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Amazon Fresh to customers: Just walk out

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For the first time, Just Walk Out technology is available in a new full-size Amazon Fresh grocery store. The company said customers can save time shopping for groceries by skipping the checkout line with the launch of its new Amazon Fresh grocery store with Just Walk Out shopping, opening Thursday, June 17 in The Marketplace at Factoria in Bellevue, WA.

This is the very first time the company has built the option to shop using Just Walk Out or traditional shopping all in one full-size grocery store — veggies, fruit, meat, seafood, prepared foods.

In this store, customers can come in, shop for the groceries they want, and skip the checkout line using Just Walk Out technology. Alternatively, customers can opt to shop using our traditional checkout lanes, staffed by our employees, who are also available throughout the store for assistance.

“The feedback has been fantastic, with customers noting that skipping the checkout allows them to save time and reduce contact in stores,” said Dilip Kumar, vice president of physical retail and technology at Amazon.

Amazon Fresh Bellevue will be open to all customers every day from 7 a.m. to 10 p.m. following the store's opening. To celebrate, customers can visit the store on opening day for product giveaways, free samples, activities for kids, a chance to win Amazon gift cards and more.

How it works

Just Walk Out technology is made possible by a combination of computer vision, sensor fusion, and deep learning, and adds convenience to customers' grocery shopping experience by giving them the option to come in, pick up what they want, and skip the checkout when they're done. Anyone shopping at the new Amazon Fresh store can take advantage of the technology, which connects to customers' Amazon account or credit card. Customers are prompted at the store's entry gates to choose if they want to use Just Walk Out shopping or the traditional checkout lanes.

Customers who opt for Just Walk Out shopping can enter the store in three ways: They can scan the QR code in their Amazon app, use Amazon One to scan their palm, or insert a credit or debit card linked to their Amazon account. Each option will open the Just Walk Out gates.

Once inside the store, customers can shop like normal. Anything they take off the shelf is automatically added to their virtual cart, and anything they put back on the shelf comes out of their virtual cart. At the end of their trip, customers shopping with the Just Walk Out experience simply scan or insert their entry method again to exit.

“Customers have enjoyed the effortless shopping experience enabled by our Just Walk Out technology at our Amazon Go, Amazon Go Grocery, Amazon Fresh stores in the U.K., and third-party retailer stores,” said Kumar.

“Bringing Just Walk Out technology to a full-size grocery space with the Amazon Fresh store in Bellevue showcases the technology's continued ability to scale and adapt to new environments and selection. I'm thrilled it'll help even more customers enjoy an easier and faster way to shop and can't wait to get their feedback on this latest Just Walk Out offering,” Kumar added.

Anyone can shop at Amazon Fresh. Customers who want a traditional shopping experience can

enter the store through the designated gates and use one of the staffed checkout lanes to pay with cash, credit or debit card, Amazon One, the In-Store code in the Amazon App, or SNAP EBT. Shoppers who use the Just Walk Out experience will be sent digital receipts, also available in their Amazon account. Traditional checkout shoppers will get a paper receipt, and recognized Amazon customers will also receive a digital receipt.

The first Amazon Fresh store opened in August 2020. Since then, the company opened 13 stores across California, Illinois and Virginia.

“We’ve received incredible feedback from customers at our Amazon Fresh stores in California, Illinois and Virginia about our low prices and broad grocery selection, as well as innovations to make shopping simpler and more convenient, like free grocery delivery and pickup for Prime members, Amazon.com returns capabilities, and Alexa shopping. Customers love the convenience, selection, and value offered by Amazon Fresh — and now customers in Bellevue will get to experience the added convenience of Just Walk Out shopping in our newest Amazon Fresh store,” said Jeff Helbling, vice president of Amazon Fresh Stores. “Our hundreds of store employees have been working hard to get the store ready, and we’re eager to hear feedback from customers as we open our doors to the Bellevue community in the coming days.”

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