Hello,

Please see enclosed a brief slide deck which includes the topics we wish to discuss tomorrow morning.

Best regards,

EU Public Policy | Amazon Europe Core SARL | @amazon.lu
Avenue des Arts 27, 1040 Brussels, BELGIUM
T +32 2 | F +32 | M +32

Transparency Register no. 36517914426-10

Follow @AmazonNewsEU for the latest news on Twitter from Amazon around Europe

---

From: [mailto:ec.europa.eu] ec.europa.eu; ec.europa.eu; ec.europa.eu
Sent: Monday, April 10, 2017 02:50 PM
To: <amazon.lu>
Cc: ec.europa.eu; ec.europa.eu

Subject: Re: Temperaturanforderungen bei Lebensmittellieferungen

Good afternoon
Let’s book 10 May, 10:30 for an hour then.
My colleague in copy will liaise with you for the details regarding access to the building.
Yours

Le 10 avr. 2017 à 11:09, @amazon.lu a écrit :

Hello,

Thank you for allowing me some time to come back to you with date proposals.

We would be available to meet on the 9th, 10th or 11th of May. Does any of these dates work for you?

I would suggest a 1 hour meeting slot.

Outline of the discussion:
presentation of Amazon Prime Now & Amazon Fresh Service

Discussion about heterogeneous food temperature requirements for the last mile delivery in the B2C transactions across Europe

Thank you for your feedback.

Kind regards,

EU Public Policy | Amazon Europe Core SARL | scuderid@amazon.lu
Avenue des Arts 27, 1040 Brussels, BELGIUM
T +32 2  | F +32 2  | M +32

Follow @AmazonNewsEU for the latest news on Twitter from Amazon around Europe

From:    @ec.europa.eu [mailto:              @ec.europa.eu]
Sent: Monday, March 27, 2017 02:50 PM
To:      @amazon.lu>
Subject: RE: Temperaturanforderungen bei Lebensmittellieferungen

Fine.
And “meet” instead of “meat” of course.
Yours

From:       @amazon.lu]
Sent: Monday, March 27, 2017 2:35 PM
To: (SANTE)
Subject: RE: Temperaturanforderungen bei Lebensmittellieferungen

Hello ,

I will liaise internally and come back to you end of next week with some meeting dates and time proposals.

Thank you in advance

Kind regards,

From:    @ec.europa.eu [mailto:              @ec.europa.eu]
Sent: Monday, March 27, 2017 09:06 AM
To:      @amazon.lu>
Subject: RE: Temperaturanforderungen bei Lebensmittellieferungen

Dear ,
I would be pleased to meet you and your experts.
Let's fix an mutually suitable date and time.
Yours

From: [mailto: @amazon.lu]
Sent: Thursday, March 23, 2017 3:38 PM
To: (SANTE)
Subject: RE: Temperaturanforderungen bei Lebensmittellieferungen

Hello ,

Pleased to meet with you, at least virtually for the time being.

I am contacting you in order to follow up on a conversation which begun during a visit of your colleague to our Amazon Prime Now site in Paris at the beginning of this month.

During that visit we touched upon the point of the lack of harmonization for food temperature provisions in business to consumer deliveries across European member states.
As we are expanding our operational footprint in various European geographies we would welcome to initiate a dialogue in order to understand how we can best contribute with our expertise to identify a solution which would suit the growing, cross-border e-commerce food sector.

We would welcome if you would agree to meet with myself and our Amazon food experts to discuss avenues of how a greater level of harmonization can be achieved.

Looking forward to hearing from you

Best wishes,

From: [mailto: @ec.europa.eu]
Sent: Thursday, March 23, 2017 02:50 PM
To: @amazon.lu>
Cc: @ec.europa.eu
Subject: RE: Temperaturanforderungen bei Lebensmittellieferungen

Hallo ,

In erster Linie wären die Kollegen für Hygiene zuständig. Bitte wenden Sie sich an die Unit G4 'Food Hygiene' der GD SANTE. Abteilungsleiter ist [mailto: @ec.europa.eu]
Viele Grüße

From: [mailto:___________@amazon.lu]
Sent: Thursday, March 23, 2017 2:34 PM
To: ______________________ (SANTE)
Subject: Temperaturanforderungen bei Lebensmittellieferungen

Hallo ______________________

Hoffe Sie sind wohl auf und haben die Reisen durch Europa gut überstanden.

Wie ich in meinem Schreiben unten erwähnt hatte, sind unterschiedliche Temperaturanforderungen bei der Lebensmittellieferung in europäischen Mitgliedsstaaten fuer international tätige Unternehmen wie Amazon eine empfindliche Herausforderung. Eine weitreichende Harmonisierung im Bereich der sogenannten last mile im Lebensmitteleinzelhandel würden wir in diesem Bereich im Sinne des Binnenmarktes sehr begrüßen.

Gerne würden wir mit Ihnen und Kollegen Vorschläge besprechen wie in diesem Bereich auf EU Ebene einer höherer Grad an Harmonisierung erreicht werden könnte.

Wären Sie der richtige Ansprechpartner um sich mit unseren Experten über diese Thematik zu einem informellen Gedankenaustausch zu treffen?

Herzlichen Dank vorab

Freundliche Grüße, ______________________
Subject: RE: EU Commission Meeting notes

Dear [Name],

Thank you for taking the time to visit Amazon’s Prime Now site in Paris last Friday. We enjoyed meeting with you and your colleagues from DGCCRF and the Czech competent authority. We were particularly glad to have had the opportunity to constructively discuss avenues for further harmonization and simplification in the framework of existing EU Food regulations and their national implementations.

As we scale up our food related operations across Europe we welcome homogenous standards and guidelines across the EU. We believe this will greatly stimulate competition, improve efficiencies and benefit consumers and business operators alike. In this context we would like to reiterate, that a lack of harmonization in the area of food temperature controls in business to consumers transactions and the absence of readily accessible food registration evidence are particular matters on which we seek a genuine dialogue to identify solutions for the benefit of all.

If you require more information to complete your report or would prefer a follow up meeting at your offices in Brussels or Ireland please do let us know.

I will be your point of contact within Amazon going forward. Do not hesitate to contact me if I can be of any further assistance.

Kind regards,
Amazon Europe Core société a responsabilité limitée, 5 rue Plaetis, L-2338 Luxembourg, R.C.S. Luxembourg n B 180022, capital social: EUR 37.501, autorisation d'établissement en qualité de commerçante n 10040783.

Amazon Europe Core société a responsabilité limitée, 5 rue Plaetis, L-2338 Luxembourg, R.C.S. Luxembourg n B 180022, capital social: EUR 37.501, autorisation d'établissement en qualité de commerçante n 10040783.

Amazon Europe Core société a responsabilité limitée, 5 rue Plaetis, L-2338 Luxembourg, R.C.S. Luxembourg n B 180022, capital social: EUR 37.501, autorisation d'établissement en qualité de commerçante n 10040783.

Amazon Europe Core société a responsabilité limitée, 5 rue Plaetis, L-2338 Luxembourg, R.C.S. Luxembourg n B 180022, capital social: EUR 37.501, autorisation d'établissement en qualité de commerçante n 10040783.
Amazon Europe

About Amazon
Amazon Global Business

$135 billion TTM revenue

32% of sales outside North America

341,400 Amazonians

300 million active customer accounts

49% of sales by third party sellers
Amazon customer segments

More than 300 million worldwide active paid customer accounts (as of Q4 2016)

More than 1 million active AWS Customer Accounts (as of 12/31/16)

Seller units represented 49% of paid units worldwide (as of Q4 2016)

Tools to produce and distribute unique ideas
Amazon’s Grocery Business
In December 2014, Amazon announced that as a benefit to its customers, products could be delivered to them from dedicated Prime Now facilities within one hour (ultra-fast delivery model).

Launched in the US it has expanded in 2016 into the EU by opening fulfilment centres in London, Birmingham, Newcastle, Manchester, Liverpool, Milan, Munich, Berlin, Paris, Barcelona and Madrid.

Approximately 25,000 products are available through Prime now. Whilst these are mainly hardlines the selection includes approximately 8,000 consumable lines including chilled and frozen items.

The time between the picking of a customer order and delivery to a customer is never longer than 4.5 hrs.
AmazonFresh has rolled out its services more gradually beginning in the US in 2007, expanding first in metropolitan areas and offering well-known brands along with products from local shops and markets to ensure customers enjoy the widest possible selection. Amazon Fresh offers in the region of 130,000 fresh and frozen grocery items.

The service it has now expanded into Europe in London through one fulfilment centre in the East of the city. 260 postcodes across central and east London are now covered. Customers can select one hour delivery slots and if they order by lunch they can have their groceries in time for dinner.

The service also launched in parts of Berlin and Potsdam on 4th May 17 offering more than 85,000 products. The selection also includes several hundreds of products from more than 25 of Berlin’s most loved local shops.

Current Amazon Fresh packaging:
Discussion point I

The current disparity in temperature requirements among Member States, a chance for harmonisation:

- Is there any scope to begin discussions in relation to harmonization of temperature requirements?
- If not, would the Commission consider to issue guidance on the application of product specific temperature requirements of existing community wide legislation (REGULATION (EC) No 853/2004)?

- Are there instances in the supply chain where the overarching risk based requirement to preserve food safety detailed in REGULATION (EC) No 852/2004 could take precedence over specific temperature limits in ultra-fast delivery models? If so would Member States and industry benefit from guidance in respect of this?

- Could any guidance produced be part of a wider examination of internet based trading, and the different challenges faced when compared with a traditional bricks and mortar store?
Discussion point II

HACCP and Lab Based Risk Assessment for ultra-fast Delivery models.

• Is there scope for community wide guidance in respect of the application of the HACCP principles in upward variation of temperature where local statute permit?

• If so could it include specific details like the above in relation to the level of empirical evidence required to conduct a Hazard Analysis?