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To: nancy@mvy.com

Subject: Misfits Market to expand delivery to Martha's Vineyard

Misfits Market News Release

For Immediate Release

May 11, 2020

Misfits Market to expand delivery service to Martha's Vineyard

(EDGARTOWN, Mass.- May 11, 2020)—Martha's Vineyard residents can expect a delicious new option for their groceries starting May 16, 2020. Misfits Market is set to broaden its reach to the island next week, bringing an affordable produce supply to island residents.

Specializing in “ugly”, or blemished, produce at a discounted price, Misfits Market will now deliver to every ZIP code in Massachusetts. CEO and founder Abhi Ramesh said his inspiration for the business, which has become increasingly popular due to COVID-19, stems from an experience he had on a local farm in 2018.

“I took a tour of this farm and I asked about a trash can full of apples,” Ramesh explained. “The tour guide told me that the apples were not ‘pretty enough’ for sale, so they were being thrown away. That was my sort of romanticized light bulb moment.”

From that moment on, Ramesh and his company have been dedicated to saving misfit produce and delivering it to customers' doorsteps.

Customers can choose the frequency of deliveries, either weekly or biweekly, along with the size of the box they want to receive. The boxes come in two different size options: the Mischief and the Madness boxes. The Mischief box costs \$22 and contains 10-13 pounds of fresh, organic produce and is enough for about one or two people for a week. The larger Madness box is \$35 and contains up to 23 pounds of fresh, organic produce which is enough for up to five people for the week.

With social distancing measures still in place in Massachusetts, Misfits Market is working to ensure that people have a healthy, affordable option for groceries that would allow them to stay safe at home.

Founded in 2018 by Abhi Ramesh, Misfits Market is a produce delivery service that specializes in saving sometimes funny-looking, but always delicious, produce from organic farms all over the east coast. With online delivery services reaching 20 states and every ZIP code within them, the company strives to reduce global food waste while providing affordable, healthy groceries. All of the produce rescued by Misfits Market is certified non-GMO, 100% organic, and locally grown. For more information, visit www.misfitsmarket.com.

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To: dbarbuto@patriotledger.com

Subject: Local farm to partner with Misfits Market

Misfits Market News Release

For Immediate Release:

May 11, 2020

Misfits Market to partner with Wrentham Farm

(WRENTHAM, Mass.- May 11, 2020)—Local flavor can sizzle on more plates across the state this season, thanks to online grocery delivery service, Misfits Market.

Located on South Street in Wrentham, Massachusetts, White Barn Farm supplies its surrounding community with organic produce grown with care, but a lot of food still goes to waste.

Millie Smith, the owner of White Barn Farm received an offer to partner with the increasingly popular delivery service, Misfits Market, which rescues perfectly edible food that would otherwise be thrown away.

“I think it is really important that there are people helping to reduce the ongoing issue of food waste,” says Smith. “Misfits is doing a great thing for the environment, and by partnering with local farms like ours, they’re supporting small business, which is tremendously important in this crisis we are living in with COVID-19.”

The collaboration between Misfits Market and White Barn Farm will help make farm-fresh, organic produce accessible to so many more people during these times of social-distancing with doorstep delivery boxes. Misfits Market offers two sizes of boxes: the smaller Mischief box that contains up to 12 pounds of fresh produce, and the larger Madness box that contains around 20 pounds of fresh produce.

The produce in these boxes consists of a mixture of “normal” looking fruits and veggies along with the perfectly edible “misfits”, thus the name of the company. These produce outcasts are perfectly imperfect, with just cosmetic blemishes; they could be too small or large for grocers’ liking, or they could be weirdly shaped. Either way, there is no reason to throw this food away, so it is shipped out to customers at a discounted price, kind of like how blemished furniture gets marked down; it’s completely usable, it just isn’t as conventionally “attractive”.

CEO and founder of Misfits Market Abhi Ramesh speaks on his devotion to partnering with White Barn Farm and similar farms around the country.

“Small business is so important to support, especially when they are providing the community with such beneficial goods,” Ramesh says. “Providing access to healthy produce that sometimes makes you laugh is what Misfits Market is here for.”

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To: kcbaskin@gmail.com
Subject: Eat ugly, save money.

Ms. Baskin:

Misfits Market is saving the environment one ugly potato at a time. No, really- the increasingly popular grocery delivery service is rescuing ugly food from going straight to the trashcan, which is where around 40% of the country's food supply decomposes and pollutes the planet.

This company partners with organic farms all over the east coast giving new purpose to foods that are not sent to grocery stores due to their cosmetic imperfections. The best part of it all is that the produce is shipped directly from farms to the customer's doorstep, providing fresher and more affordable food. Misfits Market now delivers to every ZIP code in New England, providing safe access to fresh produce during the current challenging times.

I think an article on Misfits Market would be an ideal fit for *The Boston Globe*, as it would fall right in line with your recent articles about take-out, quarantine cooking, and meal delivery services. Grocery delivery is a ginormous part of our lives right now, and I feel an article on this new option for the Commonwealth would be well-accepted by your audience. By the way, I loved your article on throwback snacks, they really took me back.

If you would like, Misfits Market can send a complimentary delivery of both of our box options, the Mischief box and the Madness box, so that you can experience the beauty of our ugly but delicious produce. Also, I would be more than happy to arrange an interview with our CEO and founder, Abhi Ramesh.

We are exclusively offering this opportunity to *The Boston Globe*, so I will check in with you on Monday, May 18 about your interest in covering the Misfits Market produce delivery service.

Please do let me know if there is anything I can do to help.

Thank you so much for your time and consideration.

Sincerely,
Hannah Reach

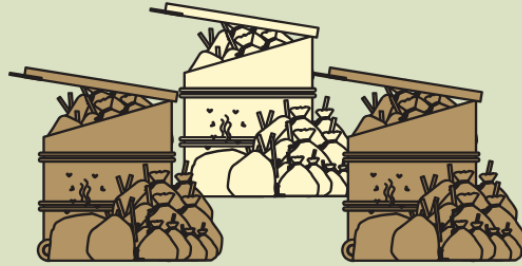
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Misfits Market THE ORGANIC FACTS

Misfits Market is a grocery delivery company that was founded in 2018 with a mission to provide people with a sustainable, healthy supply of organic foods. Misfits Market delivers to every single ZIP code in over 20 different states, providing customers with farm-fresh, local produce at a lower price than in grocery stores.

133 BILLION

pounds of food are
wasted annually in the
United States.



20-40%

of the country's
entire food supply
is wasted.

WHY SHOP WITH MISFITS MARKET?

5 MILLION.

That's how many pounds of
food Misfits Market has
SAVED from being thrown
away since 2018.



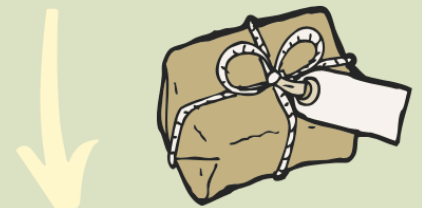
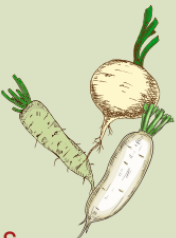
Every step counts toward
a healthier environment.
Less waste means less
air pollution.

**CLEANER,
HEALTHIER,
LOCAL.**

Misfits Market partners
with local farms to
provide fresh, **organic**
produce at a much
cheaper price than in
traditional grocery
stores.

100%

of the packaging is
sustainable. The box is
recyclable and the bags are
compostable.



The workers who pack
the orders are paid a
living wage. Fair trade all
the way.

ALWAYS DELICIOUS





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