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Amazon expands grocery delivery, unveils re-imagined Amazon Fresh stores

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Amazon is now offering grocery delivery and free pickup to all customers in all U.S. cities and towns where Amazon Fresh is available for Prime members. This service expansion was previously available only to Prime members.

In addition, all Amazon customers can now order delivery from a variety of local grocery and specialty retailers available on Amazon.com — and Amazon will soon expand its grocery delivery and free pickup where available from Whole Foods Market to customers without a Prime membership.

Once fully launched across all Whole Foods Market locations, customers in more than 3,500 cities and towns across the U.S. will have access to two-hour grocery delivery from Amazon Fresh or Whole Foods Market.

"We obsess over customers and invent on their behalf, ultimately making their lives easier. It's how we started in the grocery space nearly 20 years ago, and it will remain a key principle into the future as we work to create a more convenient shopping experience for our customers," said Claire Peters, worldwide vice president of Amazon Fresh. "With this delivery expansion, customers have even more options to get what they need when they need it from our grocery offerings. They can choose to supplement their in-store grocery shopping with delivery orders, or shop from our selection online and pick up items in-store — this is on top of free Amazon package pickup and returns at our convenient in-store counters."

Bringing re-imagined Amazon Fresh stores to Los Angeles

Amazon has also unveiled updates to three of its Amazon Fresh stores in the Los Angeles area—Pasadena, Irvine and Woodland Hills. "Our team is committed to delivering value, and these Amazon Fresh stores now offer customers everyday sales and low prices on even more core grocery items," said Peters.

Refreshed stores offer customers additional convenient options to use when shopping or checking out. Customers can use the latest version of the Dash Cart — a smart shopping cart that makes it easier than ever for customers to shop the store, discover new items, find the best deals and skip the checkout line. "We've also installed self-checkout, giving customers even more ways to save time on their grocery trips," said Peters. This checkout option complements traditional checkout with a store employee so customers can pick what works best for them.

"We're excited about the re-designed Amazon Fresh stores and the positive feedback we're hearing from our customers in Chicago," said Peters. "But that doesn't mean our job is done. We will continue to iterate and experiment, introducing new features and programs in our Amazon Fresh stores to better serve our customers."

Heading into the holidays, Amazon Fresh will offer deals for all customers in-store and online that allow them to save on the whole spread.

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