



## AmazonFresh expands to selected postcodes in Surrey and Hampshire

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*Customers in 260 postcodes in London, Surrey and now Hampshire can have groceries from Britain's best-loved brands and London's finest Local Shops & Markets delivered to their door*

*Postcodes covered by AmazonFresh have more than tripled since its launch in June 2016*

**London, 8th February, 2017:** Amazon.co.uk announced today that [AmazonFresh](#) has expanded to 260 postcodes with the service now available in selected postcodes in Hampshire for the first time. This latest expansion means that Prime members from Woking to Guildford to Basingstoke can order their full weekly grocery shop from a range of competitively priced products including Britain's best-loved brands and offerings from world famous local food producers and shops.

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](#).

Launched in June 2016, AmazonFresh was first available in 69 London postcodes, expanding to 190 Greater London and Surrey postcodes in September 2016 and to 260 postcodes as of today.

"With an extensive selection of quality products at great prices and delivery options suited to fit busy schedules, we are excited to offer AmazonFresh to more Prime members than ever before," said Ajay Kavan, Vice President of AmazonFresh. "We've received positive feedback since the service launched, and we will be working hard to make the service even better for our customers."

The launch of AmazonFresh has also provided a boost to many of the local shops and markets that now sell their products on Amazon.

"Offering our delicious, speciality meat and poultry on AmazonFresh has allowed us to reach more customers than ever before," said Danny Lidgate, the fifth generation owner of the 150-year-old family business, [C. Lidgate Butchers](#). "Customers love the convenience of having award-winning C. Lidgate products delivered directly to their door, and we in turn are able to supply customers with delicious meat and poultry the same day."

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 as well as kitchen and homeware.

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 quality 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 can also buy from a selection of thousands of premium products from some of London's finest local producers, shops and markets including Gail's Artisan Bakery, C.Lidgate, The Upper Scale, Paxton & Whitfield, Konditor & Cook, Paul A. Young, Chegworth Valley and PRESS. 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](http://www.amazon.co.uk/fresh) for more information. Last summer, Amazon launched [Amazon Dash](#) in the UK. Dash provides a quick and easy way to place a grocery order on Amazon.co.uk. Customers using Dash simply 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.

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 around 9,000 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 selected postcodes in London, Hertfordshire, Glasgow, Surrey, South Yorkshire, Manchester, Birmingham, Newcastle, Liverpool, Leeds and Portsmouth.

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