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NEW CONSUMER APP “IT ARRIVED” ALERTS SHOPPERS WHEN SCARCE PRODUCTS ARRIVE IN STORES

It Arrived sends instant alerts to customers when critical need and high-demand items are back in stock at local grocers

PROVO, UTAH – Life has just gotten easier for shoppers during these challenging times. A new app, “It Arrived,” notifies customers when products they’ve been desperately searching for have arrived in their local grocery stores. As Utah fights the Coronavirus pandemic, the app serves to reduce repeated trips to local grocery stores, and customers finding out that what they need most is not available. The *It Arrived* app, which is available in the Apple App Store and Google Play Store, allows shoppers to subscribe for notifications when grocery stores in their area receive select items that are temporarily difficult to find.

With *It Arrived*, shoppers have the ability to choose specific products they want to receive notifications for. The app and user account are free. To receive the alerts, there is a nominal subscription fee of \$2.99 for the first store, and 99 cents for each additional store added. There is no long-term commitment required for the *It Arrived* app (subscribers can cancel at any time). Customers may also add and delete additional participating store locations as needed. Go to <https://www.itarrived.org> for more details. The app is available on both Android and iOS devices. *It Arrived* first launched with Utah stores, but plans are underway to quickly onboard retailers in additional states nationwide.



It Arrived helped Kristy Sorenson get hand sanitizer.

“CDC guidelines include limiting trips to the grocery store to once a week, but many consumers are finding that’s simply not possible when they can’t find products they’re seeking, such as flour, rice, disinfectant, hand sanitizer, toilet paper, etc.,” says Hyrum Oaks, founder of *It Arrived*. “The app is a convenience and safety measure both for store employees and their customers, and strives to reduce COVID-19 exposure and community spread. Our hope is to help people minimize their trips to the store so they’re venturing out only when they know their desired items have arrived.”

Utah retailers who have currently partnered with *It Arrived* include:

- Reams – Salt Lake City
- Reams - Cottonwood Heights
- Reams - Taylorsville
- Reams - Kearns
- Reams - Magna
- Reams - Sandy
- Kohler’s Food Store - Lehi
- Days Market - Provo
- Edgemont Pharmacy – Provo
- Payson Market - Payson

For customers to request their favorite store to be added to the *It Arrived* app. Oaks says a simple mention to the store can go a long way. “It doesn’t hurt to make your favorite store aware of something that is a win-win for both their employees and customers.”

For more information, visit www.itarrived.org.

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