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# Misfits Market

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**Misfits Market expands into perishable fulfillment service**

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Misfits Market, the online grocer that reduces food waste and makes shopping for sustainable, high-quality groceries easier and more affordable, launched [Fulfilled by Misfits](#), a dedicated service for perishable brands to store, pick, pack, fulfill and deliver products nationwide via Misfits Market's logistics platform.

Perishable fulfillment is fundamentally complex due to high barriers to entry and a lack of flexible options that can easily scale alongside brands of varying sizes. Misfits said the existing solutions are prohibitively expensive or don't offer customization, forcing small and growing businesses to cobble together a DIY approach that's costly and incredibly time- and resource-intensive.

FBM helps perishable businesses reach profitability by scaling faster via more cost-effective, reliable and robust solutions for storage, fulfillment and e-comm. This offering taps into Misfits Market's core logistics competency and leverages the company's existing infrastructure and in-house built technology to provide a simple, customizable solution for perishable businesses.

"At Misfits Market, we're always looking for ways to reimagine the food system and eradicate food waste by finding value in places others don't look," said Abhi Ramesh, founder and CEO of Misfits Market. "Fulfilled by Misfits is an emerging B2B offering that expands on our mission by helping consumer brands rapidly achieve a level of efficiency, cost savings, and scale that would otherwise be out of reach."

Misfits Market leverages its national scale, five state-of-the-art temperature-controlled facilities, comprehensive warehouse management system, internal delivery network and relationships with legacy 3PLs to offer best-in-class middle- and last-mile rates while increasing cold chain efficiency. Core FBM services include:

- Pallet receipt and storage
- Pick and pack operations for order fulfillment
- A fully built out tech-forward WMS and customizable programming that helps determine the amount of coolant needed per order
- 1PL and 3PL shipping: Full-service logistics offering including fully tracked first, middle and last mile utilizing Misfits Market's first-party delivery network or one of our last-mile shipping partners across the country

FBM is currently working with top consumer brands, including Spot & Tango, Cometeer and Little Spoon. Through leveraging its differentiated food value supply chain and logistics, Misfits Market is in a unique position to deliver even more value to both consumers and perishable brands while increasing overall profitability.