



## Black Friday is here: The biggest day of deals from Amazon's Black Friday Sale kicks off with more deals than ever before

November 29, 2019

Top new deals live at 00.01am on Black Friday, 29<sup>th</sup> November include the [Instant Pot Duo V2 7-in-1 Electric Pressure Cooker](#), now £59.99 (was £89.99), the [Shark Lift-Away Upright Vacuum Cleaner](#), now £119.99 (was £241.60) and the [L.O.L. Surprise! Winter Disco Bigger Surprise](#), now £59.99 (was £89.99)

New customers can sign up for a 3-month Prime membership for just £11.99 this Black Friday – just in time to kick start their Christmas shopping and take advantage of thousands of great deals on Amazon.co.uk

Last chance to bag great deals, with the [Black Friday Sale](#) live until 23:59 tonight

**London, 29<sup>th</sup> November 2019** – The biggest date in the UK shopping calendar has arrived, as Amazon's bumper eight-day Black Friday Sale culminates in its final day today, with customers set to take advantage of more savings than ever before.

This year's sale is Amazon's tenth in the UK, after first bringing Black Friday to the UK in 2010. The past eight days have seen savvy shoppers snap up hundreds of thousands of deals, with customers treated to new deals every day across the latest consumer electronics and Amazon Devices, toys, beauty, food and drink, fashion, home, pet products and more. Plus, a wide selection of items from handcrafted gifts to innovative new products from small businesses and artisans from across Amazon Marketplace, Amazon Handmade and Amazon Launchpad.

Today marks the last day of Amazon.co.uk's biggest ever Black Friday Sale. With Christmas round the corner, shoppers have been snapping up new 'Deals of the Day', which have been going live every day on the products customers want, at the time of year they need it most.

Today also sees the final Black Friday 'Lightning Deals' – products available at a discount, in limited quantities, for a short period of time – with new deals becoming available as often as every five minutes.

For customers looking to save even more this festive season, those new to Prime can sign up to a 3-month Prime membership between 28th November and 2nd December for just £11.99, usually £7.99 per month or £79 per year, allowing them to enjoy the unparalleled range of shopping and entertainments benefits from Prime including an exclusive 30-minute early access period to all Lightning Deals.

The Black Friday Sale comes ahead of the kick-off of Prime Video's live and exclusive Premier League matches. Prime members in the UK will have access to 20 exclusive matches in December, completely free with their Prime membership.

For a limited time, including throughout the Black Friday period, new Amazon Music Unlimited customers can get the best Black Friday deal in Amazon Music's history - four months of the premium streaming tier for just £0.99 to enjoy unlimited access to more than 50 million songs, ad-free. Alongside this, with the purchase of select Echo devices, new Amazon Music Unlimited customers in the UK can receive four months of the premium, ad-free streaming tier for free.

**New deals live today, on Amazon's tenth UK Black Friday, 29<sup>th</sup> November:**

| PRODUCT  | PREVIOUS AMAZON.CO.UK PRICE | THE BLACK FRIDAY SALE PRICE | £ SAVING |
|--|-----------------------------|-----------------------------|----------|
| <a href="#">Instant Pot Duo V2 7-in-1 Electric Pressure Cooker</a> | £89.99                      | £59.99                      | £30.00   |
| <a href="#">Neato Robotics Pet Edition Robot Vacuum Cleaner</a>    | £699.00                     | £399.99                     | £299.01  |
| <a href="#">Braun Series 7 Men's Electric Shaver</a>               | £159.77                     | £89.99                      | £69.78   |
| <a href="#">Celebrations Chocolate Bulk Case, 2.432 kg</a>         | £20.17                      | £12.99                      | £7.18    |

|  |         |         |         |
|--|---------|---------|---------|
| <a href="#">Monopoly Game: L.O.L. Surprise Edition Board Game</a>  | £18.49  | £14.62  | £3.87   |
| <a href="#">Sony Bravia KDL32WE613BU (32-Inch) HD Ready HDR Smart TV</a>   | £254.00 | £199.00 | £55.00  |
| <a href="#">Braun Silk-Epil 9 Wet and Dry Epilator</a>   | £114.99 | £89.99  | £25.00  |
| <a href="#">BISSELL ProHeat 2X Revolution</a>  | £229.00 | £158.99 | £70.01  |
| <a href="#">Tassimo Costa Latte Coffee Pods</a>  | £20.00  | £15.99  | £4.01   |
| <a href="#">Shark Lift-Away Upright Vacuum Cleaner</a>   | £241.60 | £119.99 | £121.61 |
| <a href="#">Artesa Hammered Copper Fondue Set</a>  | £34.99  | £18.99  | £16.00  |
| <a href="#">Joseph Joseph Index Plastic Chopping Board Set</a>   | £35.00  | £25.99  | £9.01   |
| <a href="#">Ninja Duo 2-in-1 Blender with Intergrated Nutri Ninja</a>  | £139.94 | £89.99  | £49.95  |
| <a href="#">Philips Series 9000 Wet and Dry Electric Shaver with SmartClean Plus System &amp; Trimmer</a>                        | £229.82 | £146.50 | £83.32  |
| <a href="#">Hotel Chocolat- Serious Dark Fix H-Box</a>   | £12.95  | £10.35  | £2.60   |
| <a href="#">Toni &amp; Guy Deep Barrel Hair Waver</a>  | £40.00  | £17.49  | £22.51  |
| <a href="#">Logitech G920 Driving Force Racing Wheel &amp; Pedals Plus Gear Shifter Bundle</a>                                   | £200.00 | £149.99 | £50.01  |
| <a href="#">L.O.L. Surprise! Winter Disco Bigger Surprise</a>  | £89.99  | £59.99  | £30.00  |
| <a href="#">Garmin Forerunner 735XT GPS Multisport and Running Watch</a>   | £199.69 | £149.99 | £49.70  |
| <a href="#">Bosch PSB 1800 LI-2 Cordless Combi Drill</a>   | £79.98  | £54.99  | £24.99  |
| <a href="#">Laphroaig Quarter Cask Single Malt Scotch Whisky, 70 cl</a>  | £33.89  | £24.99  | £8.90   |
| <a href="#">No.3 London Dry Gin, 70 cl</a>   | £33.95  | £22.00  | £11.95  |
| <a href="#">Thermos Stainless King Food Flask, Red, 470 ml</a>   | £19.45  | £12.99  | £6.46   |
| <a href="#">Johnnie Walker Limited Edition Game of Thrones Whisky, 3 x 70cl - A Song of Fire and Ice and White Walker Whisky</a> | £100.98 | £75.99  | £24.99  |

From big ticket tech to stocking fillers, customers are set to save hundreds of millions during Amazon's Black Friday Sale. Other amazing Black Friday deals across Amazon.co.uk include:

- **Prime Now:** new Prime Now customers can enjoy £10 off their first shop
- **AmazonFresh:** new AmazonFresh customers will have access to up to £40 off their first shop
- **Amazon Music Unlimited:** new Amazon Music Unlimited customers can enjoy four months of the premium streaming tier for just £0.99
- **Audible:** new members can explore Audible on any device for £3.99 a month for 4 months
- **Prime Video:** All customers can buy movies & TV shows including Captain Marvel, Bohemian Rhapsody, Shazam! and Chernobyl with up to 40% off and Prime customers can rent new-release movies for £1.99, including Avengers Endgame, X-Men Dark Phoenix, Men in Black International and The Hustle
- **Fashion:** save up to 40% on the exclusive [CARE OF by Puma collection](#), up to 30% on denim brands, up to 50% on a selection of luggage including Samsonite and Eastpak, up to 25% on trainers including Nike, Adidas, Puma and Vans, up to 30% on Swarovski, and up to 40% on watches including Olivia Burton and Fossil
- **Amazon Pantry:** Prime customers can get £15 off when they spend £40 or more on selected items from Amazon Pantry
- **Kindle Unlimited:** new customers can explore Kindle Unlimited on any device for 3 months for £0.00
- Save up to 25% off home and kitchen accessories and electronic products from [AmazonBasics](#) and up to 25% off Amazon furniture brands [Alkove](#) and [Movian](#)
- Save up to 25% off daily essentials by Amazon, including up to 25% on [Mama Bear](#) baby products and household products by [Presto!](#)
- **Amazon Handmade:** customers can save up to 30% on selected Amazon Handmade products, including jewellery, accessories, home décor, baby products and gifts

#### For Prime members

Amazon Prime members, including customers enjoying a 30-day free trial of Amazon Prime, will have an exclusive 30-minute early access period to all Lightning Deals, plus even more value and benefits.

Amazon's ultra-fast delivery service, Prime Now, will also offer special Black Friday deals to more than a third of the UK population, providing thousands of items, across a selection of gifts, gadgets, fashion, Christmas treats and household essentials, which can be delivered in scheduled one and two hour delivery windows or within 60 minutes in selected postcodes. In 2018, the fastest Prime Now delivery on Black Friday took place in Portsmouth where two bottles of wine, wine goblets and Coca-Cola were delivered to the customer in 16 minutes and 29 seconds.

Prime members can also enjoy grocery delivery service Amazon Fresh, giving them access to more savings whether they are shopping for Christmas dinner or buying edible gifts for friends and family. New for this year, Fresh on Demand means Prime members in select postcodes pay just £2.99 per delivery on orders over £40 (free for orders over £120), or they can subscribe to Fresh Add-On of £3.99 per month for unlimited free deliveries.

#### Ways to Shop

There are now more ways to shop than ever before this Black Friday, including [AR View](#), [Showroom](#) and [Discover](#), offering innovative shopping experiences.

- *AR View* enables customers to see certain products in their home before they buy using augmented reality technology.
- *Showroom* offers customers the opportunity to virtually stage Amazon furnishings in 3D in a living room setting.
- *Discover* allows customers to browse items and quickly refine the selection based on their personal preferences.

Mobile shoppers can also find where their parcels are in seconds (on eligible orders) in the Amazon App, use camera search to quickly find the items they want by pointing at an item or barcode, and never miss a deal by setting Watch-a-Deal alerts.

Moreover, shopping across the whole site is even easier with deals organised by the most-shopped-for interests. From TVs, Home Entertainment and Smart Home to Kids Toys, Video Games, Amazon Devices and more – customers can discover deals that they'll love even faster.

Customers can also support their favourite charitable organisation every time they shop with Amazon, at no cost to them, through [AmazonSmile](#). Customers who shop directly at [smile.amazon.co.uk](#) will find the Amazon they know and love, with the added bonus that Amazon will donate a portion of eligible purchases to the charity of their choice. Customers can choose from more than 16,000 charitable organisations around the UK.

With [Treasure Truck](#), customers can discover fun activities and curated product offers at amazing prices. Opt-in by texting 'TRUCK' to 87377 and receive SMS notifications. This Black Friday period, gift givers who act fast will find incredible deals on holiday-must-have tech, alcohol and kitchen items, complete with delightful extras, fun games and lots of prizes in select cities - order online and pick up same-day at one of our pop-up locations, while supplies last.

What's more, new customers can now enjoy [free delivery](#) on their first order fulfilled by Amazon.

### **Hundreds of small businesses helping deliver Christmas across the UK**

Amazon is well prepared to provide its customers with the best Christmas shopping experience thanks to its continued investment in the UK. Amazon alone has invested £18 billion in the UK since 2010 in its UK-based research and development, fulfilment and logistics infrastructure and in 2019 alone is creating a further 2,000 new permanent jobs, taking its permanent UK workforce to 29,500.

Hundreds of small businesses and artisans selling on Amazon Marketplace, Amazon Handmade and Amazon Launchpad are offering thousands of deals this Black Friday, providing customers with a wide selection of items from handcrafted gifts to innovative new products.

Launching on Amazon five years ago, the Coconut Merchant sources ethical coconut-based products from farming communities in Sri Lanka, Thailand, Indonesia and the Philippines, selling the products to customers around the world through Amazon Marketplace. This will be the fourth time they will participate in Black Friday.

"Black Friday provides a unique opportunity for us to showcase products to new customers and boost our sales, which ultimately helps us make an even more positive impact on our farmers lives," said Al Shariat, Director of Coconut Merchant. "We've been given huge support from Amazon over the last five years - not just through Black Friday - but also with how to sell around the world and how to test selling on the high street and online with Amazon's Clicks and Mortar programme."

Al Shariat was one of the first small business owners to participate in the launch of [Clicks and Mortar](#). Run in partnership with Enterprise Nation, Direct Line for Business and Square, the year-long pilot programme explores a new model to help online businesses experience the high street while highlighting the benefits of combining in-store and online retail.

### **Christmas Returns**

Amazon has extended its [returns](#) period for the Christmas season. Items dispatched by Amazon.co.uk during the period from 1 November, 2019 to 31 December, 2019 inclusive may be returned at any time before midnight on 31 January, 2020. This return policy is valid for all items sold and dispatched by Amazon.co.uk, items sold by third-party sellers and fulfilled by Amazon, as well as items offered with the Prime logo, which are sold and fulfilled by third-party sellers.

**Ends**

### **For more information contact:**

Amazon UK Press Office  
Email: [pressoffice@amazon.co.uk](mailto:pressoffice@amazon.co.uk)

### **To find out more about Black Friday:**

Subscribe to the [Deals Newsletter](#)  
Follow Amazon.co.uk on Twitter: [www.twitter.com/AmazonUK](https://www.twitter.com/AmazonUK)  
Visit the Amazon.co.uk Facebook page: [www.facebook.com/AmazonUK](https://www.facebook.com/AmazonUK)

### **Everyday Made Better with Prime**

Prime was designed to make your life better every single day and was built on the foundation of unlimited fast delivery. Prime members in the U.K. receive unlimited One-Day Delivery on millions of items across all categories; unlimited Same-Day Delivery on more than a million items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool and [more](#); and 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. Amazon Day will allow members to receive all of their Amazon fulfilled packages on the day of the week that suits them best. 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 episodes with Prime Video; unlimited access to over 2 million songs with Prime Music; access to Audible Channels for Prime; unlimited access to thousands of books and magazines with Prime Reading; unlimited photo storage with Amazon Photos; access to free games and loot with Twitch Prime; early access to select Lightning Deals; one free pre-released book a month with Amazon First Reads and more.

Check if you're eligible for a free trial of Amazon Prime at [amazon.co.uk/prime](https://amazon.co.uk/prime). New members can try Prime for 30 days for free. Amazon Prime membership costs £79 a year or £7.99 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. 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](https://www.amazon.co.uk/about) and follow @AmazonNewsUK.