRite stores offer this service.

**Q:** What if I **have a question** about ShopRite's online ordering process?

**A:** You can call the store where you are placing an online order and ask to speak with the Online Pickup Delivery department.