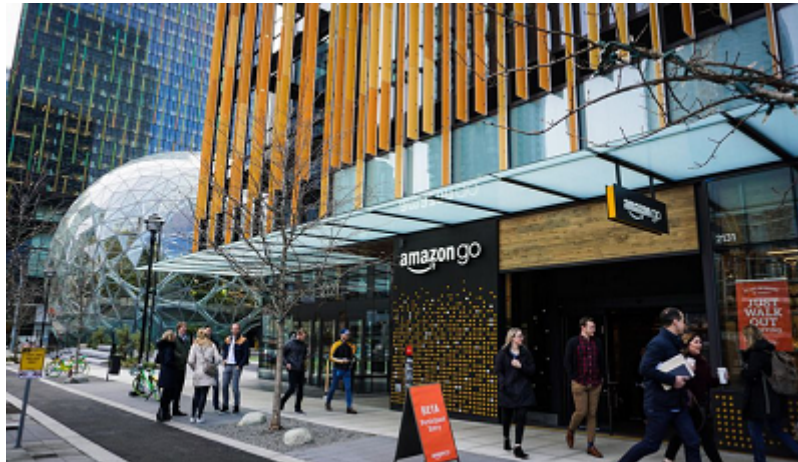


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No lines. No check outs.



Amazon is advancing with more and more brick-and-mortar stores. It is not unexpected nor a surprising move after taking into consideration the ambitious retailer's purchase of Whole Foods about one year ago. A year prior to this conquest, Amazon was already experimenting in this arena; they opened a Seattle based convenience store just for its employees under its own brand. Well almost; its Amazon Go, a futuristic convenience store without any cashiers and checkout lines.



Since doing so, only employees of Amazon have been permitted to use the store. Not the public. That recently changed. The store is at the bottom of its main Seattle office tower. It has open to the public been since Monday, January 22, 2018. The way it works is with a special, Amazon Go application that is scanned for access on your way into this futuristic store.

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Leaving is surreal. No scanning. It will likely take some getting use to obviously. There is the breakfast, lunch and dinner, not much an employee cafeteria. Speaking of dinner, there is a meal kit exclusive to Amazon. There are no workers except for the one checking IDs for wine and beer. Black squares, on the ceiling are the cameras. Speaking of cameras, they're everywhere. Another thing, Amazon capitalizes on opportunities to promote its 365 brand; not other private labels like 'Wickedly Prime' (no special shelf placements). LaCroix is available unless you want Pamplemousse (it's out of stock).



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