

Coles introduces store-to-door drone delivery service

What is it:

Australian grocer Coles has partnered with Wing to offer rapid delivery by drone to customers in Queensland. Customers can order from a range of 500 essential items, which are picked by store staff and delivered using drones co-located in the Coles store car park. The Queensland launch on 2 November follows a successful trial in Canberra.

Why does this matter?

Retailers are seeking new ways to offer last-mile convenience to customers. Drones offer an increasingly viable alternative to EVs and bots.

Strategic implications:

All eyes are on Amazon, which is poised to launch Prime Air in the US in the coming weeks. In the UK a 265km drone 'superhighway' is in development.

STEPIC drivers / Winning Strategies:

Innovation and ingenuity
Flexibility to serve



coles



"This new service reinforces our commitment to enhancing the way our customers shop with Coles by delivering anytime, anywhere, anyhow shopping, while supporting our ambition to be Australia's most sustainable supermarket by continuing to reduce the number of trucks on the road."

Coles Head of Network Development and Customer Delivery, James Geddes

