



Amazon Delivers More ... Offering One-of-a-Kind Experiences with Small Businesses this Black Friday

November 21, 2022

Amazon has partnered with three Small Businesses to launch – ‘Small Business, Big Experiences’ – giving customers the opportunity to purchase unique experiences for the price of just one product

Amazon is offering tens of thousands of deals from small businesses – customers can find gift ideas with our dedicated small business gift finder. For all the ways to shop small this year, visit [amazon.co.uk/supportsmall](https://www.amazon.co.uk/supportsmall)

In 2021, over half of the products sold across Black Friday through to Cyber Monday on Amazon worldwide came from independent selling partners, most of who were small and medium-sized businesses

LONDON – 00:01am 21 November 2022 – Launching from Black Friday, 25th November, Amazon UK’s first ever ‘Small Business, Big Experiences’ will see three small businesses launch limited-edition experiences available to buy for the same price as their existing products currently available on Amazon’s online store. More than half of all products purchased on Amazon UK are sold by small businesses, where customers can find unique and giftable products from more than 85,000 small business selling partners based in the UK. In addition to these exciting new experiential deals, customers can look for the Small Business Badge to identify products sold by small businesses all year long. To learn more, customers can go to www.amazon.co.uk/supportsmall from 21st November at midday, and look out for the small businesses’ deals going live.

Healthy snack brand [Superfoodio](#), macramé experts [Ankyu](#) and wellbeing brand [Fizzy Fuzzy](#) have worked closely with Amazon to create highly personalised experiences that are reflective of their brands. As a result, shoppers will have the chance to purchase a relaxing country weekend retreat away or an intimate dinner with a celebrity chef for the same price as a candle giftset or peanut butter buttons. New experiences will go live each day from **25th-27th November** at midday, and will be available for a limited time only while stocks last. Ten experiences relating to each of the three small businesses will be available. These experiences will be limited to one per customer and account.

A taster of the *Small-Business, Big Experiences* available between 25th – 27th November is as follows:

- **Superfoodio:** Discover the evolution of peanut butter brought to life by top-chef [Miguel Barclay](#), through a vegan taster menu evening hosted at the Italian Design Kitchen in Notting Hill made with Superfoodio’s tasty treats
- **Ankyu:** A weekend away for craft lovers, with macramé workshops hosted by Ankyu in the heart of the English countryside at Manor and Ashbury Resort and Hotel
- **Fizzy Fuzzy:** Enjoy the ultimate day of calm at the Grand Hotel Birmingham, where you will create your own bath bomb by Fizzy Fuzzy, followed by a reflexology massage, guided meditation session and afternoon tea

“Last year, over half of the products sold across Black Friday through to Cyber Monday on Amazon worldwide came from independent selling partners, most of whom were small and medium-sized businesses. This year, we’re making it easier than ever for customers to support small, local businesses with our [Small Business Storefront](#) and Small Business Badge to easily identify products sold by small businesses,” said John Boumphrey, Amazon UK Country Manager, “On top of that, for the very first time, we are offering customers exciting experiences alongside small business deals, as a way to demonstrate buying from small local businesses can have an outsized impact on our economy and bring even more joy to our lives.”

This Black Friday Week, customers can support small UK businesses, while saving on top-trending gifts and much-loved stocking fillers, through the [Small Business Storefront](#), and explore a wide selection of gift ideas on the [Small Business Gift Finder](#). Customers can also use the Small Business Badge to identify products sold by small businesses. More than half of all products purchased on Amazon UK are sold by small businesses, and customers can now shop unique and giftable products from more than 85,000 small business selling partners based in the UK. Those businesses sold more than 950 million products on Amazon last year, up from 750 million year-over-year, and to date they have created 250,000 jobs across the UK.

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NOTES TO EDITORS

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://www.amazon.co.uk/about) and follow @AmazonNewsUK.

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