

AmazonFresh kicks off today (June 9) in parts of central and east London with a one-hour delivery service on thousands of grocery items, including fresh fruit and vegetables.

Launching in 69 areas of the capital, AmazonFresh takes on British supermarkets in a move that has been anticipated for some time.

Amazon Prime members in the eligible areas can order their full grocery shop from a range of more than 130,000 products including fresh produce.

Some products will be sourced from local food producers and shops based in London's Notting Hill and renowned British foodie haunt, the Borough Market.

"The bar in grocery retailing is exceptionally high. The supermarkets and grocers are amongst the very best retailers in the world," says AmazonFresh vice president Ajay Kavan in a release.

"We believe that the key to the long-term success of AmazonFresh is to bring together the low prices, vast selection, fast delivery options and customer experience that Amazon customers know and love.

"We are launching with a comprehensive offer in a limited area and will take our time to hone and improve our service based on our learnings and feedback from our customers."

Kavan adds how AmazonFresh will be considered and methodical in terms of how the service could be rolled out.

AmazonFresh offers a "fast and flexible" delivery service, including daily one-hour slots from 7am to 11pm, and same-day delivery for orders placed by 1pm.

Perishable products also have a guaranteed minimum shelf life and Amazon's "Freshness Guarantee" gives customers a full refund if they are dissatisfied with freshness.

[www.freshfruitportal.com](http://www.freshfruitportal.com)