**Press Release**

**June 12th 2019**

**Lidl Ireland and *Buymie* Expand Servicesinto Counties Kildare and Wicklow**

***Offering the fastest online grocery delivery service in as little as an hour***

Lidl Ireland has, today, announced the expansion of *Buymie* services to customers in counties Kildare and Wicklow. In January, Lidl Ireland announced its partnership with Irish start-up *Buymie*, which provides a personalised online grocery delivery service, delivering in as little as an hour. Offering *Buymie* services to towns Maynooth, Celbridge, Leixlip, Bray and Greystones, will give 40,000 local households an online delivery option for the very first time.

The Lidl/*Buymie* partnership is a first of its kind personal shopper experience where customers can have their groceries delivered to them in as little as an hour. *Buymie* personal shoppers have been given guidance and support by Lidl on how to best select the fresh and high quality produce available in store, while the app also allows customers to include notes or specific preferences on their orders. Lidl customers using the *Buymie* app can choose from Lidl’s full range of products available in store except non-food weekly specials and promotional food themes which are available for a limited period in stores. Delivery options include the speedy one hour service, as well as two and three hour windows along with the capability to order up to a week in advance.

Following the successful launch in Dublin, Lidl and *Buymie* have now set their sights on expanding further into two additional counties. Maynooth, Celbridge, Leixlip, Bray and Greystones are the latest additions to the list of deliverable areas, complementing Lidl’s ongoing expansion of its current network of 160 stores across the country where it is continuing its focus on investing in new stores in more locations and refurbishing older stores in the network to the newer, brighter, larger store format which is attracting growing numbers of customers.

**Commenting on the expansion, Alan Stewart, Head of eCommerce at Lidl Ireland said:** *“We successfully launched Buymie to 470,000 households in Dublin at the start of the year and have had a fantastic response to date. Today, we are delighted to announce further expansion and look forward to offering customers in Maynooth, Celbridge, Leixlip, Bray and Greystones the very best premium online shopping experience.”*

**Devan Hughes, CEO & Co-Founder of *Buymie* added:** *“After such a successful rollout across Dublin, and an incredible response from the consumer market, Buymie is thrilled to be expanding its service to these new areas. We’re delighted to be able to create such an exciting new shopping experience for customers, while also helping retailers win in this fast growing channel.”*

Customers in Maynooth, Celbridge, Leixlip, Bray and Greystones who are interested in getting their Lidl groceries delivered through *Buymie*, can download the *Buymie* app for either iOS or Android devices for free. The delivery fee is €6.99 for delivery within one hour, with two hour and three hour delivery options costing €4.99 and €3.99 respectively and the order is subject to a platform fee to cover the personal shopping service. There is free delivery for all orders over €100.

**Ends**

Notes to Editor:

* This service is now available to all customers in Dublin and Maynooth, Celbridge, Leixlip, Bray and Greystones in Counties Kildare and Wicklow.
* Customers can download the Buymie app for either iOS or Android devices for free through the app store.
* The delivery fee is €6.99 for delivery within one hour, with two hour and three hour delivery options costing €4.99 and €3.99 respectively.
* Order is subject to a platform fee to cover the personal shopping service. There is free delivery for all orders over €100.