

Top Up Via Robot: Just Eat Expands Autonomous Delivery with Morrisons

- Just Eat is expanding its autonomous delivery robot trial with Starship Technologies, to Cambourne in Cambridgeshire - the first trial location where Just Eat doesn't already offer grocery delivery.
- Morrisons has become one of the first grocery brands to embrace autonomous delivery, with the Cambourne supermarket becoming the fourth Morrisons store live, joining three Morrisons Dailys in Sunderland and Milton Keynes.
- To encourage customers in Cambourne to try robot delivery, Just Eat is offering £5 off when you spend £25 with free delivery on all orders.



Just Eat is expanding its autonomous delivery robot trial with Starship Technologies to Cambourne in Cambridgeshire, bringing AI-powered delivery to over 12,000 residents. This is the first trial location where Just Eat doesn't already offer grocery delivery, therefore opening the service up to potentially thousands of new customers.

Autonomous delivery is designed to complement Just Eat's existing delivery network where courier services are available, while also allowing expansion to customers in areas where traditional logistics services are more limited. The aim is to test innovative delivery solutions that expand access to delivery and create additional opportunities for customers and partners, rather than replace the existing courier workforce.

Building on strong customer demand in Sunderland and Milton Keynes, Just Eat is scaling its deployment of Starship's autonomous robots, which use AI to navigate independently, avoid obstacles and make real-time delivery decisions. Starship Technologies has had an agreement in place with Cambridgeshire County Council since 2022 to operate in Cambourne.

As the trial has expanded so have the partners available to customers. Morrisons has become one of the first grocery brands to embrace the technology, recognising the potential benefits, including adding delivery capacity in the run up to the festive season and during offers such as the regular 'Half Price Wednesdays' on Just Eat - perfect for mid-week top ups. The robots are the ideal size for an average mid-week shop of around twelve items.

The Cambourne Morrisons supermarket which is now live is the fourth Morrisons to begin autonomous robot deliveries with three Morrisons Dailys live across Sunderland and Milton Keynes. Across all of these stores customers have access to thousands of products from everyday essentials and Market Street fresh favourites to last minute dinners and must-have treats - all direct to the customer's chosen address via autonomous robot. Driven by 'Half Price Wednesdays', which offers 50% off essentials, cucumbers, chicken, milk and eggs are currently the most popular products across all Morrisons deliveries.

To encourage customers in Cambourne to try robot delivery Just Eat is running £5 off when you spend £25 with free delivery on all orders. Just Eat is also helping customers across the UK to save with the recent integration of the Morrisons More Card into the Just Eat app.

Charlotte Exell, Group Online Director at Morrisons said: *"We are pleased to be working with Just Eat and Starship Technologies to trial autonomous robot deliveries from our Cambourne supermarket as we continue exploring innovative ways to serve our local community. Marking our first time offering Just Eat delivery in the area, shoppers ordering from our Cambourne store via the app will have their orders delivered exclusively by robot. In addition to Cambourne, the trial is also underway across three of our Morrisons Daily stores."*

Caroline Bates, Grocery & Retail Director for Just Eat: *"Our autonomous delivery trials are all about innovating to improve the customer experience - whether that's enabling us to offer delivery in new areas like Cambourne or increase delivery capacity and speeds in the run up to Christmas. We'll be listening closely to customer feedback on this new and exciting service."*

David Ringer, Director of Corporate Accounts in Europe at Starship Technologies: *"We're delighted to be serving households across the UK alongside partners as strong as Just Eat and Morrisons. Our smart robots bring advanced autonomous technology to something very ordinary, and they're built for reliability, because their first job is to serve the community and make the grocery shop convenient and fast."*

This trial is part of Just Eat's wider investment in AI-driven logistics and customer experience, using technology to expand access to rapid delivery and improve the service customers receive, for example the introduction of Voice AI earlier this year.

About Just Eat Takeaway.com

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Just Eat Takeaway.com is one of the world's leading global on-demand delivery companies.

Headquartered in Amsterdam, the Company is focused on connecting consumers and Partners through its platforms. With 362,000 connected Partners, Just Eat Takeaway.com offers consumers a wide variety of choices from restaurants to retail.

Just Eat Takeaway.com has rapidly grown to become a leading online food delivery marketplace with operations in Austria, Belgium, Bulgaria, Canada, Germany, Ireland, Israel, Italy, Luxembourg, Poland, Slovakia, Spain, Switzerland, the Netherlands and the United Kingdom.

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Media: press@justeattakeaway.com

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Contact details

Just Eat Press Office

press@justeattakeaway.com

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