

Google tests same-day delivery shopping service

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Google logo is seen on December 4, 2012 in Saint-Denis, Paris. Google on Thursday began testing a service for same-day delivery of toys, clothing, groceries or other items ordered online in what could be a challenge to online retail titan Amazon.

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People living in San Francisco or a swath of [Silicon Valley](#) from the cities of San Jose to San Mateo were invited to take part in "a new experiment" that the Internet colossus dubbed Google Shopping Express.

"It's a local delivery service that we hope will make it possible for you to get the items you order online the same day, and at a low cost," product management director Tom Fallows said in a blog post.

"The pilot will expand as we work out the kinks."

The service is part of an effort by the Mountain View, California-based firm to "bring the speed of the Web to the real world," according to Fallows.

People enrolled in the test program will be able to shop at a single online venue for products from retailers such as Target, Walgreens, American Eagle, Toys R Us, and San Francisco's coveted Blue Bottle Coffee.

"So hopefully, no more trips across town for simple errands," Fallows said.

Pricing for [Google Shopping](#) Express had yet to be determined so people testing the service were being offered six months of free, unlimited orders for same-day deliveries.

Amazon entices shoppers with a Prime service that offers free two-day shipping on orders along with online streaming of films and television shows for an annual [subscription fee](#) of \$79.

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