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Missfresh accelerating its instant live seafood delivery to 8 Cities in China

21 September 2021 | News

Missfresh Limited an innovator and leader in Chinaâ??s neighborhood retail industry, is accelerating the rollout of its instant live seafood delivery (as quick as 30 minutes) to customers across China, having seen 20X growth in live seafood delivery sales since March.



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Missfresh has launched the new category in eight of the countryâ??s most populous first-tier and second-tier cities: Beijing, Shanghai, Shenzhen, Tianjin, Hangzhou, Ningbo, Suzhou, and most recently Nanjing.

Maximum freshness, food safety and speedy delivery of live seafood is ensured thanks to Missfreshâ??s pioneering supply and distribution cold chain as well as by tapping into its fresh food e-commerce expertise and experience gained over the past seven years.

The companyâ??s Distributed Mini Warehouses (DMWs) – which integrate warehousing, sorting and distribution to streamline the retail distribution chain – are equipped with fish tanks of different salinity and temperatures, customized for various types of seafood.

Customers can currently choose from more than 100 products curated to cater to Chinese peopleâ??s love for live, fresh seafood as well as the taste preferences of different regions in China. For example, customers from eastern China can obtain seafood from nearby Qiandao Lake, while specialties like abalone and turbot are sourced from Dongshan Island and Xingcheng, respectively.

Missfresh has optimized quality control processes to uphold high standards of food safety during delivery. All seafood is delivered live in special packaging injected with oxygen, which keeps seafood fresh by minimizing external exposure, or customers can choose to have their purchases delivered pre-cleaned and ready to cook, eliminating the hassle of handling live seafood. To ensure customer safety and satisfaction, all live seafood is carefully sourced and put through stringent safety checks. Customers can also access test reports for each product in the product details section of the Missfresh app.

Missfreshâ??s approach to the live seafood supply and distribution chain stands out from some other retailers, who purchase and transport live seafood every few days, resulting in longer storage periods. With an efficient logistics system and AI-enabled supply chain, live seafood is delivered to Missfreshâ??s city sorting centers every day, further ensuring maximum freshness.