



For immediate distribution

Ocado Zoom set to relieve last-minute festive panics as it gears up to deliver groceries within an hour until 9pm on Christmas Eve

The on-demand, 60-minute grocery service will be delivering festive food, drink and last minute essentials including turkeys, cranberry sauce and prosecco to west London homes this Christmas.

Ocado Zoom has proved a welcome addition to west London life in 2019 and is gearing up for its very first Christmas. The new app and website from Ocado Retail has allowed locals to enjoy grocery deliveries in less than 60 minutes and same-day delivery slots.

For over six months now, customers have been 'getting a Zoom' and the service - with a minimum spend of £15 and low delivery charge under £3 - has been popular for after-work meals, weekend breakfasts and sending extra wine and canap  deliveries to parties. Almost two thirds of customers surveyed after their first Zoom shop have claimed they 'definitely will' use the service again; with speed of delivery, ease of use, service and range being key reasons cited for this.¹

With its unparalleled capability to deliver groceries in less than an hour, Ocado Zoom is uniquely positioned to help fulfil down-to-the-wire grocery needs of west Londoners during the Christmas period. Last year, over two thirds of Ocado customers who had grocery deliveries in the three days prior to Christmas were still editing their orders in the final days before receiving these. Almost 10% of these customers were even making changes to their baskets in the final hour before their order edit cut-off time, indicating a strong requirement for groceries on-demand over the festive season.

West Londoners will therefore be able to receive last-minute essentials right up until 9pm on both Christmas Eve and New Year's Eve, with an 8pm cut-off time for placing final orders.

Among its range of over 10,000 products, fresh turkeys plus all the 'trimmings' for a traditional Christmas dinner such as Brussel sprouts, cranberry sauce and roast potatoes will be available on Zoom. Customers will also be able to choose from a wide selection of party foods, snacks and

¹ Data correct as of 04.11.19. Data collected from a survey conducted among Ocado Zoom customers after receiving their first Ocado Zoom shop. In response to the question 'How likely are you to shop with Zoom again in the next three months?' 65.6% of respondents selected the answer 'definitely will'. Following this question, respondents were asked to 'please tell us why' they provided their chosen answer. 'Speed of delivery', 'easy to use', 'great service' and 'range of groceries' were reasons cited by some of the respondents.

beverages including 30 types of gin, 28 different champagnes and 21 varieties of prosecco, delivered chilled to their doors, to serve any last-minute party needs.

George Dean, Senior Commercial Manager of Ocado Zoom, comments:

“We know that Ocado customers often make last-minute edits and additions to their Christmas grocery orders. We’re therefore incredibly excited for west Londoners to be able to enjoy the extra degree of spontaneity and flexibility that Ocado Zoom will offer them this festive season. Zoom will still be open after most stores close on Christmas Eve and New Year’s Eve to deliver those items forgotten from the shopping list or those extra mince pies and bottles of prosecco for impromptu festive gatherings. All within 60 minutes and without our customers even having to leave their homes.”

In addition to its 7am-8pm Christmas Eve and New Year’s Eve opening hours, Zoom will be open for business between 2pm and 10pm on both 27th December and 2nd January. It will maintain its normal 7am-10pm daily service up until the 23rd December and resume this on 3rd January, closing only on Christmas Day, Boxing Day and New Year’s Day.

- ENDS -

Notes to Editors

For any press enquiries, please email pressoffice@ocadoretail.com

About Ocado Zoom

A product of Ocado Retail Ltd, Ocado Zoom is a website and app which allows customers in specified west London postcodes to order and receive groceries in under 60 minutes or on same-day delivery slots. Currently offering a range of over 10,000 products, Ocado Zoom presently serves delivery areas including Hammersmith, Ealing, Acton, Kew, Shepherd’s Bush and Chiswick. Each order requires a low minimum spend of £15 and £1.99 delivery charge.

zoom.ocado.com

About Ocado Retail Ltd

Established in 2000 to revolutionise the way customers do their shopping, Ocado Retail is the world’s largest dedicated online grocery retailer and the first online-only supermarket in the UK. With capacity to deliver to over 74% of the UK population, every shopping bag is carefully packed in one of Ocado’s distribution centres using in-house designed software and technology. Shopping is then delivered direct to customers using a network of regional spokes in brightly coloured vans. With award-winning mobile apps for every platform, Ocado delivers over 50,000 products, including big-name brands, a range of over 650 Ocado Own Label products and a non-food selection. For all the latest news, images and details of awards, please contact the Ocado Press Office at pressoffice@ocadoretail.com.

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