



“Alexa, What are my Deals?” Amazon’s Black Friday Worthy Deals Arrive Early, with Great Savings on Must-Have Items for the Festive Season

November 8, 2021

Early Black Friday Deals kick off at 00.01am on Monday 8th November, promising great deals across the most giftable categories – including toys, fashion, electronics, home, kitchen, beauty, and more — all available at amazon.co.uk/blackfriday

UK Customers can shop more than 20 days of wallet-friendly Black Friday-worthy deals with new deals added daily

Save up to 45% off popular Amazon devices, including Echo and Kindle

Incredible discounts of up to 40% off can be found on top brands including Bosch, Shark, Oral-B, KitchenAid, Sony, and more, as well as a wide selection from small businesses and handmade artisans

To check out the wide selection of gift ideas and prepare for Christmas, customers can visit amazon.co.uk/christmas

LONDON – 00.01am – 8th November, 2021 – Black Friday-worthy deals have arrived early at Amazon, giving customers the opportunity to shop now and save big heading into the festive season. Starting today there are incredible deals and deep discounts of up to 40% off across every category, including fashion, home, beauty, toys, electronics, Amazon Devices, and many more at amazon.co.uk/blackfriday. Plus, customers can support small businesses with thousands of deals available from small business selling partners and handmade artisans throughout the festive season.

Shop with Alexa or Shop with a Smile

Customers can start browsing deals today at amazon.co.uk/blackfriday, on the Amazon mobile shopping app, or by simply asking, “Alexa, what are my deals?”. Shoppers can also use AmazonSmile in the Amazon App to find the same amazing deals and Amazon shopping experience, with the added bonus that Amazon will donate a portion of the purchase price of eligible products to a charity of their choice.

Start Saving Today – Early Deals Available Now

From today, customers will find new Black Friday-worthy deals dropping daily at amazon.co.uk/blackfriday. In addition, on select days throughout November, top brands such as Bosch, Shark, Oral-B, KitchenAid, Sony, and more will offer limited-time offers with deeper deals on their selection of much-loved products to give Amazon customers even more ways to save.

Deals Across the Early Black Friday period:

- **Home:** Save up to 35% on cookware from Tefal, Le Creuset, KitchenAid, and more.
- **Kitchen:** Save up to 40% on vacuum and carpet cleaners from Shark, Bissel, and Vax, 30% on coffee machines from De'Longhi and Sage, with further savings on air fryers and small domestic appliances.
- **Beauty:** Save up to 30% on beauty giftsets for her by Dove, L’Oreal Paris, and more.
- **Personal Care Appliances:** Save up to 30% on electric toothbrushes, save up to 30% on male styling and hair care appliances, and up to 25% on medical and massage devices.
- **Baby:** Save up to 30% on essentials from Fisher-Price, Bright Starts, and Munchkin.
- **Major Appliances:** Save up to 30% on small and major appliances from brands including Russell Hobbs, Midea, Sharp, and more.
- **Sports:** Save up to 30% on sports and outdoors equipment, apparel and tech from Canterbury, Berghaus, Xiaomi, and more.
- **Home Entertainment:** Save up to 25% on TVs, projectors, streaming devices and soundbars from brands including Samsung, LG, Sony, and more.
- **Pets:** Save up to 30% on pet food and supplies including Whiskas, Lily's Kitchen, and Whimzees.
- **Video Games:** Save up to 20% on video games, accessories and consoles from brands including Nintendo, Koch, Take 2, Facebook Portal, and more.
- **Toys:** Save up to 20% on toys and games from brands including Play-Doh, Marvel, Frozen, and more.
- **Media:** Save up to 20% on Blu-ray, 4k and DVD boxsets, and more.
- **Beer, Wine & Spirits:** Save up to 30% on alcohol from brands including Johnny Walker, Southern Comfort, and JJ Whitley.
- **Grocery:** Save up to 25% on Tassimo, Kenco, L’OR, Costa Coffee, and more.
- **Amazon Fresh:** Save up to 30% on Christmas party food, beauty and grooming gifts, cold and flu essentials, and more.
- **Home Improvement:** Save up to 30% on home improvement from Bosch, Karcher, Tado, and more.
- **Health & Personal Care:** Save up to 15% on household and laundry products including Finish, Fairy, and more, save up to 15% on vitamins, diet and sports nutrition including Optimum Nutrition, Vitabiotics, and more.

- **Consumer Electronics:** Save up to 40% on smartphones and wearables from brands including Samsung, Xiaomi, Garmin, and more. Save up to 25% on laptops, tablets and monitors from brands including Samsung, Dell, HP, and more.
- **Amazon Brands:** Save up to 25% on select styles from Amazon brands, including home, electronic, and sports essentials from Amazon Basics and Umi and Eono, furniture products for every room from Alkove, Rivet and Movian, health and personal care products from Solimo, baby care from Mama Bear, and skin care from Belei.

Entertainment:

- **Amazon Devices:** Save up to 45% off popular Amazon devices, including Echo and Kindle.
- **Amazon Music:** Beginning mid-October, customers who haven't yet tried Amazon Music Unlimited can sign up to get three months free for a limited time - with unlimited access to more than 75 million songs, ad-free, and millions of podcast episodes. In addition, with the purchase of select Amazon Echo devices, customers new to Amazon Music Unlimited can get six months free. Eligible Amazon Music Unlimited customers also now have access to premium quality streaming audio at no extra cost.
- **Prime Video:** Between 12th – 18th November customers can get up to 50% off great movies and TV shows to rent or buy through Prime Video including *Little Women*, *Harry Potter*, and *Chicago Fire*. A broad selection of popular movies are also available to rent for Prime members only from as little as £0.99 including *Midnight in the Switchgrass*, *Sicario 2*, and *Fifty Shades Freed*.
- **Books:** From today until 18th November, customers have access to a great range of exciting books on offer, including *Roald Dahl's Glorious Galumptious Story Collection* and a range of *Elmer books by David McKee*, including *Elmer's Christmas* and *Elmer's Little Library*.
- **Audible:** From now, for a limited time, new Audible customers can get 3 months of membership for just 99p, and enjoy unlimited listening of thousands of select Audible Originals, podcasts, and audiobooks. Offer available until 30th Terms apply.
- **Kindle Unlimited:** Available now, new subscribers can enjoy three months of Kindle Unlimited for £7.99, accessing millions of titles and selected magazine subscriptions, if they join by 30th November. Kindle Unlimited deal terms and conditions apply.
- **Kindle Book Deals:** From now until 30th November, customers can discover a selection of hundreds of top, curated Kindle Books from as low as £0.99 each to read anytime and anywhere. Kindle Book Deals terms and conditions apply.
- **Amazon First Reads:** From now until 30th November, subscribers can get early access to editors' picks, and choose one Kindle Book for £0.99 (£0.00 for Prime members), and print editions from £3.99.
- **Prime Gaming:** From now until 30th November, for no additional charge Prime members can access eight PC games including *Control: Ultimate Edition* and *Dragon Age: Inquisition*. From today until 14th November, included in their membership Prime Members can also access *Rise of the Tomb Raider + Bonus Content* for PC. Additionally, Prime Members can unlock new and exclusive in-game content for today's most popular games such as *League of Legends*, *Apex Legends*, and *FIFA 22*.

Deals going live throughout the day today (8th November) include:

ITEM NAME	PREVIOUS AMAZON.CO.UK PRICE	EARLY BLACK FRIDAY SALE PRICE	£ SAVING
Kitchenaid, Classic Aluminium Non-Stick Frying Pan Set - 20 cm + 28 cm, Black	£66.78	£49.99	£16.79
BLACK+DECKER 55 W Detail Mouse Electric Sander with 6 Sanding Sheets, BEW230-GB	£20.00	£15.00	£5.00
Johnnie Walker Double Black Label Blended Scotch Whisky 70cl	£32.69	£25.19	£7.50
Bosch 06039A8070 IXO Cordless Screwdriver with Integrated 3.6 V Lithium-Ion Battery, Green, 16.0 cm*6.4 cm*23.6 cm	£35.00	£24.50	£10.50
Instant Pot Vortex 4-in-1 Air Fryer 5.7L - Healthy Air Fryer, Bake, Roast and Reheat with 1700W of Power	£99.99	£79.99	£20.00

EMMA Hybrid Double Mattress	£809.00	£436.90	£372.10
Anker NEBULA Pint-Sized Wi-Fi Mini Projector	£469.99	£329.99	£140.00
Lily's Kitchen Puppy Recipe Chicken, Salmon and Peas Complete Dry Dog Food (7 kg)	£42.00	£33.99	£8.01

Current selling price correct as of 03/11/21.

Shop and Support Small Businesses

Customers can search specifically for handmade items to find amazing gifts while supporting small businesses, new brands, and independent makers this season. Plus, top-trending gifts and much-loved stocking fillers from small businesses selling on Amazon can be found in the [Support Small Storefront](#), where customers can support local small businesses and shop by region. For the festive season, customers can also explore a wide selection of gift ideas on the [Small Business Gift Finder](#) and across Amazon. More than half of all products purchased in our store are sold by small and medium-sized businesses and customers can now shop unique and giftable products from more than 65,000 small business selling partners based in the UK.

- **Amazon Launchpad:** Customers can also discover unique and innovative products from startups on Amazon Launchpad. Since its launch in 2015, Amazon Launchpad has worked with over 200 leading venture capital firms, startup accelerators and crowd-funding platforms to help startups launch new products. There are now around 13,000 products from startups available at amazon.co.uk/launchpad in over 30 categories including furniture, electronics, fashion, and beauty.
- **Handmade Gifts:** Find one-of-a-kind gifts, handcrafted by artisans and other makers all over the world, that are perfect for everyone this holiday season. Discover personalised gifts, home goods, festive décor, jewellery, and more.

Prime Member Savings and Fast, Free Delivery

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, ad-free listening of 2 million songs plus thousands of stations and playlists with Amazon Music, free in-game content and games with Prime Gaming, more than 1,000 books and magazines with Prime Reading, unlimited photo storage with Amazon Photos, access to Audible Channels for Prime, 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, free 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. 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 free, two-hour delivery windows on orders over £40 – from Amazon Fresh and Morrisons at Amazon. 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. Check if you're eligible for a free trial of Prime at 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.

Supporting and Celebrating Employees

Amazon's more than 1.3 million employees around the world are the heart and soul of the company—every day and throughout the festive season. In the UK, pay starts at a minimum of between £10 and £11.10 p/h depending on location, for all full-time, part-time, temporary, and seasonal roles in Amazon's fulfilment centres, sort centres, and delivery stations. Employees are offered a comprehensive benefits package, including private medical insurance, life assurance, income protection, subsidised meals, and an employee discount – which combined are worth more than £700 annually – as well as a company pension plan.

This year, Amazon has created 10,000 new permanent jobs, now employing over 55,000 employees across the UK. In addition, the company has also created 1,000 new fully-funded apprenticeship roles, as well as a £2.5m Apprenticeship Fund to help small businesses across England upskill their workforces.

Amazon is also investing £10 million over three years to train up to 5,000 employees in new skills in the UK and support the government's investment programme. This training will be offered through an innovative programme called Career Choice that provides funding for skills development through nationally recognised courses of up to £8,000 over four years. The programme pays course fees for employees who have expressed interest in pursuing careers outside the company—and thereby boosts the skills and employability of workers across the country.

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 and follow @AmazonNewsUK.

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