

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

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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.

One year after first coming to the UK, Amazon has announced that AmazonFresh is expanding to 42 postcodes within the UK towns of Hertfordshire and Bedfordshire. 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.

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."

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.

Source: [Amazon UK](#)