



AmazonFresh expands in London: Prime members in 128 London postcodes can now do their weekly grocery shopping on Amazon.co.uk

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An additional 59 postcodes in London, including Haringey, Greenwich and Bexley, can now purchase from London's finest local shops and markets and Britain's best-loved brands on Amazon.co.uk

London, 30th June, 2016: Following the launch of [AmazonFresh](#) in 69 London postcodes on Thursday 9th June, 2016, Amazon.co.uk today announced the expansion of AmazonFresh to customers in an additional 59 North, East and South London postcodes. Amazon Prime members in [128 eligible postcodes](#) 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 initial response we have received from customers in the Capital has been very positive with many calling out low prices, vast selection and fast delivery as their reasons to shop on AmazonFresh," said Ajay Kavan, Vice President of AmazonFresh. "We are honing and improving our offer based on customer feedback and will continue to do so as we open up the service to an even greater number of Londoners."

The very first AmazonFresh order included Simply Chicken Skinless Breast Fillets, Growers Pride Mango, Farm Folk Thai Basil and Maynards Bassetts Wine Gums. It was ordered at 8.13am and delivered at 5.02pm to an address in EC1. Since launch, AmazonFresh customers in E14, N1 and EC1 have made the most orders with the most popular delivery window being 5pm to 6pm.

Bestselling products from AmazonFresh include Grown For You Fairtrade Ripe and Ready Bananas, Selected For You Ripe & Ready Avocados (2 Pack), Herdman 10% Fat Beef Mince (500g), Morrisons Thinly Sliced Carvery Cooked Ham (120g), Russell's Salmon Fillets, Skin On and Boneless (4 Pack), Morrisons Whole British Milk (4 pints), Pepsi Max (2L), Evian Still Water (2L), Morrisons NuMe Reduced Fat Hummous (300g) and Andrex Classic Toilet Tissue White (9 Rolls), as well as Chegworth Valley Organic Vegetable Box, GAIL's Mixed Olive Sourdough (280g), Daylesford Organic Baywell Cheese (160g), Lidgates Scottish Flank Steak (500g) and Pizza Pilgrims Margherita Frying Pan Pizza Kit (2 Pizzas) from the [Local Shops & Markets](#) selection.

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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