



Fast Grocery Delivery is Now FREE With Prime – Starting Today in London

July 28, 2020

Unlimited free grocery delivery for Prime members—from dairy products and baked goods, to fresh meat and fish, fruit, vegetables and more

Plus, Amazon Fresh gets faster - same-day grocery delivery for Prime members now available in more than 40 postcodes in the South East and across multiple cities in the UK before the end of the year

LONDON – July 28, 2020 – Amazon Prime is now even better with the addition of Amazon Fresh. Amazon.co.uk announced members will get fast grocery delivery – free with their Prime membership – starting today in London and expanding to millions of members across the UK before the end of the year. Selection includes meat, seafood, produce, snacks and household essentials – everything needed for a weekly shop – with free delivery in two-hour windows on orders over £40. Available today in parts of the South East, including Woking and Guildford, and rolling out across the UK by the end of the year, Prime members will benefit from Amazon’s fastest grocery delivery offer in the UK, usually as fast as same-day for orders placed before 9pm in most areas. Learn more at [Amazon.co.uk/fresh](https://www.amazon.co.uk/fresh).

For the first time, Prime members in around 300 postcodes across Greater London and the South East (including London, Surrey, Hampshire, Hertfordshire and Bedfordshire) can do their weekly shop on Amazon Fresh, with incredible local produce, favourite brands and artisan products, included in the cost of Prime membership. Delivery in two-hour windows is now free on orders over £40. The minimum order value has also been lowered from £40 to £15.

Same-Day Delivery Starting in the South East

Starting today, Amazon Fresh is even faster in more than 40 postcodes including Bracknell, Guildford, Maidenhead, Runnymede, Surrey Heath, Windsor, Woking, Wokingham, where Prime members will enjoy our fastest grocery delivery offer in the UK, as fast as same-day for orders placed before 9pm each day in most areas. As well as free delivery in two-hour windows, Prime members in the area can now choose delivery in a one-hour window on all orders over £40 for a delivery fee of £3.99. Prime members in eligible postcodes can request an invitation to start shopping Amazon Fresh by going to www.amazon.co.uk/fresh and they will be alerted via email when able to shop.

More Coming this Year

Fast and free grocery delivery from Amazon Fresh will expand to millions of Prime members across the UK before the end of the year. This will include great selection, fast delivery and all of the best of Amazon Fresh. Same-day delivery will usually be available for orders placed before 9pm in most areas.

Customers can choose from tens of thousands of grocery items from major brands including Booths, Whole Foods Market, Pepsi, Danone, Arla, Warburtons, Britvic and many more. Amazon Fresh customers will also be offered a selection of thousands of premium products from artisan and local producers, including GAIL’s Artisan Bakery, C.Lidgate and Paxton & Whitfield.

Freshness Guarantee

All perishable products have a guaranteed minimum shelf life and, with Amazon’s Freshness Guarantee, customers can receive a refund if they are unhappy with the freshness of the products they receive.

For further information on Amazon Fresh visit: [Amazon.co.uk/fresh](https://www.amazon.co.uk/fresh) or for more details on our grocery services visit: [Amazon.co.uk/grocery](https://www.amazon.co.uk/grocery).

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About Amazon.co.uk

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About Grocery at Amazon

Amazon.co.uk has offered food and drink items since the launch of its [Grocery Store](https://www.amazon.co.uk/grocery) in 2010, which features hundreds of thousands of ambient products. Amazon.co.uk launched [Amazon Fresh](https://www.amazon.co.uk/fresh) 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 – including same-day delivery as part of the weekly shop. Amazon Fresh is available in around 300 postcodes across Greater London and the South East (including London, Surrey, Hampshire, Hertfordshire and Bedfordshire) and is expanding to millions of members across the UK before the end of the year with free delivery in two-hour windows included in Prime membership on orders over £40 and without any additional subscription fee for Prime members in the UK. For further information on Amazon Fresh visit: [Amazon.co.uk/fresh](https://www.amazon.co.uk/fresh) or for more details on our grocery services visit: [Amazon.co.uk/grocery](https://www.amazon.co.uk/grocery).

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 in the UK receive unlimited One-Day Delivery on millions of items across all categories and unlimited Same-Day Delivery on more than a million items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool and more. Over 150 million paid members worldwide also enjoy the many benefits of Prime over and above unlimited fast delivery. In the UK 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 Audible Channels for Prime; unlimited access to thousands of books and magazines with Prime Reading; unlimited photo storage with Amazon Photos; access to free in-game loot and games 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 Prime at [Amazon.co.uk/prime](https://www.amazon.co.uk/prime). New members can try Prime for 30 days for free. Prime membership costs £79.00 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 and follow @AmazonNewsUK