

SUBJECT LINE: **New Data: New Consumer Demands for Reducing Time and Touch are Reshaping Retail**

Hi XX,

Conor here on behalf of Amazon PR with a retail news and trend story I thought might be of interest. With retailers continuing to hop on the cashier-less bandwagon to attract time-crunched shoppers, Amazon Go is delivering a retail experience of the future that minimizes time spent in store.

And while grocery stores have long been a staple of the global economy, it wasn't until the pandemic that most people realized just how vital they are. That is why next week, Amazon will unveil its **Time Pressure and Time Saving – The Modern Shopper Index** report that will unveil data-driven research quantifying time savings for consumers and the need for speed, convenience and safety in the grocery shopping experience.

Amazon's latest report sheds light on the impact of time savings and what it means for consumers' everyday lives, while highlighting the importance of human interaction beyond the store – an imperative for the modern shopper.

To provide more detail on the report, we have **Dilip Kumar, Vice President of Retail & Technology** available for an exclusive interview. Beyond highlighting key findings, Dilip can discuss how Amazon Go's expansion across the U.S. is impacting tech adoption, especially in underserved markets. **Given your recent coverage, I think both topics would be of interest.**

Please let me know if interested and we will work to set up a call.

Thanks,

Conor