

Amazon Prime Just Got Tastier - Amazon introduces Restaurant Delivery in London via the Prime Now app

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Baltic Restaurant, London, SE1

Amazon Restaurants delivery service in selected London postcodes will offer food via the Prime Now app from family favourite restaurants including Strada, Gastronomica and Planet Hollywood through to renowned Asian fusion specialists Crazy Bear and Michelin star Benares, as well as many more of London's best eateries

Amazon Restaurants delivery on Prime Now offers customers transparent pricing—there are no menu markups or hidden service fees, Amazon price guarantee ensures great value and delivery on all orders is free

Prime Now launched in the UK in 2015 and enables Prime members in nine urban areas across the UK one and two-hour delivery on more than 15,000 items

LONDON— 7th September, 2016—Amazon today announced that Prime members in selected London postcodes can now enjoy delivery from hand-picked quality local restaurants via Prime Now, including eastern European specialists **Baltic Restaurant**, Asian fusion aficionados **Crazy Bear** and **Archipelago**, Michelin star Indian restaurant **Benares**, Japanese restaurant **Kiru**, Lebanese connoisseurs **Comptoir Libanais**, Middle Eastern cuisine specialist **Levant**, family favourites **Planet Hollywood** and **Strada**, plus lunchtime treats like **Pod**, **Tossed** and many more.

Prime members can download the [Prime Now app](#) and enter their postcode to see if restaurant delivery is available in their area. In postcodes where the restaurant delivery service is available, customers will see Amazon Restaurants on the home page.

Customers can view participating restaurants, browse menus, place orders and track the status of their delivery in real time. Once orders are placed, delivery drivers pick up and deliver the food in an hour or less. Customers are eligible for £10 off their first Amazon Restaurants order via the Prime Now app using the discount code AMAZON10 at checkout.

"London offers some of the best cuisine from around the world, so we're delighted that Amazon Prime customers can now enjoy food from their favourite restaurants via Amazon's ultra-fast Prime Now service," said Al Wilkinson, UK Head of Amazon Restaurants, Amazon. "Based on our own research into what is important to consumers in food delivery, our team have hand-picked a selection of the best quality local restaurants in London. We're excited to be helping many of these small businesses start offering home delivery for the very first time."

Using [Prime Now](#), the ultra-fast delivery app, Prime members in London can enjoy Amazon Restaurants food delivery from today in London locations including the City, West End, Westminster, Pimlico and Victoria in central London; Whitechapel, Bethnal Green, Bow, Clapton, and Homerton in the east; Islington, Stoke Newington and Stamford Hill in the north; Kensington and Chelsea in the west; and Southwark, Lambeth, Vauxhall and Kennington in south London, with plans to expand further.

Amazon Restaurants delivery via Prime Now first launched in Seattle in September 2015, and has quickly rolled out to be available for Prime members in Manhattan, Dallas, San Francisco, Los Angeles, Chicago, San Diego, Austin, Atlanta, Miami, Baltimore and Portland. Delivery is promised within an hour of the order being placed through the [Prime Now app](#), with the average delivery time taking less than 45 minutes.

"Home delivery is something we have long considered but haven't been confident that the food would arrive in best condition," said Daniel Creedon, Head Chef/Manager, Archipelago. "We believe with Amazon's experience and success in the US and their understanding of logistics here in London, they are perfectly placed to deliver a service which will ensure our food reaches our customers as it should. With Amazon's customer focus we feel confident that they will join us in doing everything we can to give our customers an excellent service that will keep them coming back."

"Having resisted many other approaches from food delivery companies we decided to partner with Amazon on their new service," said Jan Woroniecki, owner of Baltic Restaurant. "Their proven track record for prompt, efficient delivery, their obvious commitment to quality and professionalism and the simple but effective ordering system persuaded us that our food would be delivered promptly and in great condition. We are looking forward to working with Amazon and serving great food to customers."

Amazon Restaurants delivery on Prime Now offers customers transparent pricing—there are no menu markups or hidden service fees, and delivery on all orders is free for Prime members with a minimum order of £15.00. If a customer finds a restaurant item that is priced higher than the regularly-priced item on the restaurant's current online menu within 24 hours of placing the order, Amazon will refund the customer the price of the item. Customers can pay using the information already stored in their Amazon account and orders are backed by Amazon's award-winning customer service. To learn more about Amazon Restaurants, and to download the Prime Now app, visit www.amazon.co.uk/restaurants.

Amazon Prime members enjoy unlimited One-Day Delivery on millions of items, thousands of movies and TV episodes through Prime Video, streaming more than a million songs available to stream and download through Prime Music, unlimited photo storage in Amazon Cloud Drive, access to a million Kindle books to borrow, and early access to select Lightning Deals on amazon.co.uk — all available for a monthly membership of £7.99/month, or a best value annual membership of just £79/year. Amazon customers who are not already members can start a 30-day free trial of Amazon Prime by visiting www.amazon.co.uk/prime.

Ends.

From today, Amazon Restaurants delivery is available via the Prime Now App in the following postcodes:

- E1, E2, E3, E5, E8, E9, N1, N16, EC1, EC2, EC3, EC4, SW1, SW3, W1, SW3, W1, WC1, WC2, SE1, SE11.

Participating London restaurants include:

2K steakhouse
Absurd Bird
Amici Miei
Antalya Restaurant
Arancini
Archipelago
Azteca
Azzurro - London Bridge
Babaji Istanbul Pide
Balaio Brazilian Grill
Baltic Restaurant And Bar
Bangalore Express
Banh Mi Bay
Bar Shu Restaurant
Bashan Restaurant
Beboz Italian Street Food
Belle Epoque patisserie
Benares
Bibigo
Billy Smokes Barbeque
Bistro 1
Blackfriars wine bar
Bobo Social
Boisdale
Boltons
Bon Appetit (Lebanese Restaurant)
Buon Appetito
Burgershack
Cafe Pacifico
Caffe Fratelli
Caraffini
Che-Men Cafe
Chi Kitchen
Chifafa

Chop Pot
Chop Shop
Chozen Noodle
Ciro's Pizza Pomodoro
Comptoir Libanais
Crepe Affaire
Cubana
Devran Restaurant
Dhaba Lane
Dom's Place
East Street
Eat First
Eaton Square Bar
El Olivo
Far Rockaway
Kiru
Fuji Japanese
Gallipoli Again
Gallipoli Bistro
Gastronomica Italia
Gattis City Point
Grab thai
Gran Caffé Londra
Green room cafe
Hasan Meze & Mangal
Hiba Lebanese Restaurant
Hop Vietnamese
Hot Box
Hummus Bros
Il Cucciolo
In Parma
Indigo Spitalfields
Ishtar
Japanika
Joe & Za
Joe Allen
Joe's Cafe
K10
Keen
Kenza
Kouzu
Koza
Krua By Nathong
Kua 'Aina
La Barca Pizzeria
La Polenteria
La Porchetta
La Scala London
La table des saveurs
LayaLina
Le Sacre Coeur
L'Eto Caffé
Levant Restaurant
Long White Cloud
Mamuska!
Mangia Bene Italian Restaurant
Mayfair Pizza Co.
Millbank Spice
Mogul's Kitchen
My Fitness Chef

My lunch box
My Pixxa
Ned's Noodle Bar
Noura
Pizza Rossa
Oaka At The Mansion House
Olives & Figs
Pizza Pilgrims
Rinkoff Bakery
Pizzeria Oregano
Planet Hollywood Restaurant
POD Restaurant
Polo Bar
Porky'S BBQ
Potbelly
Ragam
Reds True Barbecue
Royal Thai
Ruculetta Restaurant
Rusty Bike Kitchen - Dalston
Salotto 31
Salt 'N Pepper
spagbowl
Stone Cave Turkish
Strada
Sultan Sofrasi
Tamesis Dock
Thai Room
The Athenian
The Bite
The Blacksmith & The Toffeemaker
The Crazy Bear
The Duck Truck
The Pizza Room
The Red Fort
The Ten Ten Kitchen
The Thames
The Turks Head
The Workers Cafe
Tibits
Tongue and Brisket
Tootoomoo
Tossed
Toulouse Lautrec
Uni
Union Viet
Velo
Verdi's Italian Restaurant
Wawa
We Grill
Whaam Banh Mi
Woodlands Restaurant
Zena London

About Amazon Prime

Tens of millions of Prime members around the world enjoy the many benefits of Prime. In the UK that includes unlimited One-Day Delivery on millions of items across all categories, unlimited Same-Day Delivery on more than a million items in London, Surrey, Berkshire, Birmingham, Bristol, Milton Keynes, Glasgow, and Edinburgh, and one and two-hour delivery with Prime Now on tens of thousands of items available through the Prime Now app in London, Birmingham, Newcastle, Manchester, Leeds, Liverpool and Portsmouth. In addition to unlimited fast delivery, Prime members have access to unlimited streaming of tens of thousands of movies and TV episodes with Prime Video, more than one million songs and hundreds of curated playlists and stations with Prime Music, early access to select Lightning Deals all year long, unlimited secure photo storage with Prime Photos and

access to more than one million books to borrow for free with the Kindle Owners' Lending Library.

Prime is available for a monthly membership of £7.99/month, or a best value annual membership of just £79/year. Amazon customers who are not already Prime members can sign up for Prime or start a 30-day free trial of Amazon Prime by visiting www.amazon.co.uk/prime.

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 phone, Fire tablets, and Fire TV are some of the products and services pioneered by Amazon.