



## Amazon Fresh launches Diddly Squat Farm products ahead of series 3 of Prime Video's Clarkson's Farm

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*Amazon Fresh now stocks Diddly Squat Farm Shop products online and in store, making it quick and convenient for fans to get their hands on the high-quality range including jams, chutneys, rapeseed oils, seasonings, juices, alcohol and merchandise.*

*Arriving to celebrate the launch of Clarkson's Farm Series 3 on Prime Video on the 3rd May, it's the first time the farm shop's products are available on the high street*

*Available now at [amazon.co.uk/diddlysquatfarm](https://amazon.co.uk/diddlysquatfarm) with a selection also available in stores*



**24 April 2024, London:** Today at Diddly Squat Farm, Amazon Fresh announced customers can now purchase Diddly Squat Farm Shop products from Amazon Fresh online, as well as in stores. This means that Amazon Fresh customers can now get Diddly Squat's high-quality products as part of their grocery shop, and is the first time Diddly Squat Farm Shop products are available on the high-street. Find the range at [amazon.co.uk/diddlysquatfarm](https://amazon.co.uk/diddlysquatfarm).

Diddly Squat Farm Shop was opened in 2020 by Jeremy Clarkson and Lisa Hogan and stocks no-nonsense products produced either on Diddly Squat Farm or by neighbouring businesses in the Cotswolds. Its opening featured in series 1 of *Clarkson's Farm* and the farm shop quickly became a must visit destination for fans across the globe.

*Clarkson's Farm* fans will be familiar with many of the products now available on Amazon Fresh including Jeremy's Bee Juice Honey from his venture into Beekeeping and his eye watering Ghost Chilli Chutney.

*Clarkson's Farm* Series 3, which launches on the 3rd May on Prime Video, finds Diddly Squat facing some seriously daunting challenges. The crops are failing in the severe hot weather, inflation has driven prices of supplies sky high, dreams for the beloved restaurant are dashed and now the farm shop also faces closure. Jeremy urgently needs to come up with creative new ways of making ends meet, so hatches a plan to turn a profit from hundreds of acres of unfarmed land - thick woodland and hedgerows that make up half of Diddly Squat. This triggers an avalanche of Clarkson-crafted schemes, involving everything from goats and pigs to mushrooms, nettles and deer. Someone new arrives at Diddly Squat, which puts Kaleb's nose out of joint – as well as the returning characters all working to help Jeremy's farming ambitions come to fruition.

Matt Birch, Director, Amazon Fresh UK, said, "Fans of *Clarkson's Farm* across the UK are now able to quickly and easily get their hands on products from Diddly Squat Farm Shop. Adding exciting and different products from suppliers we know our customers love to Amazon Fresh not only expands our wide selection, but demonstrates how we're building a best-in-class grocery shopping experience for our customers, whether shopping online or in-store."

Lisa Hogan, Diddly Squat Farm Shop, added, "We are thrilled to bring a range full of Diddly Squat farm personality to Amazon Fresh customers - and I think people will love what they find. Anything you order really will bring a little bit of the Cotswolds to your home. My favourites, including a great range of rapeseed oils, our hand cut crisps and of course bee juice honey, really will bring a smile to your face."

Amazon Fresh offers Prime members who shop online or in-store the choice of thousands of grocery items from major brands including Booths, Morrisons, Whole Foods Market, Iceland, Pepsi, Danone, Cadburys and Warburtons, as well as its own brand, byAmazon. Diddly Squat joins other premium products from artisan and local producers available on Fresh online, including GAIL's Artisan Bakery, Lidgates Butchers, and Brindisa Spanish Foods.

#### **Amazon Fresh x Diddly Squat product list**

The range of Diddly Squat Farm Shop products available via Amazon Fresh is below. From Ginger Marmalade to Ghost Chilli Chutney, Bee Juice Honey to Cow Juice Vodka, and Sunday Roast Seasoning, there's something for everyone.

Amazon Fresh customers can shop these at [amazon.co.uk/diddlysquatfarm](https://amazon.co.uk/diddlysquatfarm), with a selection of the range available in stores.

Name	Online and in stores
Ginger Marmalade Jam	£4.80
Red Onion Jam	£4.80
Piccalilli Jam	£4.80
Strawberry Jam	£4.80
Blackberry Jam	£4.80
Habanero Chilli Chutney	£6.50
Real Ale Chutney	£4.80
Ghost Chilli Chutney	£6.50
Bee Juice Honey	£12.00
Oak & Hickory Smoke Rapeseed Oil	£5.80
Chilli & Garlic Infusion Rapeseed Oil	£5.80
Lemon Infusion Rapeseed Oil	£5.80
Three Chilli Seasoning	£5.90
Sunday roast Seasoning	£5.90
Pasta Seasonings	£5.90
Hot Beef Jerky Savoury Snacks	£3.10
Diddly Squat Apple and Chilli Juice	£2.40
Diddly Squat Apple and Nettle Juice	£2.40
Diddly Squat Apple Juice	£2.40
Ready Salted Crisps	£1.70
Smoked Chilli Mayo	£5.80



Bottle For Life	£6.00
"Smells Like My Bollocks" Candle	£22.00
Enamel Mug General	£14.00
Fudge	£4.49
Bee Juice Bites	£4.80
Ground Coffee	£6.95
Online only	
Hint of Hot Gin	£34.00
Distressed Tractor Design T-shirt (sizes S-L)	£21.00
Diddy Squat Whisky	£19.50
Cow Juice Vodka	£39.00
Hawkstone Cider (6x 500ml)	£24.00
Hawkstone Premium Lager (6x 330ml)	£20.00

Prices correct as of 23 April 2024, on [Amazon Fresh](#).

ENDS

High res images are available [here](#).

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#### Notes to editors:

#### About Prime

Prime offers the best of shopping and entertainment to more than 200 million paid members around the world. In the UK, that includes unlimited access to award-winning movies and TV shows with Prime Video, over 100 million songs in shuffle mode, All-Access playlists, plus top podcasts available ad free with Amazon Music, free games with Prime Gaming, more than 1,000 books and magazines with Prime Reading, unlimited photo storage with Amazon Photos, one free pre-released book a month with Amazon First Reads, and incredible savings with Prime Day. Prime was built on the foundation of unlimited fast delivery at no extra cost. Prime members in the UK receive unlimited One-Day Delivery on millions of items across all categories. Same-Day Delivery is available on more than a million items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool, and more (minimum order values apply). Prime members can also complete their full grocery shop, and choose from thousands of fresh grocery products, famous brands and household essentials at great prices with two-hour delivery windows from Amazon Fresh and Morrisons on Amazon (minimum order values apply). Prime members enjoy free restaurant delivery when they spend £15 or more with free Deliveroo Plus Silver. Prime members can get 2 ODEON tickets for £10 every month between Monday-Thursday (terms apply). Prime members also get 1 year of free HelloFresh shipping saving £4.99 per box. University students and apprentices can enjoy the benefits of Prime, including exclusive student discounts, by joining Prime Student – with a six-month trial and then 50% off Prime after that at [amazon.co.uk/joinstudent](https://amazon.co.uk/joinstudent) in association with Microsoft Surface. Check if you're eligible for a free trial of Prime at [amazon.co.uk/prime](https://amazon.co.uk/prime). New members can try Prime for 30 days for free. Prime membership auto-renews and costs £95.00 a year or £8.99 a month.

#### About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalised recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit [amazon.co.uk/about](https://amazon.co.uk/about) and follow @AmazonNewsUK.

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## About Prime Video

Prime Video is a one-stop entertainment destination offering customers a vast collection of premium programming in one application available across thousands of devices. On Prime Video, customers can find their favourite movies, series, documentaries, and live sport.

- **Included with Prime:** Watch thousands of popular movies and TV shows, award-winning Originals and other exclusives, sports, and more. Think UK produced Originals such as *Clarkson's Farm*, *The Rig*, *The Devil's Hour*, *Wilderness*, BAFTA-winning *Jungle*, *Good Omens*, *The Grand Tour*, *All or Nothing: Arsenal* and *Bond- inspired adventure series 007: Road to a Million*, global hits like *The Lord of The Rings: The Rings of Power*, *The Boys*, *Gen V*, *Reacher*, and *Tom Clancy's Jack Ryan*; as well as exclusive TV shows like *Nine Perfect Strangers*, and *The Continental: From The World of John Wick*; movies like BAFTA-nominated *Saltburn*, *Air*, *Shotgun Wedding* and *My Policeman*, as well as live sport including live coverage of Premier League football matches. All available at no additional cost as part of Prime Video, which is available in more than 240 countries and territories worldwide (offers and titles vary based on location). *Members can also enjoy content such as Jury Duty and Bosch: Legacy free with ads on Freevee. Customers can also go behind the scenes of their favorite movies and series with exclusive X-Ray access.*
- **Watch More with Prime Video Channels:** Prime members can add 65+ channels like discovery+ and discovery+ Premium (incl. TNT Sports), Paramount+, hayu, STARZPLAY and more — no extra apps to download; no long term contract required. Only pay for the ones you want, and cancel anytime. View the full list of channels available at [co.uk/channels](https://co.uk/channels).
- **Rent or Buy:** Enjoy new-release movies to rent or buy, entire seasons of current TV shows available to buy, with special deals just for Prime members, including blockbusters such as *Barbie* and *Oppenheimer*.
- **Instant Access:** Watch at home or on the go with your choice of hundreds of compatible devices. Stream from the web or using the Prime Video app on your smartphone, tablet, set-top box including Sky, Virgin, TalkTalk and BT, game console, or select smart TVs. For a list of all compatible devices, visit [co.uk/watchanywhere](https://co.uk/watchanywhere).
- **Enhanced Experiences:** Make the most of every viewing with 4K Ultra HD and High Dynamic Range (HDR) compatible content. Go behind the scenes of your favourite movies and TV shows with exclusive X-Ray access, powered by IMDb. Save it for later with select mobile downloads for offline viewing.

Prime Video is just one of many shopping, savings and entertainment benefits included with a Prime membership, along with unlimited fast delivery options on millions of items as well as exclusive deals and discounts at Amazon.co.uk, exclusive content with Prime Gaming, access to ad-free music, Kindle ebooks, and unlimited photo storage. To sign-up or start a free trial of Prime visit: [Amazon.co.uk/prime](https://Amazon.co.uk/prime).