



USA: C-stores to offer Amazon pick up services

The Counter network will expand to thousands of locations through additional partnerships with retailers, convenience stores and small businesses across the U.S.

Amazon announced the U.S. launch of Counter, a new network of staffed pick up points that gives customers the option to pick up their Amazon packages in-store at a partner location. Customers will have access to more than a hundred Counter locations across the U.S., with thousands of additional locations coming soon.

Counter originally launched in the UK with NEXT and in Italy with Giunti Al Punto Librerie, Fermopoint and SisalPay stores. The service has been positively received, driving strong customer engagement and additional foot traffic for partners.

By the end of the year, the service will roll out across 1,500 Rite Aid locations —from Oyster Bay, N.Y., to Chula Vista, California.

“With Counter, we’ve leveraged our growing logistics network and invested in new, easy to use technology to give customers yet another delivery option rooted in flexibility and control”, explains Patrick Supanc, Worldwide Director of Amazon Hub.

Counter is part of the Amazon Hub family, which includes Locker, Locker+ and Apartment Locker, designed to bring the ultimate convenience to customers via pickup and return points.