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# Instacart and Coles Supermarkets to launch smart trolleys in Australia

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Instacart, the leading grocery technology company in North America, and Coles Supermarkets, one of Australia's leading retailers, announced that Caper Carts, Instacart's AI-powered smart trolleys, will be coming to Melbourne, starting in early 2025 with its Richmond Traders location in Victoria. This milestone launch with Coles Supermarkets in Australia marks Instacart's first retail partnership that brings Caper Carts to the APAC region.

To get started, customers can grab a smart trolley at the store's entrance and start shopping. Caper Carts are equipped with AI, cameras, and a built-in scale, automatically recognising items as they are added to the trolley. Caper Carts enable customers to bag as they shop and watch their running total â?? similar to an online shopping experience. Customers can checkout directly from the trolley at the end of their shopping.

Caper Carts will sync to Coles' Flybuys rewards program, allowing customers to earn points as they shop. Customers can scan their Flybuys card or Coles app to instantly access personalised offers and view in-store specials on the trolley's digital screen. Equipped with gamified capabilities, customers will also have the chance to win discounts by spinning a digital wheel on the trolley's screen at checkout.