



AmazonFresh expands in London, more than doubling postcode coverage since launch

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Customers in more parts of Greater London, from Brixton to Leatherhead, and Richmond to Croydon can now have groceries from Britain's best-loved brands and London's finest local shops and markets delivered to their door

AmazonFresh now available in 190 Greater London postcodes

London, 8th September, 2016: Amazon.co.uk today announced that [AmazonFresh](#) has expanded to 190 Greater London postcodes, more than doubling postcode coverage since the service first launched in June. The expansion means Amazon Prime members across South and Southwest London, from Brixton to Leatherhead, and Richmond to Croydon, can now order their full weekly grocery shop from a range of competitively priced products including Britain's best-loved brands and offerings from local food producers and shops based in world-famous locations including Soho, Marylebone and Notting Hill.

AmazonFresh customers benefit from fast and flexible delivery. One-hour delivery slots are available from 7am to 11pm, seven days a week, and customers ordering their groceries at lunch can have them delivered in time for dinner. AmazonFresh is available via the Amazon.co.uk [website](#) or [mobile app](#).

The expansion follows the launch of Amazon Dash in the UK on 28th July 2016. Dash is a quick and easy way to place a grocery order on Amazon.co.uk. Customers can scan a product barcode or simply say the name of a product to add items automatically into their basket. These items are then ready for purchase the next time the customer visits Amazon.co.uk.

"We've been delighted with the positive response we've had from customers across London with our convenient delivery options, vast selection and low prices regularly cited as reasons for using AmazonFresh," said Ajay Kavan, Vice President of AmazonFresh. "We are excited about bringing the service to even more Prime Members in more parts of London and look forward to hearing their feedback as we continue to further improve AmazonFresh as we rollout to new areas."

The launch of AmazonFresh has also provided a boost to many of the smaller local shops and food producers that sell their products on Amazon alongside bigger brands.

"Launching on AmazonFresh has given us the opportunity to reach more customers than we could ever have imagined," said Thom Elliot, founder of Pizza Pilgrims. "The feedback we've had has been really positive and, with the service expanding in London and beyond, we look forward to helping even more pizza fans get our pizza kits delivered right to their door."

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.

Prime members 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 for more information.

Amazon.co.uk has offered food and drink items for many years, having launched its [Grocery Store](#) in 2010, which 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. A smaller 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, Glasgow, Surrey, South Yorkshire, Manchester, Birmingham, Newcastle, Liverpool, Leeds, Portsmouth and their surrounding areas.

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About Amazon.co.uk

For further information please contact:

Amazon UK Press Office

Email: pressoffice@amazon.co.uk

Tel: 020 3680 0888

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Tom Parker | Amazon UK Services Ltd | Corporate Communications Manager – UK & Ireland

T: + 44 203 680 2931 **M:** +44 7818 561 210 **E:** tompar@amazon.co.uk