

Endpoint Details

Test URL

We have created a demo URL for partners to manually validate and test JSON. You can either use the textbox / form on the page, or POST data directly to the URL for validation. After hitting the "verify JSON" button on this page, you will see a green button saying: "Buy ingredients on AmazonFresh". That button mimics what we anticipate partners add to their sites.

Property	Description
URL	https://www.amazon.com/afx/ingredients/verify

Production URL

To use our endpoint, you submit a form POST to the following URL, with the recipe/shopping list JSON object attached.

Property	Description
URL	https://www.amazon.com/afx/ingredients/landing
Headers	Content-Type: application/x-www-form-urlencoded Origin: https://your-domain.com Referer: https://your-domain.com/origin-page
Request	ingredients: JSON Object
Response	A successful call will result in displaying the page HTML to the customer
Optional URL Parameter for Amazon Associates*	?tag={your_associates_tag}

*For more information on the Amazon Affiliates program, visit: <https://affiliate-program.amazon.com/>

JSON Details

The data in the JSON should contain a shopping list of ingredients, in order for Fresh to recommend the right products.

Legend:

R: Recommended field for main feature support

Y: Mandatory field for minimum support

N: Optional field for full feature support

Root Object

Property	Required	Description
ingredients	Y	This contains a list of ingredient objects.

Ingredient Object

Property	Required	Description
name	Y	The ingredient name. The canonical ingredient works best. It is highly recommended that you remove brand names, quantity information, and unnecessary qualifiers.
quantityList	R	The property quantityList is optional, but highly recommended. If quantityList is provided it has to be an array containing a list of quantity objects. We will consider the list in order until we find a match (volume, weight, count) that works with the product catalog. If we cannot find a match, we will default to count = 1. For example, if you supply a volumetric unit type like fl_oz, and our catalog only contains a mass unit type like oz, it will default to count = 1. If no quantityList array is provided we will default to count = 1 as well.
brand	N	An optional field, to specify brand preference. Fresh will match the ingredient name first, and if an ASIN is returned with this brand, we will show that product recommendation first.
asinOverride	N	An optional field if you know the exact ASIN product identifier you are recommending. Fresh will match the ingredient name first, and if the ASIN in the asinOverride is returned as an acceptable product match from our recommendation engine, it will show that product first. If the ASIN is out of stock, not available in the customers region, or not determined to be an acceptable match, we will ignore the ASIN override.

Quantity Object

Property	Required	Description
unit	Y	The unit type. This is an enumerated field that accepts the following values (case insensitive): "count", "cups", "fl_oz", "gallons", "grams", "kilograms", "liters", "milliliters", "ounces", "pints", "pounds", "quarts", "tbsp", "tsp". If an unrecognized unit is provided, we will default to count = 1.
amount	Y	Accepts an integer or float.

Sample JSON

```
{
  "ingredients": [
    {
      "name": "green apples",
      "quantityList": [
        {
          "unit": "COUNT",
          "amount": 5
        },
        {
          "unit": "KILOGRAMS",
          "amount": 0.5
        }
      ]
    },
    {
      "name": "strawberry non-fat greek yogurt",
      "brand": "chobani",
      "asinOverride": "B002GVJZI4",
      "staple": "false",
      "quantityList": [
        {
          "unit": "OUNCES",
          "amount": 5
        }
      ]
    }
  ]
}
```

Recommendations

For best search results, please only include the canonical ingredient in the "name" field. Best practices for the "name" field include:

- Remove all unnecessary qualifiers, brands, quantities, and prep instructions (grated, sliced, chopped, crush, crumble, etc.).
- Avoid packaging description such as "1-gallon box" or "1 six-pack". We'll find the best size container for the specified unit.
- Avoid punctuation marks (periods, commas, etc.).
- If you want to use brand preference, enter it in the "brand" property rather than the "name" field. Absolutely do not add a brand in *both* the "name" and "brand" field.