

# AMAZON ALCOHOL PICKUP QE INSTRUCTIONS

Updated 10.27.2026

**Project ID: 925**

**Questionnaire ID: 1839**

- Shopper will place alcohol pickup order through Amazon Fresh (<https://www.amazon.com/alcohol>) and evaluate if they are asked for ID as part of the pickup experience.

Shopper will incur a pickup fee on any orders less than \$35.00:

- >2 hours from their order time = \$1.99 pickup fee
- <2 hours from their order time = \$4.99 pickup fee

Reimbursement up to \$20.00 includes alcoholic beverage, pickup fee, tax, tip, and any other items ordered.

| ISSUE                                                | ACTION                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Ordered/picked up wrong day                          | Send to CL—in most cases OK.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Ordered/picked up outside timeframe                  | <p>If shopper is assigned a timeframe, they must place their order in the timeframe AND schedule their pickup for a time slot within that timeframe. If no, send to CL for review.</p> <ul style="list-style-type: none"><li>• May be OK if within a few minutes. Escalate for review.</li><li>• Cancel if far outside timeframe. Escalate for review if end-of-month.</li><li>• Escalate any extenuating circumstances for review (e.g., if the shopper picked up outside the timeframe because there were no pickup slots available in the assigned timeframe).</li></ul> |
| No name for associate                                | Associate may or may not have name tag. Shopper does not have to ask for name. Use with description.                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Missing Fresh branding on shop validation material   | <p>Shopper should upload a screenshot showing the Amazon Fresh logo/branding, to confirm they ordered through the Amazon Fresh platform. If no, send to CL for shopper contact.</p> <p>The Amazon Fresh logo/branding will appear on their order or pickup confirmation screenshot and on their pickup confirmation window.</p>                                                                                                                                                                                                                                             |
| Ordered from wrong platform (i.e., not Amazon Fresh) | Send to CL to cancel.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Did not pick up from assigned location               | Send to CL to review—if no open shop at location shopper ordered/picked up, cancel.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Did not order alcohol                                | Send to CL to cancel.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Did not pick up order                                | Send to CL to cancel.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Brought children/guests under 21                     | Remove references and OK if shop not affected. Send to CL if shop affected.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

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## Receipt Validation:

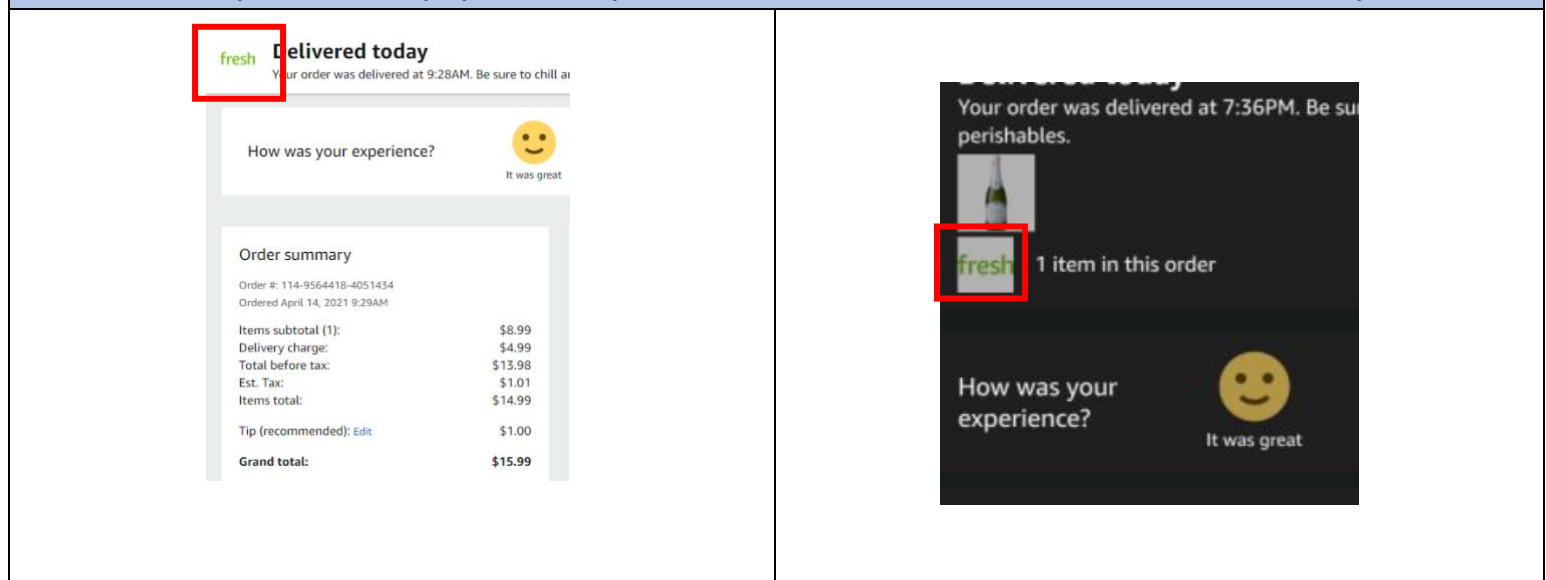
- Shoppers can provide a purchase receipt or order confirmation screenshot as shop validation. The validation material should include a clear indication of what platform the order was placed through (for this shop, Amazon Fresh). **Orders should never be placed through Amazon directly or Prime Now.** Please see the examples below:

**When validating the receipts for this project, please make sure the assigned location address matches the address seen in the "Shipping Address" on the receipt:**

### Shipping Address:

Amazon Fresh - North Hollywood [Map](#)  
5101 Lankershim Blvd.  
North Hollywood, CA 91601-3718  
United States

## Examples of Correctly Uploaded Shop Validation Materials: Order Confirmation Screenshot/Receipt



## Examples of Incorrectly Uploaded Shop Validation Materials: Order Confirmation Screenshot/Receipt

