

Asda doubles Tube click-and-collect sites

BY TIFFANY HOLLAND

Asda is doubling its number of click-and-collect points at London Underground stations from next week.

The grocer is making the same-day service available at another six London Underground station car parks.

From September 9 customers who place an order online before noon will be able to pick up their shopping after 4pm from Blackhorse Road, Hainault and Queensbury. The service will be available at Canons Park and Fairlop from September 10 and will launch at Hornchurch towards the end of the month.

Asda was the first grocer to introduce click-and-collect on the London Underground when it launched it last September. It already offers the service at East Finchley, Harrow and Wealdstone, High Barnet, Highgate, Stanmore and Epping stations.

Asda chief operating officer Mark



Asda is introducing click-and-collect at more London Underground stations

Ibbotson said: “Asda has led the way on providing new ways for our customers to shop and, given the popularity of the existing service, creating more sites across the capital was the next logical step.”

Asda said customers using the London Underground service shopped twice as often as those using other Asda click-and-collect

points. Shoppers using the London Underground station collection points have spent 16% more per shop than customers using other Asda collection points in 2014.

Asda revealed that fresh food was the most popular category bought through the service as commuters purchased ingredients for their evening meals.