



## Prime Now Gets Even Better: One-hour Delivery from Local London Shops

November 9, 2016

*Customers can now shop from one of London's oldest pharmacies, John Bell & Croyden, and specialist wine merchants, Spirited Wines – all via the Prime Now app*

*Ultra-fast delivery of more than 7,000 additional products for Prime members in selected postcodes in London*

LONDON – 9th November 2016 – Amazon today announced its Prime Now service will offer one-hour delivery of more than 7,000 products from select local shops in addition to 15,000 items offered by Amazon. Prime customers in selected London postcodes are now able to purchase luxury health, wellbeing and beauty products from John Bell & Croyden – pharmacists to Her Majesty The Queen – and fine wines and spirits from Spirited Wines.

Within the Amazon Prime Now app, customers can browse or search selection by store – John Bell & Croyden or Spirited Wines – and create a separate shopping basket. Prime members can choose delivery within one hour of ordering for £6.99, or delivery within a choice of two-hour, same-day delivery slots at no extra charge between 8am and 10pm. Prime members in London can download the Prime Now app and enter their postcode to see if local shop delivery is available in their area. The minimum order value for Prime Now is £20 per store.

"By working with local shops, we are increasing selection for Prime customers, from luxury skincare brands at John Bell & Croyden to speciality wines from Spirited Wines, with delivery right to their door in 60 minutes or less," said Mariangela Marseglia, Director for Prime Now EU. "Local store delivery through Prime Now will expand to more shops and more customers in the future."

"The needs and expectations of consumers are constantly changing and with technological advances we are evolving to meet them," said Cormac Tobin, Celesio UK managing director, parent company of John Bell & Croyden. "With Prime Now, our breadth of luxury health, wellbeing and beauty products can now be purchased at the click of a button by more Londoners, whom we have proudly served for more than 200 years."

"From single vineyard Champagnes to quality English gins and exclusive single barrel whiskies, as a specialist wine and spirit merchant we pride ourselves on our diverse range," said Benoit Thouvenin, managing director of Spirited Wines. "We have sourced the very best products from around the world, and we're thrilled to take this selection to customers in London with Amazon's innovative Prime Now service."

Today's announcement further increases the existing Prime Now offer in London, which already includes more than 15,000 Amazon products, plus access to more than 180 eateries via Amazon Restaurants. Prime Now launched in London in June 2015, and has expanded to reach more than 30% of the UK population. Prime Now is now available in selected postcodes in London, Hertfordshire, Surrey, Birmingham, Newcastle, Manchester, Leeds, Liverpool, Portsmouth, South Yorkshire and Glasgow.

All Prime members can immediately download the Prime Now app, available on iOS and Android devices, to find eligible delivery postcodes and request notification when the service is available in their area. Customers can also visit [www.amazon.co.uk/primenow](http://www.amazon.co.uk/primenow) to discover eligible delivery postcodes.

Prime members across the UK now benefit from not just unlimited One-Day delivery on millions of products, but also access to great benefits including: thousands of popular movies and TV episodes through Prime Video; access to over one million songs to stream and download through Prime Music which also includes hundreds of Prime Playlists and Prime Stations; 30-minute early access to Lightning Deals on Amazon.co.uk; one free pre-released book a month with Kindle First and unlimited photo storage with Prime Photos.

Amazon Prime membership grew 51% last year, including 47% growth in the U.S. and even faster internationally – there are now millions of members in the UK and tens of millions of members worldwide. The annual fee for Prime membership is £79 and customers can sign up for the Amazon Prime 30-day free trial at [www.amazon.co.uk/prime](http://www.amazon.co.uk/prime).

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