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Amazon and Whole Foods Bring Delivery Service to South Florida, New York Markets

Retail Giants to Add More Markets Across US in 2018

Amazon and Whole Foods Market announced Tuesday the start of home delivery service for natural and organic products through Prime Now, launching the service in South Florida and parts of New York.

Prime members can shop for produce, meat, seafood, bakery items and other products from Whole Foods Market at primenow.com or by using the e-retailer's Prime Now app. Some alcohol also is available for delivery.

The service started earlier this year and will expand across the U.S. throughout 2018, the two retail giants said.

"We've been delighted with the customer response to delivery in as little as an hour through Prime Now, and we're excited to bring the service to our customers in Fort Lauderdale, Miami, Palm Beach,



Long Island and New York City," Christina Minardi, Whole Foods' executive vice president of operations, said in a statement.

The New York City service will start with lower Manhattan and Brooklyn.

Shoppers can enter their zip codes at primenow.com to see if they're in the delivery area. The service is available daily from 8 a.m. to 10 p.m.

Online behemoth Amazon acquired Whole Foods last summer for nearly \$14 billion.

Nearly two decades ago, Lakeland, FL-based Publix Super Markets started a home delivery service that ended within two years. Since then, several other chains have launched similar ventures.

But Barry Wolfe, a retail specialist and senior managing director at Marcus & Millichap in Fort Lauderdale, said the service has its challenges.

While many shoppers are comfortable ordering books, clothing or electronics online, they're not as willing to buy fresh fruit and vegetables sight unseen, Wolfe said.

"I'm not someone who believes grocery delivery will be an enormous trend," he said. "I don't see it taking over the marketplace."

Still, Wolfe adds, "You can't minimize anything Amazon does."

