



Amazon and Morrisons to expand ultra-fast same day, online grocery home delivery service to many more cities across the UK

June 13, 2019

London – 13th June 2019 – Amazon and Morrisons are pleased to announce they are expanding the 'Morrisons at Amazon' store on Prime Now to many more cities across the UK.

'Morrisons at Amazon' is an ultra-fast same day, online grocery home delivery service, currently available to Amazon Prime Now customers in four cities: Leeds, Manchester, Birmingham, parts of London and the home counties. Customers can order a full Morrisons shop online, which is then picked at a local Morrisons store, and delivered by Amazon. The option for delivery within one hour of the order being placed is available for many customers across these cities.

During 2019, this ultra-fast same day service will begin to be rolled out to other cities, including Glasgow, Newcastle, Liverpool, Sheffield and Portsmouth. In future years, 'Morrisons at Amazon' will be expanded to further cities across the UK.

The expansion will see Morrisons becoming a retailer on Amazon's Prime Now website and app, through 'Morrisons at Amazon', and selling directly to customers. Morrisons will continue as a wholesaler for all Amazon's other UK grocery offers for customers.

Doug Gurr, Amazon UK Country Manager, said: "We have greatly valued our relationship with Morrisons since the launch of the Morrisons store on Prime Now in the UK in 2016 and expanding this relationship enables us to offer Morrisons high quality grocery selection to even more Prime members.

"We are committed to growing our grocery business so that we can continue to deliver what we know our customers will always care about – low prices, vast selection, and fast delivery – and our relationship with Morrisons is an important part of that long-term growth. With the Morrisons store on Prime Now, many Prime members can do their full weekly grocery shop online through Prime Now with ultra-fast same day delivery."

David Potts, Morrisons Chief Executive, said: "Morrisons conveniently located local supermarkets and Amazon's very popular website and customer offer are an ideal combination, offering ultra-fast same day grocery home delivery for customers in and around cities across Britain.

"Amazon has been a valued partner of Morrisons for over three years, and we are pleased to be expanding our relationship together. Continuing to partner with the best digital operators such as Amazon is a significant, capital light growth opportunity for Morrisons."

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Notes to editors:

About the 'Morrisons at Amazon' store on Prime Now

The 'Morrisons at Amazon' store on Prime Now is another way for customers to access Morrisons' product selection. Prime members can download the Prime Now app – available on iOS and Android devices – or visit www.amazon.co.uk/primenow - to discover current eligible delivery postcodes. To shop the Morrisons store on Prime Now visit primenow.amazon.co.uk/morrisons. Prime Now launched in London in June 2015, and has expanded to reach more than a third of the U.K. population. Morrisons products are also available through Amazon's other UK grocery customer offers including Pantry and AmazonFresh.

About Grocery at Amazon

Amazon.co.uk has offered food and drink items since the launch of its [Grocery Store](#) in 2010, which features hundreds of thousands of ambient product. In November 2015, Amazon.co.uk launched [Amazon Pantry](#), a nationwide service exclusive to Amazon Prime members, offering more than 10,000 low-priced everyday essentials in everyday sizes, including food and drink, household supplies, baby and child care, pet supplies and health and beauty products. Amazon.co.uk launched [AmazonFresh](#) in June 2016, where customers can choose from a wide range of groceries and home items including electronics, fresh flowers, gifts, pet supplies and toys, as well as baby, health and beauty products – all delivered in one-hour slots, including same day - as part of the weekly shop. AmazonFresh is available in 302 postcodes across Greater London and the South East (London, Surrey, Hampshire, Hertfordshire and Bedfordshire).

Everyday Made Better with Prime

Prime was designed to make our customers lives better every single day and was built on the foundation of unlimited fast delivery. Prime members receive unlimited One-Day Delivery on millions of eligible items across all categories; unlimited Same-Day Delivery on more than a million items in London, Surrey, Berkshire, Birmingham, Bristol, Manchester, Liverpool, Leeds, Milton Keynes, Glasgow, and Edinburgh; and two-hour scheduled same-day delivery slots with Prime Now at no extra charge between 8am and 10pm across more than 30% of the U.K. population in selected postcodes in Birmingham, Glasgow, Hertfordshire, Manchester, Newcastle, Leeds, Liverpool, London, Portsmouth, Surrey and South Yorkshire. Over 100 million paid members worldwide also enjoy the many benefits of Prime over and above unlimited fast delivery. In the U.K. that includes unlimited access to award-winning movies and TV shows with Prime Video; unlimited access to over 2 million songs with Prime Music; access to Prime Day

deals; access to Audible Channels for Prime; unlimited access to thousands of books and magazines with Prime Reading; Access to Prime Wardrobe; unlimited photo storage with Prime Photos; access to Twitch Prime; early access to select Lightning Deals; one free pre-released book a month with Amazon First Reads and more. The annual fee for Prime membership is £79 and eligible customers can sign up for an Amazon Prime 30-day free trial at www.amazon.co.uk/prime.

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. Customer reviews, 1-Click shopping, personalised recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit www.amazon.co.uk/about and follow @AmazonNewsUK.