

Impact Report

2024

**Misfits
Market**

What's on the Menu

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A note from our founder



We started Misfits Market with a simple but urgent mission: help fix our broken food system by fighting food waste. Six years on, this mission still drives us: we rescued more than 28 million pounds of food in 2024, and more than half of the produce we sold was saved from lesser outcomes. But in the past year, we’ve evolved into something even bigger – **a better way to shop for better groceries.**

In 2024, we **expanded our grocery assortment by 50%**, launched new categories like vitamins and supplements, and grew our award-winning Odds & Ends line to **more than 100 products**, many made with rescued or upcycled ingredients. We also introduced Misfits+, a membership program that delivers **our deepest savings** and turns every order into impact, providing meals through our partnership with Feeding America.

Beyond our own platform, Misfits Market became the **engine for innovation in the perishable industry.** Our unique food supply chain now powers GoPuff’s fresh grocery offering with more than 300 high-quality items. And through Fulfilled by Misfits, we’re enabling brands like Cometeer, Little Spoon, and Spot & Tango to deliver perishables more efficiently and cost effectively so they can scale faster.

Collectively, we’re fixing what’s broken in outdated systems and creating real alternatives that drive change. None of this would be possible without our customers, partners, and team. Thank you for supporting our mission and believing that **a better food system is worth fighting for.**

We’ve come a long way since our days as the “ugly produce” box, and in 2024 we made our biggest strides yet on quality and innovation. Today, we’re creating the new standard for grocery and perishables—one with built-in impact, and one that’s just getting started.

–Abhi Ramesh
Founder & CEO, Misfits Market

Abhi Ramesh

Our food system is deeply broken.

In a world that rewards perfect-looking, fast-growing food, the food system has become...



More Wasteful

In the U.S., around 38% of food goes to waste every year, creating harmful greenhouse gas emissions and lost income for farmers.



Less Sustainable

Soil degradation, biodiversity loss, and pesticide resistance from industrial agriculture all put our food system at risk.



Less Healthy & Tasty

Supermarket standards put pressure on farmers to favor crops and animals that grow fast, big, and uniformly, instead of the ones with the best flavor and nutrition.

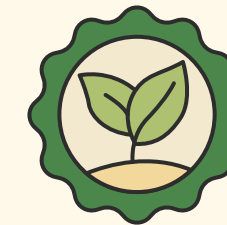
That's where we come in.

Misfits Market exists to rewrite the rules of the food system and deliver **a better way to shop for better groceries.**



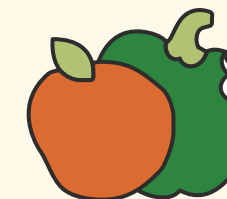
Less Wasteful

We rescue an average of 500,000 pounds of food every week, with the help of our customers.



More Sustainable

We partner with farms that prioritize organic, regenerative, and sustainable practices.



Healthier & Tastier

We offer whole ingredients, less-processed alternatives, and fresh produce that's bred for flavor and quality, not appearances.



Our impact by the numbers:

Thanks to our rescue buys, private label sourcing strategy, upcycled items, and lean operations practices, in 2024 we saved:



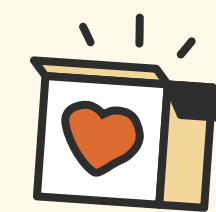
16,484,355 pounds of total avoided carbon emissions

(That's enough energy to power 1,004 homes for a year!)



938,324,386 gallons of water

(That's enough water to fill 1,421 Olympic-sized swimming pools!)



28,486,547 pounds of total food from lesser outcomes

(For a total of 238 million pounds since 2018!)

Assortment Evolution

What makes us different from a regular grocery store? We curate an assortment of high-quality staples and delicious limited-time finds, because we think customers deserve healthy, delicious food that supports a more sustainable food system.

We might be picky about what goes in our store, but that doesn't mean our selection's limited. →

Our store grew (and grew)

In 2024, we **increased our assortment by 50%**, introducing exciting produce and meats (hello, kiwi berries and bison!), new categories like vitamins and supplements, and whole lot of SKUs. When adding new items, we sought out emerging brands with better-for-you products that grocery stores might overlook, as well as beloved names in the industry who work to improve our food system.



JUST A FEW OF OUR NEWCOMERS

Bagelista Bagels
Bread Alone Sliced Bread
Little Sesame Preserved Lemon Hummus
Jacobsen Pure Flake Finishing Salt
Fishwife Smoked Rainbow Trout
Bonne Maman Hazelnut Spread
Mighty Spark Chicken Meat Snacks
Mezcla Protein Bars
Traditional Medicinals Tea
Olly Vitamins

And so did our private label



Odds & Ends

Our Odds & Ends line makes it easier to get high-quality food at a great value and support a more sustainable food system, one bite at a time.

In 2024, we **reintroduced 61 Odds & Ends items** with new packaging, from extra virgin olive oil and canned coconut milk to cranberry and orange scones. Not to mention we **added 30 brand-new items**, too.

Every Odds & Ends product is personally taste-tested by our team during development, and only makes the cut if it delivers on quality and flavor.



Our Private Label Sourcing Standards

- Avoid bioengineered ingredients
- Prioritize Certified Organic items
- Free of artificial flavors and colors
- Free of sodium benzoate and potassium sorbate
- Preference for ingredients or production methods that support food waste reduction (upcycled ingredients, rescued products, or cosmetic imperfection flexibility)

The Stories Behind the SKUs

We love partnering with brands who share our values—especially when it means we get to save even more food from going to waste by upcycling it into something entirely new and delicious.

In the last 12 months, we teamed up with trending brands to create...



Pipcorn x Misfits Market Savory Onion Twists

Together with the folks at Pipcorn, we created a crave-worthy snack you won't find anywhere else. These bites are made from upcycled heirloom corn flour and seasoned with savory onion—proof that fighting food waste can be seriously tasty.



Odds & Ends Cacio e Pepe Ravioli

When one of our private label cheese suppliers had a customer cancel a large order of pecorino, we connected them with a pasta company to incorporate the cheese into our Odds & Ends fresh ravioli. That's what we call a win-win!



Matriark Foods Tomato Basil Pasta Sauce

We collaborated on a special edition of Matriark's signature upcycled pasta sauce. Slow-cooked in small batches, every item saves more than half a pound of tomatoes from landfills, 82 gallons of water, and two pounds of greenhouse gases.

The Stories Behind the SKUs

Whether it's deemed too small for the grocery store or just excess supply, the produce in your box often has a story to tell. Here are a few standouts we rescued with the help of our incredible community of suppliers and customers.



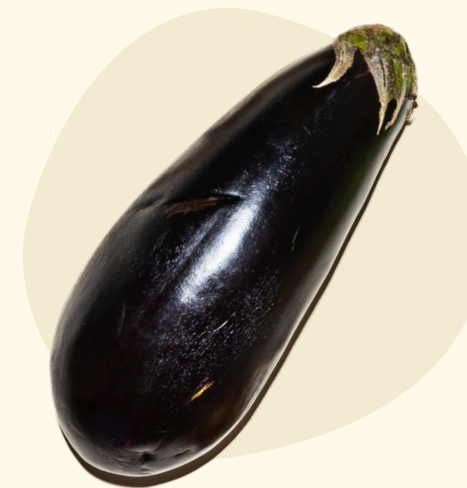
Yellow Dragonfruit

These fruits were overlooked by traditional grocery stores because they had a few tiny red spots (cosmetic damage due to high winds). But we gladly saved 'em since these “flaws” are surface-level and the fruit tastes just as sweet.



Purple Garlic

As garlic lovers, we were shocked that these petite purple bulbs could go to waste just for being on the small side, so we scooped them right up. With their unique color and mild flavor, these gorgeous alliums offer the perfect hint of garlic.



Eggplant

We couldn't stand to see these tiny, misshapen, and slightly scarred eggplants go to waste. So when we heard they were at risk of being left in the field or sold for far less than they're worth, we saved 'em.



White Sweet Potatoes

When a grower in California ended up with more white sweet potatoes than they could find homes for, we swooped in so we could offer them at an extra-sweet discount.

Vision

Since day one, we've been on a mission to eliminate food waste and build a more sustainable food system—and that includes supporting our community. →

New Ways to Rescue Food

When a Chicago-based specialty grocer unexpectedly closed shop, dozens of emerging brands suddenly had nowhere for their already-placed orders to go. Luckily, we can move quickly to rescue high-quality food before it goes to waste because of the unique way we operate.

We partnered with distributor Pod Foods to **help 15 brands find a new home for their products**. Today, we're still working with Pod to bring our customers even more trending brands that they won't find at most grocery stores.



Our Wholesale Business Debut

Our impact goes far beyond our first-party grocery business. In 2024, Misfits Market's food value supply chain began powering the fresh grocery assortment for GoPuff, a national on-demand delivery app.

With **more than 300 fresh items sourced through Misfits' direct supplier relationships**, GoPuff customers now get access to high-quality produce and grocery staples, and together we're able to rescue even more food each week.



Supporting Our Communities

In our vision of a more sustainable food system, everyone has access to nutritious food and all food goes to its highest outcome. We continued to work toward that vision in 2024 by partnering with **60+ organizations** across the country that are fighting hunger and increasing food access and security, including our **longtime partner Feeding America**.

We also expanded our impact with a \$200,000 grant to Sharing Excess, a donation partner since Misfits' early days. The grant expands their food rescue operations at New York City's Hunts Point Market, helping **redistribute 10 million pounds of fresh food** to communities in need annually.

Multiple natural disasters once again reminded us how climate change impacts our food system—and why it's so important to address it collectively.

We do our part to minimize emissions by fighting food waste, but we also provided food and monetary donations to the people on the ground helping with **relief for victims of Hurricane Helene and wildfires in California**.



Innovation

When it comes to building a better food system, we're always thinking of new ways to leverage our expertise and systems to get more feel-good food to more people. →

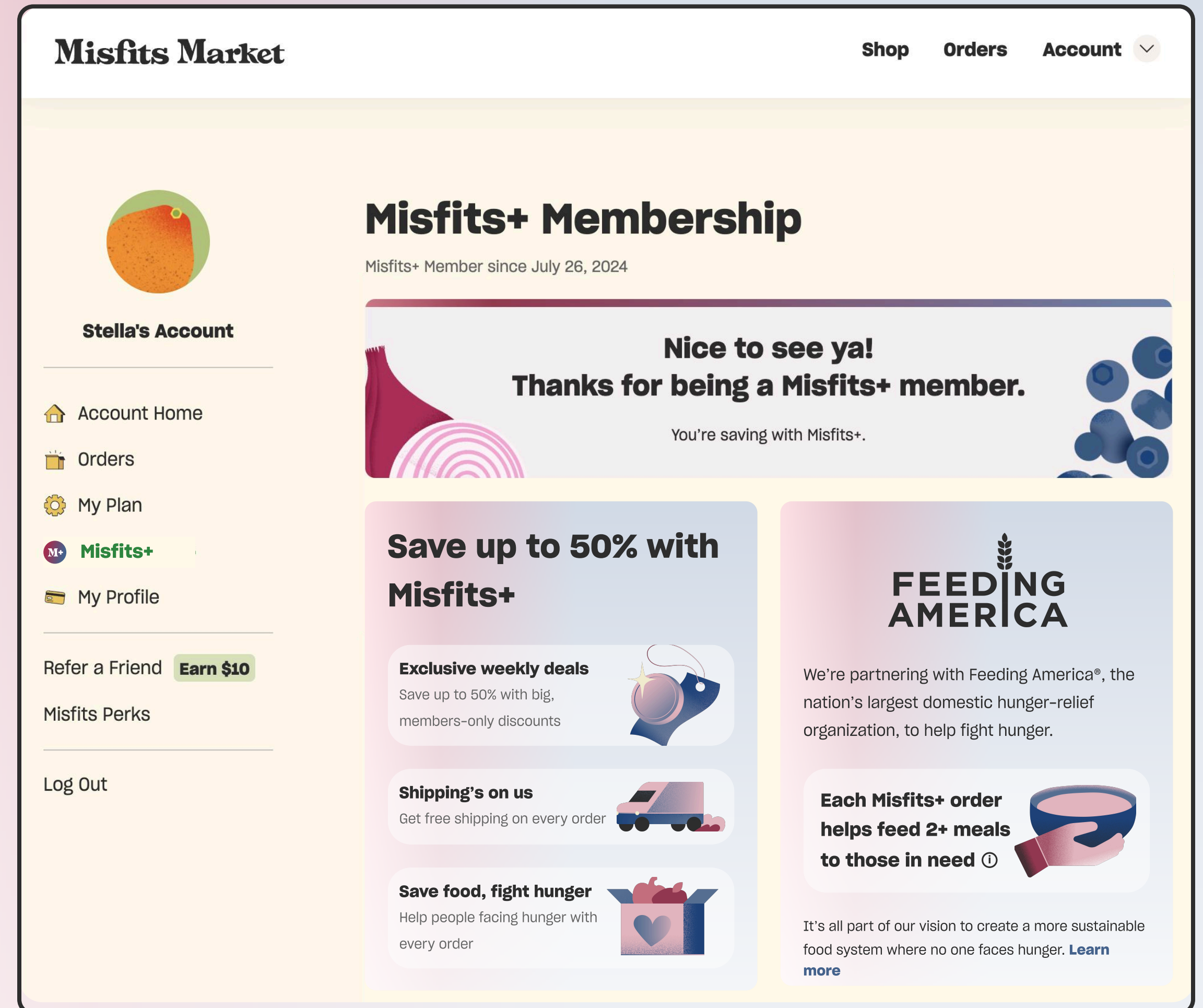
Our First Membership Program

In 2024, we created Misfits+ to take the everyday Misfits Market experience to the next level (because who doesn't love to save even more on groceries?).

Misfits+ is a paid membership program that offers the very best value to our customers. Members get access to exclusive discounts and enjoy reduced shipping fees. So far, Misfits+ **members save an average of \$332* on groceries annually.** Plus, for each M+ order placed, we make a donation to Feeding America that helps provide 2+ meals** to people facing hunger.

*Based on current average savings per order when shopping weekly.

**\$1 helps Feeding America to provide at least 10 meals. Donations to Feeding America are helping provide food and groceries to the Feeding America network of food banks.



Tips for Drivers

Our mission is to make shopping for sustainable, high-quality groceries easier—and our **dedicated drivers are critical** in providing the best customer experience.

We introduced our optional tipping feature as a way for customers to show their appreciation to the folks doing the heavy lifting (literally!). Customers eligible for delivery by our own fleet have access to the tipping feature, and **100% of tips go directly to our drivers.**





With Fulfilled by Misfits, we're continuing to leverage our core logistics competency, infrastructure, and in-house built technology to revolutionize the perishable fulfillment industry.

In 2024, we officially **debuted our full suite of services** as a fulfillment provider, growth facilitator, and scale accelerator for D2C brands. Our simple, customizable solutions for perishable businesses include:

- Pallet receipt and storage
- Pick and pack operations for order fulfillment
- A tech-forward WMS and customizable programming
- Full-service logistics utilizing Misfits Market's first-party delivery network and our last-mile shipping partners

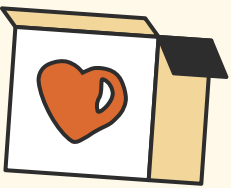


Misfits Market^{Rx}

Our food-as-medicine business, Misfits Market Rx, reached new heights in 2024, as we improved food access and helped members personalize nutrition options with the overall goal of advancing health outcomes.

Powered by our existing grocery platform, we work with health and wellness organizations, NGOs, benefits providers, and more to deliver tailored food solutions that can scale quickly and are flexible by design.

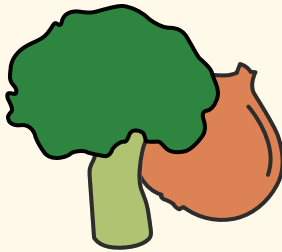
With **doorstep delivery to more than 40,000 zip codes**, our full-service options address social determinants of health in areas impacted by food apartheid.



Boxes shipped up 250%
compared to 2023



80% of all items shipped
are made up of produce, meat, and dairy



Top 5 veggies
are broccoli, onions, cucumbers, carrots, and kale



Top 5 fruits
are apples, seedless grapes, mandarin oranges, cantaloupe, and blueberries

A Vision That's Resonating

We're proud to be recognized for not just what we do, but why we do it. These awards are a reflection of our commitment to changing the food system—and making it easier for everyone to be part of that change.

Good Housekeeping's 2024 Sustainable Innovation Awards

“This is a much-needed business model that addresses a critical issue in the U.S. food system—the demand for ‘perfect’ fruits and vegetables—by buying the rejects and finding customers for them.”

Fast Company's 121 Brands That Matter in 2024

“E-grocer Misfits Market has built out an ability to identify collaborations, partnerships, and content that can effectively engage consumers about how to eat sustainably and shop consciously.”

Partnerships

The only thing we love more than rescuing food (and enjoying it!) is finding other farmers, brands, and chefs who care as much about building a better food system as we do. →

Misfits Market x Everybody.World Merch Collab

We teamed up with the sustainable-apparel cool kids at Everybody.World to create a limited-edition merch collection as unique as the groceries we deliver.

Inspired by our favorite flavors in our store, the collection celebrated our commitment to building a better, more sustainable food system. For every item sold, \$1 was donated to ReFED, a national nonprofit that's working to help the food system adopt solutions to reduce food waste.



The Year of Cookbook Collaborations

If 2024 proved anything, it was that we love to support chefs and creators who reimagine how we use produce (from root-to-tip!) and how we revamp recipe classics.



To commemorate **Matty Matheson's** latest cookbook, "Soups, Salads, Sandwiches," we got exclusive early access to his Everyone's Mom's Macaroni and Tuna Salad recipe.



Nisha Vora of Rainbow Plant Life introduced us to even more ways of cooking up delicious plant-based flavor, starting with an exclusive braised carrots and chickpeas recipe from her cookbook, "Big Vegan Flavor."



Milk Bar founder, pastry chef, and reigning sweets queen **Christina Tosi** shared two recipes from her "Bake Club" cookbook with us ahead of its release: a leftover Halloween-candy fudge and her go-to pizza dough.



To launch her new cookbook, "PlantYou: Scrappy Cooking," **plant-based creator PlantYou** developed two recipes that reduce food waste just for us: a strawberry-top syrup and street corn pasta salad.

A Misfits Market x Farmacy Beauty Farm Stand

We believe in the power of great food to help you feel good inside and out. So when the clean-beauty-pros at Farmacy Beauty asked us to team up to promote their line of nature-inspired products at a series of farm stand pop-ups, we couldn't resist.





What's Next in 2025

Since day one, we've been on a mission to eliminate food waste and build a more sustainable food system. That commitment continues with every order.

We're already hard at work on the next chapter of Misfits Market. Look for the debut of all-new categories in our store, more innovative product launches, and creative partnerships that deliver value and impact for our suppliers, partners, and customers.

**Follow us for the latest updates,
launches, and fresh finds!**

    **Blog**

**238M
pounds
saved**
to date + more
every week!

Misfits Market