



AmazonFresh Expands across Hertfordshire and Bedfordshire to Serve Customers in 302 Postcodes

June 5, 2017

A year after first coming to the UK, AmazonFresh is available to customers in selected postcodes across London, Surrey, Hampshire, and now Hertfordshire and Bedfordshire – from Watford to Berkhamsted to Luton

Customers can enjoy 180,000 competitively priced products from Britain's best-loved brands and a great selection from London's finest Local Shops & Markets, as well as fresh breads, pastries and cookies from AmazonFresh in-house bakery

Service offers three same day delivery options in selected postcodes, including ordering by 4pm for same day delivery by 8pm

LONDON - 5 June 2017 – One year after first coming to the UK, Amazon has announced that AmazonFresh is expanding to 42 Hertfordshire and Bedfordshire postcodes, with the online grocery service today available in 302 postcodes across London and the South East. This new expansion means that Amazon Prime members from Watford to Berkhamsted to Luton 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 has rapidly expanded its selection to more than 180,000 competitively priced items, adding more than 50,000 products over the last year. In addition to fresh fruit and vegetables, meat, seafood, baked goods, dairy and more, customers can choose from a wide range of home, electronics, pet supplies, toys, baby, health and beauty products. Customers can also enjoy breads, pastries and cookies from its [in-house bakery](#) and shop from a selection of the unique and exciting foods in the new [Foodie Trends](#) curated store.

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. Customers in selected postcodes have three different options for same day delivery, including 10am for 2pm delivery, 12pm for 5pm delivery and 4pm for 8pm delivery.

"We value the great feedback from our customers over the past year, and it's helping us to continually improve AmazonFresh as we bring the service to more and more Prime members across London and the South East," said Ajay Kavan, Vice President, AmazonFresh International. "We have built on our momentum in the UK with the launch of AmazonFresh in Germany and Japan over the past couple of months and will keep working to expand selection, offer great value, and provide fast and convenient delivery options for all of our customers."

AmazonFresh customers are also shopping from a broad selection of products from many of [London's finest local producers, shops and markets](#) including GAIL's Artisan Bakery, PRESS, C.Lidgate, Paxton & Whitfield, Forman & Field, Lina Stores, Konditor & Cook, and Chegworth Valley. These products are delivered as part of the customer's AmazonFresh order.

"We've been working with AmazonFresh since the service launched, and there's no doubt it's helped us to reach new customers that might never have been able to visit our store and try our products," said Danny Lidgate, Managing Director, Lidgates. "Customers love the opportunity to have Lidgates delivered directly to their door with their weekly shop, and we're looking forward to bringing our fresh meats, sausages and pies to new customers in Hertfordshire and Bedfordshire."

Last summer Amazon launched [Amazon Dash](#) and [Dash Buttons](#) in the UK. Dash and Dash Buttons are quick and easy ways to order groceries and essentials from Amazon. Customers using Dash simply scan a product barcode or say the name of a product to add items automatically into their AmazonFresh basket, while Dash Buttons enable customers to re-order household essentials from more than 40 brands at the touch of a button. Customers can also add items to their grocery list using any Amazon Alexa enabled device including the Amazon Echo and the Echo Dot.

AmazonFresh offers everyday low prices across its entire selection. 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.

Prime members in [eligible postcodes](#) can sign up 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. AmazonFresh is available via the Amazon.co.uk [website](#) or [mobile app](#).

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 UK launched [Amazon Pantry](#), a nationwide service exclusive to Amazon Prime members, offering more than 12,000 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, Hertfordshire, Surrey, Portsmouth, Birmingham, Manchester, South Yorkshire, Liverpool, Leeds, Newcastle, Glasgow and their surrounding areas. Prime members in selected postcodes in London and Hertfordshire also benefit from over 10,000 additional products from Morrisons, chemist John Bell & Croyden and Spirited Wines.

-Ends-

About Amazon UK

For further information please contact:

Amazon UK Press Office

Email: pressoffice@amazon.co.uk

Tel: 020 3680 0888

About Amazon

Amazon 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 tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit www.amazon.com/about.