



AmazonFresh launches in parts of Central and East London

June 9, 2016

Amazon Prime customers in 69 Central and East London postcodes can now do their weekly grocery shopping on Amazon.co.uk including products from London's finest local producers, shops and markets, and Britain's best-loved brands

London, 9th June, 2016: Amazon.co.uk today announced the launch of AmazonFresh for customers in 69 Central and East London postcodes. Amazon Prime members in eligible areas can now order their full weekly grocery shop from a range of over 130,000 competitively priced products including Britain's best-loved brands and offerings from local food producers and shops based in world-famous locations including Borough and Notting Hill. Customers benefit from fast and flexible delivery. One-hour delivery slots are available from 7am to 11pm, seven days a week, with same-day delivery available from 5pm for orders placed by 1pm. AmazonFresh is available via the Amazon.co.uk [website](#) or [mobile app](#).

"The bar in grocery retailing is exceptionally high. The supermarkets and grocers are amongst the very best retailers in the world," said Ajay Kavan, Vice President of AmazonFresh. "We believe that the key to the long term success of AmazonFresh is to bring together the low prices, vast selection, fast delivery options and customer experience that Amazon customers know and love.

"We are launching with a comprehensive offer in a limited area and will take our time to hone and improve our service based on our learnings and feedback from our customers," said Kavan. "We will be very methodical and considered in how we roll this service out further in the UK."

Amazon offers everyday low prices across its entire selection. In addition to fresh fruit and vegetables, meat, seafood, baked goods, dairy and more, AmazonFresh customers can also choose from a wide range of pet supplies, baby, health and beauty products. 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. If an ordered item is not available on delivery, customers will not be charged for the item and will receive a free substitute product in its place.

Customers can choose from tens of thousands of grocery items from major brands including Morrisons, Coca-Cola, Kellogg's, Danone, Warburtons, Walkers, Yeo Valley and many more. AmazonFresh customers will also be offered a selection of thousands of premium products from more than 50 of London's finest local producers, shops and markets including Gail's Artisan Bakery, C.Lidgate, FishWorks, Paxton & Whitfield, Konditor & Cook, Bad Brownie, Daylesford, Chegworth Valley and Turnips. These products are delivered as part of the customer's AmazonFresh order.

Millions of Prime members already enjoy unlimited One-Day Delivery on millions of items, early access to Lightning Deals on Amazon.co.uk, unlimited streaming of thousands of popular movies and TV shows through Prime Video, access to one million songs to stream and download through Prime Music, unlimited photo storage in Amazon Drive, and access to more than one million books to borrow for free with the Kindle Owners' Lending Library.

Amazon.co.uk has offered food and drink items for many years, having launched its [Grocery Store](#) in 2010. The Grocery Store features hundreds of thousands of ambient products including many niche, international and healthy options. In November 2015, Amazon.co.uk launched [Amazon Pantry](#), a nationwide service exclusive to Amazon Prime members, offering more than 7,000 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.

A range of fresh, chilled and frozen items is also available for Prime members through Amazon.co.uk's [Prime Now](#) service, which offers one-hour delivery or free delivery within a choice of two-hour same day delivery slots to customers in London, Surrey, South Yorkshire, Manchester, Birmingham, Newcastle, Liverpool, Leeds, Portsmouth and their surrounding areas.

Prime customers in eligible postcodes can sign up now for a 30-day free trial of AmazonFresh. AmazonFresh is then available to Amazon Prime members for £6.99 per month with unlimited delivery for orders above £40. Customers should visit www.amazon.co.uk/fresh now for more information.

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About Amazon

[Amazon.com](https://www.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.