

Impact

Report

2025

**Misfits
Market**

What's on the Menu

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A note from our founder



When we started Misfits Market, the goal was simple: keep perfectly delicious food out of landfills and get it into the hands of people who appreciate it.

Seven years later, we've grown that impact by serving a record number of customers, expanding our assortment to a full, top-quality grocery selection, and delivering meaningful value in every orders.

But over time, one thing has become clear: the problems in our food system don't start when something is headed for waste. They start much earlier.

They start with the farmers, producers, and small makers who are trying to bring better food into the world, often facing an uphill battle against a system that favors scale over quality, sameness over innovation, and profit over sustainability. That realization has shaped how we've evolved.

So we rejected the Big Grocery playbook entirely. We connect the farmers and emerging brands driving real change directly to people who want something better. By making it effortless to shop with purpose, we help support the people improving our food system from the ground up.

Through our Misfits+ membership program, we're also helping shoppers save money each week—to the tune of **\$6 million in savings** in the program's first year alone. And via our food-as-medicine initiative, Misfits Market Rx, we're increasing access to fresh food for hundreds of thousands of people across the country.

To do this, we've become a vertically integrated grocery and logistics platform, one that's actively redesigning how food moves from source to doorstep. Today, we operate one of the few supply chains in the country capable of delivering ambient, refrigerated, and frozen food together in a single order.

Beyond our first-party groceries, we're helping other growing brands store, pack, and deliver perishable products more efficiently through Fulfilled By Misfits, creating new cost-effective pathways to scale. In 2025, we shipped more than **2.2 million orders and a whopping 25+ million units** for our partners.

Across all of our business units, we see an incredible growth opportunity in front us. Because fixing the system isn't just about what you save at the end. It's about what you support, scale, and deliver from the start.

—Abhi Ramesh
Founder & CEO, Misfits Market

Abhi Ramesh

Americans are being upsold on downgraded groceries

Our modern food system wasn't built with people or the planet in mind. Big Grocery continues to profit while shoppers get less for their money, and what consumers are forced to stomach is:



Wasteful

Farmers are pushed to grow for looks, wasting ~40% of food. Perfectly good produce never makes it to shelves because it doesn't fit strict size and shape standards.



Unsustainable

Industrial agriculture harms the environment by using more resources than necessary, depleting soil, water, and ecosystems over time.



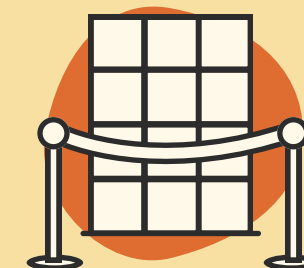
Unhealthy & Flavorless

Food is grown for shelf life and uniformity, not nutrition or flavor, so it's stripped of quality and taste.



Inhumane

Animals are raised for efficiency instead of welfare. Industrial systems often prioritize speed of growth over quality of life.



Big Brands Only

Small makers are shut out if they can't pay for shelf space, meaning fewer innovative products to discover.



Same-Old, Same-Old

Familiar labels dominate, leaving no room for fun, unexpected finds.

We're here to change that

What started as a mission to fight food waste seven years ago has expanded into a new way to grocery shop. The Misfits way prioritizes quality, supports farmers and makers, and makes it easier to get fresh, flavorful food that helps build a better food system.



Better, Less-Processed Options

We focus on thoughtfully sourced foods made with higher-quality ingredients that are vetted by real people.



Mission-Driven Since Day One

Every order helps reduce food waste and supports farmers using more sustainable practices, keeping perfectly good food out of landfills.



More to Discover

From unique produce to small, emerging brands, we carry what big grocery stores overlook, bringing more variety and excitement to your weekly shop.



Built-In Value

With weekly deals, our Odds & Ends brand, and savings on rescued items, you can make the most of your budget and get more high-quality groceries. Plus, enjoy even bigger discounts and reduced shipping fees with Misfits+, our membership program.

In 2025, we scaled our impact to new heights

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



15,630,000 pounds of total avoided carbon emissions

(That's enough energy to power 952 homes for a year!)



889,000,000 gallons of water

(That's enough water to fill 1,347 Olympic-sized swimming pools!)



27,000,000 pounds of total food from lesser outcomes

(For a total of 265 million pounds since 2018!)



From fighting waste to an innovation launchpad

While Big Grocery reserves shelf space for the highest bidders, reinforcing the dominance of the same legacy brands, we've focused on championing the makers who deserve a wider audience as they build a better food system.

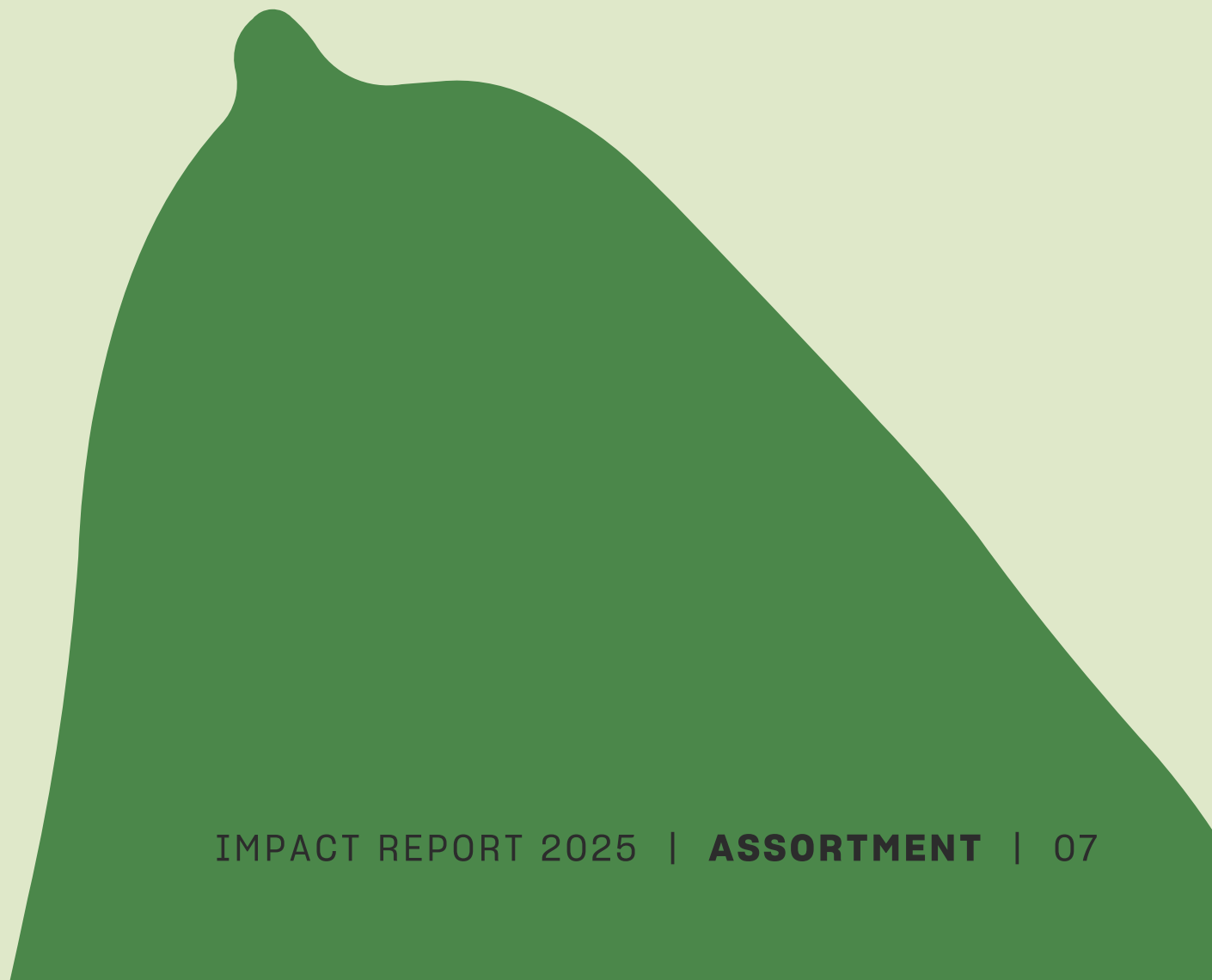

Instead of being forced to pay tens of thousands of dollars to get on the lowest shelves at supermarkets, small and independent brands face no barrier to getting their unique, quality products front and center on Misfits' digital shelves. It's easy to gain immediate traction with an engaged audience that loves to discover new things.





Assortment Evolution

Our team of food experts carefully curates our selection, with each item hand picked for flavor, quality, and impact. This was a huge year for bringing in more values-driven brands that help build a better and more sustainable food system. →



More makers. More discovery. More reasons to shop.

Every week, we refresh our shelves with new finds, from emerging brands just breaking through to independent producers who've been shut out by Big Grocery. The result is a store that rewards the curious and keeps even our most loyal customers finding something new to love. In 2025, we launched **1,300+ new products** and **100+ new brands!**



JUST A FEW OF OUR NEWCOMERS

- Hormbles Chormbles
- Chobani
- Corpse Reviver
- Root & Splendor
- If You Care
- Jeni's
- KiuKiu
- Marsh Hen Mill
- Michele's Granola
- Ka'Chava

Our private label grew, too!



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 2025, we grew Odds & Ends to **130 products** with the introduction of **30 new items**. We also increased our number of Upcycled Certified® products to seven, received an additional packaging design award, and four more product development awards. We launched our first spring/summer limited-time juices and refrigerated pastas, tofu, new granolas, brownies, soffritto and garlic pastes, packaged beans, and more.

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.

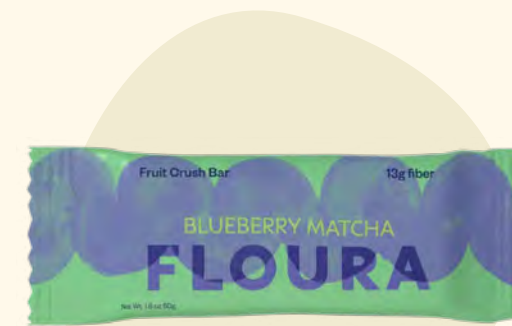
Our Private Label Sourcing Standards

- 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 offer...



Floura

Created by Jeni Britton of Jeni’s Splendid Ice Creams, Floura turns upcycled fruit trimmings into flavor-packed bars with 13 grams of fiber in each. Cutting food waste while supporting gut health in a seriously delicious way is exactly the kind of innovation we love.



JONI

JONI is made with verjus—the juice of wine grapes picked early to help the rest of the crop grow, giving new life to an often overlooked ingredient. The result is a crisp, non-alcoholic, unfermented drink that’s low-sugar and rooted in a more sustainable way of making beverages.

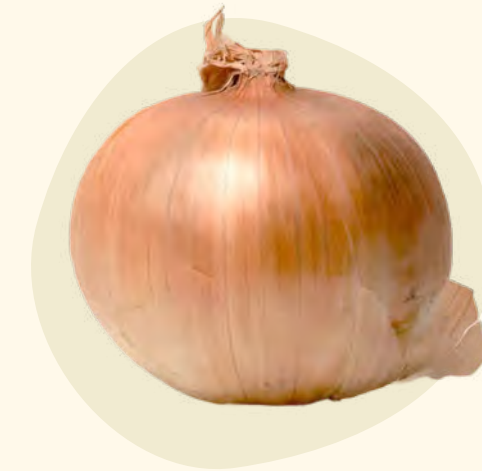


Martin’s Pretzel Pieces

Martin’s takes the pretzels that don’t make it out in one perfect twist and upcycles them into something even better. These crunchy, broken pieces are seasoned with bold honey mustard and onion, so the extra edges mean more flavor in your snack.

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.



Colossal Onions

When our farm partner accidentally planted extra-large onions, we stepped in to rescue them from going to waste. Most traditional retailers won't accept produce of this size, but bigger onions just means more to caramelize!



Boston Sword Salmon Filets

After a national supermarket chain unexpectedly cut ties with premier seafood distributor Boston Sword & Tuna, these sesame-ginger covered salmon filets needed rescuing. We scooped 'em up and sold them for 20% off.



Sweet Garleek

We were the first online retailer to carry produce from chef-favorite Row 7 that's carefully cultivated and grown for flavor. So when they had a surplus of these delicious, hard-to-find alliums, we happily offered them at a discount.



Stokes Purple® Sweet Potatoes

A batch of extra-long, extra-large tubers was too misshapen for regular grocery stores, so we rescued them from going to waste. Who doesn't love a potato with some character?



Innovation

As we work to build a better food system, we continually seek new ways to apply our expertise and infrastructure to expand access to high-quality, thoughtfully sourced products. →

Launched: Household Essentials

In 2025, we made it easier for customers to shop safer, more sustainable products alongside their groceries. Our team carefully curated a selection of everyday cleaning and home staples made with better ingredients, fewer harsh chemicals, and more thoughtful packaging.

By partnering with mission-driven brands—many of them small businesses—we’re helping customers extend the high standards they have for their food to the products they use throughout their homes.



Launched: Bananas

After years of testing and refining how to ship one of the world's most delicate fruits, we finally launched bananas. Because they ripen quickly and emit ethylene gas that can impact other produce, our team developed specialized packaging and delivery methods to ensure they arrive fresh.

Adding one of the most frequently purchased grocery items was an important step toward helping customers complete their weekly shop with Misfits Market while maintaining the quality standards our produce is known for.



We Love a Mystery

Our Mystery Produce program is a nod to where we started. Each item features a rotating assortment of seasonal fruits or vegetables (mushrooms, melons, root veggies, apples), sometimes a unique variety, sometimes a surprise harvest from a farm partner, and often produce that traditional grocery stores might overlook.

By giving farmers more flexibility to ship what's thriving in their fields, we're able to rescue great produce from waste or lesser outcomes and pass the value on to our customer.

We also introduced our Mystery "Misfit Bottle" Wine program. These bottles may have minor cosmetic imperfections, such as label or foil damage, but the wine inside is just as enjoyable.



Best of Misfits

We've always known our customers have great taste –this year, they made it official with our inaugural Best of Misfits Awards. We asked shoppers to vote for the products they couldn't stop adding to their carts, and thousands responded.

From standout produce to cult-favorite pantry staples, the winners reflect a community that cares deeply about the quality and sourcing of their food. Notably, Odds & Ends swept multiple categories, reinforcing its place as a trusted staple in our customers' kitchens.

SOME OF THE TASTY WINNERS

Best Snack:

Odds & Ends Garlic and Herb Cashews

Best Plant-Based Meat Alternative:

Hodo Extra Firm Organic Tofu

Best Fruit:

Jumbo Blueberries

Best Bakery Item:

Odds & Ends Cinnamon Bread

Best Meat & Seafood:

Niman Ranch Butcher's Blend Ground Beef

Best of Misfits



Vision

As we continue to build a more sustainable food system, we're constantly finding new ways to scale our impact with customers, partners, and our members of our community. →

The Savings Keep Growing with Misfits+

We crossed the one-year mark for our membership program in the summer of 2025. And what a year it was: Misfits+ members racked up a whopping **\$6 million in savings** through with the program since it began, and got an additional **\$1.3 million in shipping savings** too.

Misfits+ members who shop weekly can **save up to \$492 annually** on groceries that support a more sustainable food system through 300+ exclusive members-only deals and free or discounted shipping each week. Plus, every order helps people facing hunger in your area through our partnership with Feeding America.



Free shipping



**Exclusive pricing on
300+ products**



**Help fight hunger with
Feeding America**

**Odds &
Ends**

**Additional 20% off
Odds & Ends**



With Fulfilled by Misfits, we continued to expand our core strengths in logistics, infrastructure, and proprietary technology to transform perishable fulfillment. In 2025, we grew our network of partners, adding premium cat food brand Smalls, and scaled our solutions for D2C brands, shipping **more than 2.2 million orders and 25+ million items** total from our warehouses.

Our flexible, customizable solutions include:

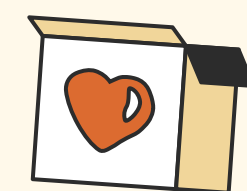
- Pallet receipt and temperature-controlled storage
- Pick-and-pack operations optimized for perishable order fulfillment
- A tech-forward WMS with customizable integrations and workflows
- End-to-end logistics powered by Misfits Market's first-party delivery network and trusted last-mile partners



Misfits Market^{Rx}

The past year was one of major growth for our food-as-medicine initiative, Misfits Market Rx, thanks to a new strategic partnership with NationsBenefits, a leader in supplemental benefits and healthcare fintech. Our collaboration provides millions of Medicare Advantage, Medicaid, and commercial health plan members with access to fresh groceries through a dedicated Misfits Market storefront.

By integrating Misfits Market's supply chain-focused on rescuing and redistributing food that might otherwise go to waste—with NationsBenefits' flex card program, eligible members are now able to use their allocated benefits to conveniently shop for fresh produce, ready-to-eat meals, and pantry staples, all delivered directly to their homes.



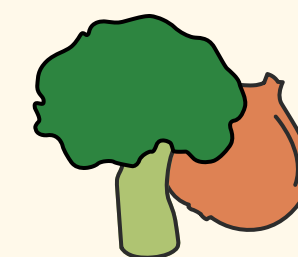
\$1M more in food

shipped in 2025 compared to 2024



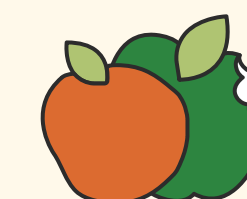
77% of all items shipped

are made up of produce, meat, and dairy



Top 5 veggies:

Potatoes, broccoli, cucumbers, peppers, and onions



Top 5 fruits:

Apples, oranges, grapes, avocados, and blueberries

Acquisition of The Rounds

In 2025, Misfits acquired The Rounds, a zero-waste delivery startup focused on delivering recurring household essentials in reusable packaging. It advanced our shared mission to rescue food and limit waste at scale.

This acquisition strengthened Misfits Market's leadership in sustainable grocery and expands both our assortment and our reach, especially across corporate and multi-family partnerships. It also allowed us to expand our sustainable assortment, including household SKUs.



Supporting Our Communities

We believe everyone should have access to nutritious food and that all food should go to its highest outcome. We continued to work toward that vision of universal access to nutritious food by fighting food waste in 2025 by partnering with **60+ organizations** across the country that are fighting hunger and increasing food access and security, including our longtime partner **Feeding America**.

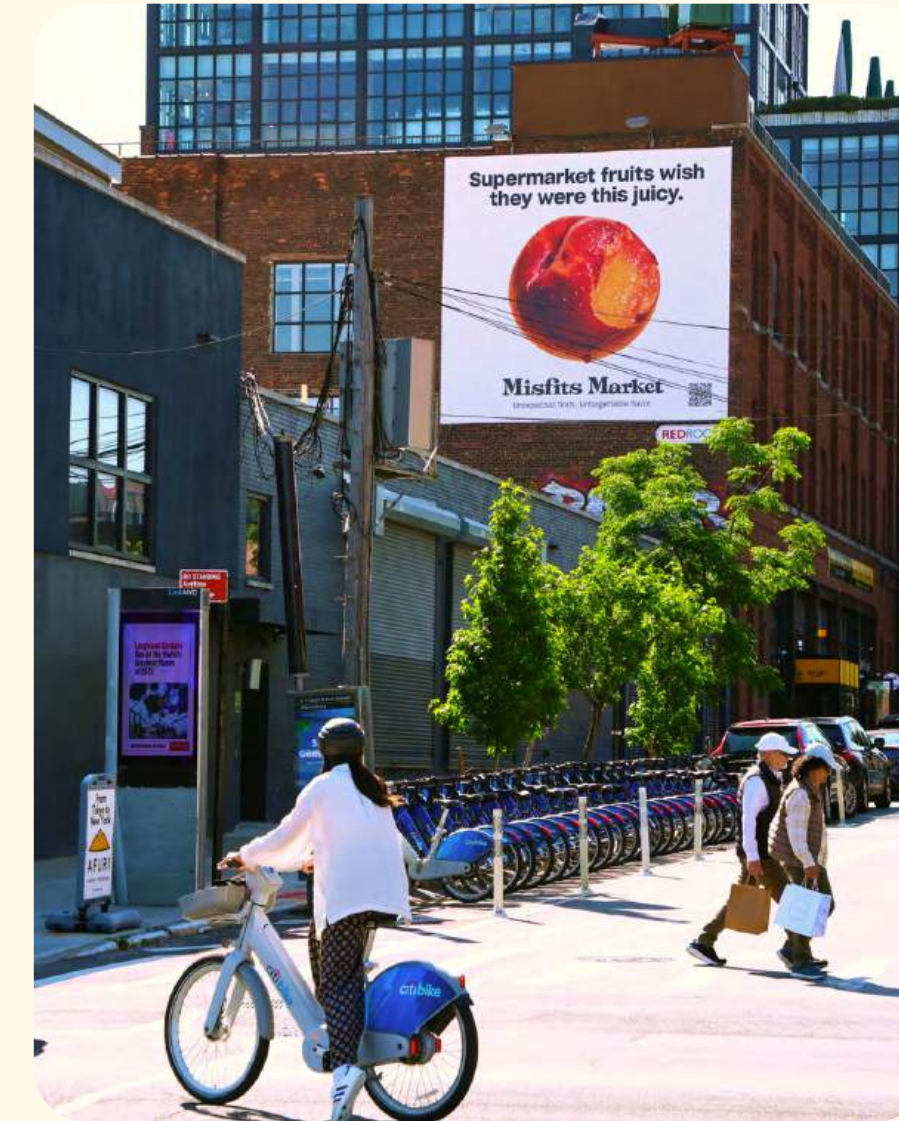
In addition to our continued sponsorship of **Sharing Excess'** food rescue operations at New York City's Hunts Point Market, which redistributes 10 million pounds of fresh food to communities in need annually, we expanded our impact by helping respond to a surge in food insecurity. As millions of Americans faced potential SNAP benefit disruptions in the fall of 2025, we sponsored six truckloads of rescued food—over **200,000 pounds**—providing a month's worth of meals to more than 480 families during a critical time of need.



Misfits in the Wild

Our summer 2025 “Spot the Difference” campaign was a bold out-of-home activation designed to build awareness for Misfits Market in key urban markets. Featuring provocative, values-driven creative and rescued food imagery across billboards, murals, and posters, the campaign encouraged interaction through QR codes and location-specific messaging, reinforcing our brand’s distinct, offbeat voice.

Supported by influencer partnerships, paid social, and user-generated content incentives, the campaign extended beyond physical placements to drive engagement and acquisition. Over four weeks, it generated new customer growth and millions of impressions by turning everyday city moments into opportunities for discovery.





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 Oishii

We teamed up with Oishii to bring Wabi-sabi Berries to our customers—flavor-packed strawberries grown using innovative vertical farming technology. Oishii’s indoor farms recycle most of the water they use, rely on energy-efficient lighting, and produce pesticide-free berries year-round with minimal environmental impact.

Inspired by the Japanese philosophy of embracing imperfection, these berries may be smaller than traditional retail standards, but their sweetness and quality are exceptional. By working directly with Oishii, we’re helping ensure perfectly delicious berries that might otherwise be overlooked find their way to customers instead of going to waste.



Even More Cookbook Collabs

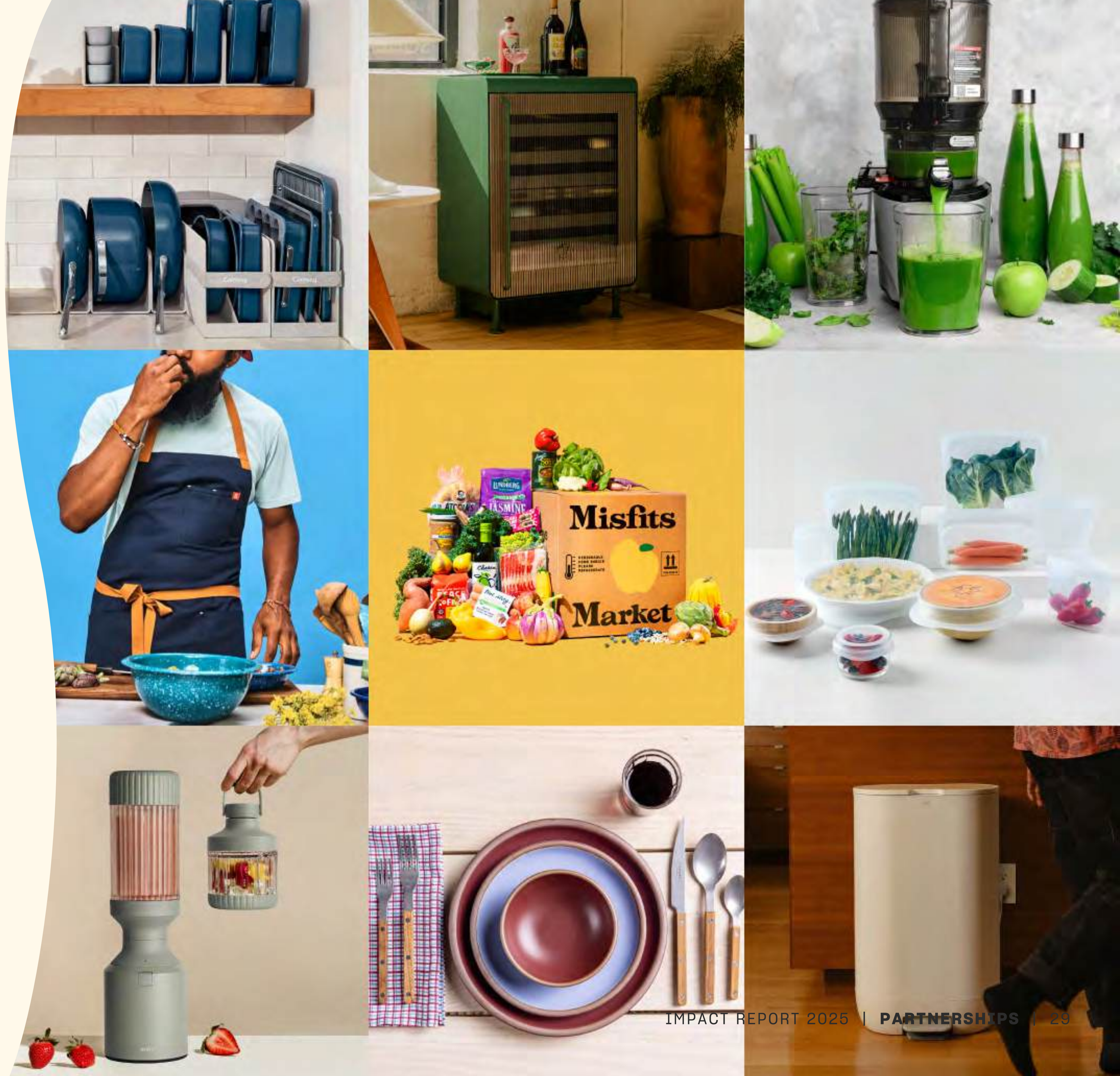
In 2025, we continued our cookbook partnerships with chefs and creators who reimagine how we use ingredients to create one-of-a-kind dishes.



We partnered with **Irene Yoo, chef owner of Orion Bar**, to promote her first cookbook **SOJU PARTY**, by featuring her Grilled Kimcheeze recipe. The dish is a classic grilled cheese upgraded with the flavors that we love (kimchi!!).



To promote her new cookbook, **Setting a Place for Us, Hawa Hassan** introduced us to her Om Ali recipe. The dish reflects Hawa's approach to cooking—rooted in her experience growing up in an immigrant household where nothing was wasted and every ingredient was used with intention.



Best Kitchen Ever Sweepstakes

We hosted a sweepstakes for one lucky winner to receive a year's worth of high-quality Misfits Market groceries, plus the ultimate kitchen bundle—more than \$10,000 in premium gear from our favorite brands! Ten runners-up also got free groceries for a month from Misfits (\$200 value).



What's Next in 2026

As we look ahead, we're focused on building a grocery experience that reflects the future of how people will eat. That means expanding our assortment with fiber-rich, plant-forward foods, innovative proteins, chef-quality convenience items, and products made with fewer, better ingredients.

We're also continuing to partner with farmers and emerging brands who are pushing the food system forward through upcycled ingredients, transparent sourcing, and thoughtful production. By combining discovery with everyday staples, we're making it easier for customers to shop smarter while supporting a more resilient food system.

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

    [Blog](#)

265M+
pounds saved

to date + more every week!



Misfits Market