

Buymie enters UK online grocery delivery with Co-op partnership

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Buymie has teamed-up with Co-op to offer same-day home grocery deliveries to over 200,000 households across Bristol.

The move is the first partnership in the UK for Ireland-based Buymie whose mobile app allows customers to book personalised online home grocery deliveries.

Buymie first came to the market in Dublin, Ireland, and expects to create 200 personal shopping jobs over the next six months.

Users of Buymie’s app - which is available to download on either iOS or Android devices - can select from around 4,000 Co-op products. Customers can select a convenient delivery slot in as little as one hour, or up to seven days in advance. Customers are also able to note specific preferences on their orders, and can arrange a personalised call if items are unavailable.

The service sits alongside Co-op’s own same day online delivery offer and, dedicated online shop, coop.co.uk/shop - which offers delivery or collection slots in as little as two hours with products picked by its store teams locally. The Co-op announced earlier this year that it expects its online offer to be available from 650 stores in communities across the UK by the end of 2020.

Jason Perry, Co-op Head of Online Development, said: “Ease, speed and convenience is at the core of our approach. With customer experience and quality front of mind, our decision to partner with Buymie allows us to continue to expand access to our products online, and offer greater flexibility and choice to meet consumer needs in our communities.”

Devan Hughes of Buymie, added: “We’re absolutely thrilled to be announcing our flagship UK retail partnership with the Co-op. We know that customers value convenient, speedy, and cost-effective home delivery services and Buymie provides all of this and more.

“We also offer a fully personalised shopping experience so customers never get ‘door shock’ with incorrect substitutions. A personal shopper will call them with any changes and customers will also have access to the full product assortment, with no limits on basket size. We have accelerated our UK expansion plans to support our retail partners in offering same-day delivery capacity, with Bristol being our first city to launch. We are investing heavily in Bristol as a community, and will be creating over 200 personal shopper jobs in our first six months.”

Further information:

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