



By Chris
Komorek

Wednesday 1st September 2021, 4:32 GMT

Woolworths partners with Uber

Same hour grocery delivery set to become reality, with Woolworths Metro to feature on Uber Eats app



Woolworths and Uber have announced a new national partnership, with 12 locations across Sydney and Melbourne to become visible on the Uber Eats app. The partnership will give Australians fast access to fresh fruit and vegetables as well as hundreds of household staples delivered in under 60 minutes.

The launch stores include Balaclava, Hadfield and Hawthorn in Melbourne, and Bondi, Maroubra Beach, Padstow, Park Sydney (Erskineville), Pyrmont, Randwick, Redfern, Rose Bay and Rozelle in Sydney. The stores will offer customers a curated range of around 1,200 products.

Woolworths Metro general manager, Justin Nolan, said Woolworths has always looked to make it easier for its customers to shop in ways that work for them.

"This partnership will give our

customers a fast, reliable and effortless way to get groceries delivered to their door within an hour," explained Nolan. "It will be an ideal option for those smaller top up or last minute shopping needs and complement our existing eCommerce offer.

"Importantly, it will also help us meet the needs of customers seeking to limit their community outings during the pandemic."

The partnership began in Sydney and Melbourne on 30 August and will expand across the eastern seaboard in the coming weeks. A network of Woolworths locations will be available nationally on Uber Eats under the Metro brand by early next year.

Uber Eats regional general manager retail, ANZ, Lucas Groeneveld said demand for home-delivery has grown throughout the pandemic as people look for ways to get what they need while staying at home.

"This demand is only set to continue as customers increasingly look for faster delivery as the new normal," said Groeneveld.

"By linking up with Woolworths, Uber Eats is well positioned to usher in a new era of ease for Australian households - strengthening our platform's appeal as the place to head to go anywhere or get anything."

Each delivery placed on Uber Eats from a virtual Woolworths storefront will be packed by Woolworths personal shoppers, before being passed on to Uber Eats delivery people to fulfil the delivery.

The partnership extends beyond ordering directly from Woolworths on the Uber Eats app. This month Uber will also begin partnering with Woolworths to provide more delivery options for customers ordering online via the Woolworths website.

This will see Uber provide last mile

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delivery solutions to Woolworths' existing online retail operation commencing in Brisbane and Toowoomba before rolling out to further locations to help Woolworths meet customer demand.

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