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**Misfits Market delivering fresh foods with Gopuff**

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Gopuff launched a comprehensive and affordable fresh grocery assortment powered by Misfits Market. Combining Gopuff's instant delivery with great value driven by Misfits Market's differentiated sourcing model, the partnership will deliver an extensive range of more than 300 items, including fresh fruit and vegetables, to customers' doors in as fast as 15 minutes.

"We are thrilled to unveil our fresh grocery initiative," said Yakir Gola, Gopuff co-founder and co-CEO. "By capitalizing on our vertically integrated model and expansive scale, Gopuff is uniquely equipped to deliver high-quality fresh produce and groceries at very affordable prices."



During pilot testing, one-quarter of all orders in test markets contained fresh grocery items and, as the company continues to invest in strategic initiatives to drive growth, fresh grocery has led to 20 percent bigger baskets and 50 percent increases in sales for produce, dairy, prepared foods and meat. Today, the fresh grocery assortment is available to customers in most major metros with expansion to additional Gopuff micro-fulfillment centers to follow.

"We are proud to partner with Misfits Market to make it possible for our customers to get 300-plus fruits, vegetables, dairy, poultry, fresh bread and more in as fast as 15 minutes," said Gola. "The addition of fresh grocery on top of Gopuff's existing 5,000 everyday essentials brings us one step closer in achieving our mission of maximizing every moment in our customers lives and marks a transformative advancement for our customers."

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To bring its fresh grocery offering to life, Gopuff partnered with Misfits Market, the online grocer that reduces food waste and makes shopping for sustainable, high-quality groceries easier and more affordable. With Misfits Market delivering to Gopuff's micro-fulfillment centers almost daily, Gopuff offers the freshest food at affordable prices.

"Extending our food value supply chain to power Gopuff's fresh grocery expansion gets us one step closer to our vision of reimagining the food system and eradicating food waste," said Misfits Market Founder and CEO Abhi Ramesh. "We share a passion for making nutritious food more accessible and saving food from waste. With Gopuff leveraging our sourcing and supplier relationships, together we can provide savings for American consumers who continue to face inflated prices at traditional grocery stores."

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