



Amazon.co.uk introduces Dash for AmazonFresh customers

July 28, 2016

AmazonFresh customers in 128 London postcodes can now use the Dash device to create their weekly grocery order on Amazon.co.uk through barcode scanning and voice recognition

London, 28th July 2016: Following the launch of AmazonFresh last month for customers in select London postcodes, Amazon.co.uk today announced the introduction of [Amazon Dash](#). Dash is a quick and easy way to place a grocery order on Amazon.co.uk. Customers can scan a product barcode or say the name of a product to add items automatically into their Amazon.co.uk basket. These items are then ready for purchase the next time the customer visits the Amazon.co.uk [website](#) or [mobile app](#). Dash is available for AmazonFresh customers, initially at no additional charge with their second AmazonFresh order, from now until 28th August 2016.

Whether a customer is reading a recipe or restocking their fridge, Dash allows them to build their shopping list without having to browse Amazon.co.uk on a smartphone, tablet or computer. The device learns as it is used, recognising millions of products including groceries, household, health and beauty products, enabling customers to keep track of their weekly grocery order and more.

"We're all used to trying to remember the contents of the fridge and kitchen cupboard and scribbling down reminders on pieces of paper," said Ajay Kavan, Vice President of AmazonFresh. "With Dash, at any given time, customers can keep track of products when they come to mind and scan to reorder groceries and household essentials as soon as they run out. At Amazon, we're always looking to innovate based on feedback and Dash has been designed to continually learn as customers use it."

AmazonFresh is now available for customers in [128 London postcodes](#). Amazon Prime members in eligible areas can 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 such as Marylebone 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 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 are also 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.

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 E1 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 (5 pack), BerryWorld Fresh British Strawberries (400g), Herdman 10% Fat Beef Mince (500g), Morrisons Thinly Sliced Carvery Cooked Ham (120g), Russell's Salmon Fillets, Skin On and Boneless (4 Pack), Morrisons British Semi Skimmed Milk (4 pints), Pepsi Max (2L), Evian Still Water (6 x 1.5L), Morrisons Welsh Unsalted Butter (250g) and Andrex Classic Toilet Tissue White (9 Rolls), as well as Chegworth Valley Organic Vegetable Box, GAIL's San Francisco Sourdough (500g), Murray's Fresh Fish Seabass (2 x 300g), Lidgates Wagyu Beef Burger (170g each) and Pizza Pilgrims Margherita Frying Pan Pizza Kit (2 Pizzas) from the [Local Shops & Markets](#) selection.

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 Cloud 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 5,000 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, South Yorkshire, Manchester, Birmingham, Newcastle, Liverpool, Leeds, Portsmouth, Glasgow 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.

Dash is available for AmazonFresh customers, initially at no additional charge with their second AmazonFresh order, from now until 28th August 2016. To find out more about Amazon Dash, please visit www.amazon.co.uk/dash

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