Internet giant's German arm establishes new sales portal to sell and distribute wide range of groceries including fresh produce

International online retailer Amazon has begun selling groceries – including fresh fruit and vegetables – to shoppers in Germany.

The new online ordering service, which brings together products not only sold by Amazon.de itself but also a number of third-party distributors including web-based grocery specialists Froodies and Natur.com, started selling food and drinks via its website today (Thursday, 1 July).

Customers visiting the portal can choose from over 30,000 products in total, divided into 25 categories.

As well as fresh fruit and vegetables, the cyber-shoppers can are fill their virtual baskets with meat and fish, bread, sweets, snacks, cereals, wine, coffee and tea.

"The products are available from Amazon.de, as well as from more than 60 providers on the Amazon.de platform," a spokesperson for the company said.

The new store also takes into account special needs and dietary requirements, allowing visitors to filter their product search according to product category, supplier and dietary preference.

According to Amazon, the aim of the new store is to make daily grocery shopping more comfortable and attractive, enabling shoppers to find a full range of commonly purchased items quickly and conveniently in one place.

The top-selling item of fresh produce on the Froodies website, which links to Amazon.de's grocery front page, is Dole-branded bananas, followed by a four-pack of cucumbers, organic bananas, white seedless grapes and Chiquita-branded bananas.

Other top-selling products on the site include 500g mixed pepper packs, bags of organic potatoes and organic cherry tomatoes on the vine.