



Amazon.co.uk launches Amazon Pantry - everyday essentials, in everyday sizes, delivered directly to the door

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Prime members nationwide can shop for more than 4,000 food and drink, cleaning and laundry, baby and child, pet, and health and beauty products

Amazon Pantry products arrive in a dedicated 20kg capacity box with One-Day Delivery for £2.99

London, 13th November, 2015 — Amazon.co.uk today launches [Amazon Pantry \(www.amazon.co.uk/pantry\)](http://www.amazon.co.uk/pantry), a new nationwide service exclusive to Amazon Prime members, offering more than 4,000 low-priced everyday essentials in everyday sizes, including food and drink, household supplies, baby and child care, pet, and health and beauty products. Customers can fill up as much or as little of an Amazon Pantry box as they wish for One-Day Delivery with a £2.99 fee for the first box and 99p for each additional box in the same order.

Amazon Pantry launches as the newest benefit available exclusively to Amazon Prime members, with millions of members in the UK already enjoying unlimited One-Day delivery on millions of products, more than 15,000 movies and TV shows as well as more than a million songs to stream or download, unlimited photo storage and more than a million Kindle books to borrow – all as part of their membership and at no extra cost.

Prime members can track the space available in their Pantry box based on the size and weight of the selected items. Pantry boxes can carry up to 20kg and as items are added, Amazon Pantry shows how much space is left in the box. Customers can choose to buy as much or as little as they wish and if an order exceeds the size of the current box, a new Pantry box will begin.

More than 4,000 items are currently available through Amazon Pantry with thousands more to be added in the coming weeks.

Leading brands available through Amazon Pantry include:

- Food – Heinz, Kellogg's, Walkers, Uncle Ben's and Tilda
- Drink – Robinsons, Nescafé, Kronenbourg and Glenfiddich
- Household – Ariel, Persil, Andrex and Fairy
- Baby & Child – Huggies, Pampers and Johnson's Baby
- Pet – Pedigree, Purina and Whiskas
- Health & Beauty – Dove, Pantene, Gillette and Colgate

"Amazon Pantry has been designed to take the heavy lifting out of replenishing the often bulky basics and store cupboard essentials that people need every day," said Helene Parthenay, Amazon Pantry Manager at Amazon.co.uk. "We're always looking to innovate on behalf of our customers and find ways to save them time and money. We think they will love the broad selection, quick delivery and low prices of Amazon Pantry."

With Amazon Pantry, Amazon also offers curated lists to help customers find what they need for occasions and activities such as parties, a new baby, a weekend away, a night in and the morning routine. Customers can also fill and send Amazon Pantry boxes to family and friends.

Amazon has offered food and drink items for many years, having launched its [Grocery Store](#) in 2010. More recently, Amazon announced that it would be adding a small range of chilled and frozen items to its [Prime Now](#) service which offers one-hour delivery to customers in eligible postcodes in London and Birmingham. Prime Now will roll out to further UK cities in the coming months.

To find out more about Amazon Pantry, please visit www.amazon.co.uk/pantry

Amazon Pantry is available to all members of Amazon Prime. Amazon Prime is already a popular service with millions of members in the UK. On a base of tens of millions, worldwide paid membership to Prime grew 53% last year. Customers can sign up for the Amazon Prime free 30-day trial at www.amazon.co.uk/prime.

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For further information please contact:

Amazon UK Press Office
Email: pressoffice@amazon.co.uk
Tel: 020 3680 0888

About Amazon

Amazon.com opened on the World Wide Web in July 1995. The company 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, personalized recommendations, Prime, Fulfillment 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.