



CONSUMER'S VIEW

My Amazon Fresh and Amazon Prime experience

C-Store reporter Simon Banks trials the Amazon Fresh and Prime Now service

Amazon Prime

To use the service I downloaded the app straight to my iPhone and was surprised by the range available, given the service is designed to offer just the essentials. Fresh meat and poultry aren't available, though.

However, on checkout I was prompted that

three of my items were not available. All were fresh: lettuce, bananas and tomatoes.

While the one-hour delivery service was not yet available to my address, a free same-day two-hour delivery was, and my goods (£20 spend) arrived within just 49 minutes of placing my order. I was even able to track the order real-time on a map.

Items were fresh and my only complaint was one squashed loaf of bread. Notably, most of the items were Morrisons branded.

Amazon Fresh

Here the range was much wider, including a good choice of Free From items. This time my £15 spend was combined with a delivery charge of £3.99. I picked a two-hour time slot for later that day and it arrived within the first hour.

Chilled and frozen products came packaged in a chilled box and were in a good condition.



Amazon first trialled fresh food deliveries to a limited number of postcodes last year, before launching Amazon Fresh in 69 Central and East London postcodes in early June, and a further 59 later that month. In September, the firm grew the number of Greater London postcodes it services to 190.

The game changer, though, is the Amazon Prime Now service. This provides customers with fast delivery on a smaller range of food essentials, household items and home entertainment products. Minimum basket spend is £20, with one-hour deliveries available to select addresses, with a set £6.99 charge for an almost instant delivery, or free on orders placed for a two-hour time slot.

Prime Now first rolled out to limited London postcodes, but in April Amazon extended the service to Surrey, and in June rolled out to postcodes in Birmingham, Newcastle, Manchester and Liverpool.

When it comes to one-hour deliveries, however, Amazon isn't the only player. Sainsbury's is trialling a one-hour grocery delivery service in Wandsworth, London. The service is available via an iPhone app called 'Chop Chop' and allows customers who live within three miles of →