



Amazon expands grocery offering in the UK by adding Iceland as a new online partner, and opening a new Amazon Fresh store in London

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New grocery partner, Iceland, becomes the latest supermarket available through Amazon, with grocery delivery available with Prime

Expanding its physical footprint, the company opens new Amazon Fresh store in Liverpool Street in London

These launches form part of wider Amazon effort to improve and build a best-in-class grocery shopping experience for customers

LONDON, 13th September 2023 – Amazon is further expanding its grocery offering in the UK by partnering with Iceland to make its selection of great value groceries available to Prime members, and opening another new Amazon Fresh store in London.

The partnership with one of the country's biggest and most loved supermarkets will offer Prime members the full Iceland selection on Amazon, with free Same-Day grocery delivery options available. It comes as another new Amazon Fresh store opens in London's Liverpool Street, and forms part of a bigger effort to build a best-in-class grocery shopping experience for customers where Amazon is the first choice for selection, value and convenience – whether shopping in store or online.

'Iceland on Amazon' will initially be available in selected postcodes within Greater Manchester, before being rolled out in more locations in the coming months. The supermarket follows Morrisons and Co-op in making their grocery offerings available through Amazon, and customers will be able to choose from thousands of groceries – including Iceland's own label fresh and frozen items, exclusive brands including Greggs, Heinz, My Protein and TGI Fridays, and many more everyday essentials and family favourites. All items will be sourced directly from a local Iceland store.

The new store in Liverpool Street is open to the public now, and follows the opening of a store in Moorgate last month. Amazon Fresh stores offer a wide selection of products, including Amazon's private food brand 'by Amazon' and its premium grocery range, 'Our Selection', which offers hundreds of delicious items. Shoppers will find great value everyday staples in store including fresh British meat, poultry, responsibly sourced fish, dairy, fruit and veg, as well as bakery, freshly prepared meals and more.

The new store also offers customers more ways to pay. To enter the store, customers simply walk through a non-gated route and can then shop for what they need. At the end of their shopping trip, customers can either scan their in-store code via their Amazon app at the exit gate, or pay with a debit or credit card at a chip-and-pin machine.

John Boumphrey, UK Country Manager, said: "Our new partnership with Iceland offers customers an even bigger selection of great value groceries on Amazon, with lots of delivery options available for Prime members. We are working hard to create a best-in-class grocery shopping experience for customers, adding some of the country's most loved supermarkets to our Fresh offering online, alongside the opening of new, innovative Amazon Fresh stores."

David Devany, Chief Customer & Digital Officer, Iceland said: "We're committed to helping our customers shop the way they want and access our great value products whenever they need them most. Partnering with Amazon is yet another way that Iceland customers can get their hands on our exclusive brands and freezer favourites. This is also an exciting opportunity for us to introduce new shoppers to the benefits of shopping with Iceland."

Iceland on Amazon will be available on [Amazon.co.uk](https://www.amazon.co.uk) and on the Amazon app. Customers should visit [Amazon.co.uk/grocery](https://www.amazon.co.uk/grocery) and enter their postcode to be shown the shops available in their area which also include [Amazon Fresh](#), [Co-op on Amazon](#) and [Morrisons on Amazon](#).

The new store in Liverpool Street is open 7:00am – 11:00pm seven days a week at 31-35 Blomfield Street, Unit 4B-5, London EC2M 7BD, United Kingdom.

To learn more, visit: <https://www.aboutamazon.co.uk/news/retail/amazon-fresh-store-liverpoolstreet-iceland-partnership>

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High res images available [HERE](#)

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Notes to editors:

For further information on 'Iceland on Amazon' visit: [Amazon.co.uk/Iceland](https://www.amazon.co.uk/Iceland). Promotions may vary occasionally between Iceland on Amazon and Iceland stores. For further information on Amazon Fresh stores visit: [Amazon.co.uk/freshstore](https://www.amazon.co.uk/freshstore).

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 products. Prime members also have multiple options to shop a vast fresh grocery selection at great prices with two-hour delivery windows on orders over £40 (subject to slot availability) included with Prime – on Amazon.co.uk. Amazon Fresh offers Prime members the choice of thousands of grocery items from major brands including Booths, Whole Foods Market, Pepsi, Danone, Arla, Warburtons and Britvic as well as premium products from artisan and local producers, including GAIL's Artisan Bakery, C.Lidgate and Paxton & Whitfield. The service is currently available in London and parts of the South East, Leeds, Sheffield, Portsmouth, Liverpool, Glasgow, Birmingham, Manchester and Newcastle. Prime members 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. Prime members can also shop Morrisons on Amazon making Morrisons even more accessible to customers that use Amazon.co.uk and the Amazon app. The service is now available in over 70 towns and cities across the UK. Prime members can find the Morrisons products that they know and love, from everyday essentials to favourites such as Morrisons The Best range and Morrisons Market Street selection, including bread freshly baked by Morrisons bakers and hand finished cream cakes from its cake shops. The range includes handmade products from Morrisons' butchers and fishmongers, and a selection of fruit and vegetables by quantity, providing even more choice. Learn more at [Amazon.co.uk/grocery](https://www.amazon.co.uk/grocery). Prime members in London, Glasgow, Bournemouth, Nottingham, Sheffield, Edinburgh, and Bristol can also shop from the 'Co-op on Amazon' store using Amazon.co.uk and the Amazon app. Prime members in areas the service is available can choose from thousands of groceries including Co-op own-brand products, Co-op Fairtrade selection, and many more popular national brands on Amazon.co.uk, all sourced from a local Co-op store. The service will continue to be expanded to more Prime members across the UK in the coming months.

Every Day Made Better with Prime 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, over 100 million songs in shuffle mode, All-Access playlists, plus the most top podcasts available ad free 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, 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 delivery at no extra cost. Prime members in the UK receive unlimited free, fast One-Day Delivery on millions of items across all categories and 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 two-hour delivery windows from Amazon Fresh and Morrisons on Amazon (minimum order values apply). Prime members enjoy unlimited free delivery on their favourite restaurants when they spend £25 or more with 1-year free Deliveroo Plus. 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](https://www.amazon.co.uk/joinstudent) in association with Microsoft Surface. 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 £95.00 a year or £8.99 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. 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.

About Iceland

Iceland is recognised as the UK's leader in frozen food and operates over 950 stores across the country, together with a multi-award-winning online shopping service. It prides itself on being a convenient and friendly place to do the family's weekly shop, as well as meet everyone's daily top-up shopping needs for fresh, chilled, frozen food and groceries. For more than 20 years Iceland has also offered a unique, free home delivery service for in-store purchases.

Iceland was voted the UK's favourite online grocery service at the Good Housekeeping Awards in 2021 and 2022. The retailer was also named the UK's Best Online Supermarket in a survey by consumer champion Which? In 2022.

Iceland has always been a responsible retailer, operating under its 'Doing it Right' ethos. The supermarket is committed to doing the right thing in its supply chain and in the way it treats its people and customers. Iceland is also committed to minimising its impact on the environment, and contributing to the communities where it operates by regenerating high streets, creating jobs, providing outstanding customer service and giving generous support to a range of good causes.