

For fresh fruit and vegetable marketing and distribution in Asia



By Liam
O'Callaghan

Friday 3rd September 2021, 4:19 GMT

Grab launches online supermarket in the Philippines



GrabSupermarket Fresh will source produce directly from growers to maximise freshness

Grab has announced the launch of its first online supermarket in the Philippines, GrabSupermarket Fresh.

This is Grab's third online supermarket in South-East Asia – following Singapore and Malaysia – launched on the back of its fast-growing grocery delivery service, GrabMart.

Servicing metro Manila, GrabSupermarket Fresh will source fresh produce directly from suppliers across the country and ensure maximum freshness, fresh produce will not be stored in its facilities.

Instead, Grab will aggregate and send all fresh produce orders for the day to partnering farmers and suppliers – such as Teraoka Family Farm – who will then arrange for the items

to be delivered in bulk to Grab's sorting and packing facility the next day.

Orders placed before a 5pm cut-off time will be available for next-day delivery. Upon arrival at Grab's sorting and packing facility, Grab immediately packs each order, and assigns a delivery partner to bring fresh produce right to customers' doorsteps at their preferred time.

Anton Bautista, head of deliveries of Grab Philippines, said the service would help consumers access high-quality fresh produce in lockdown and beyond.

"GrabSupermarket Fresh is a new format we are launching under GrabMart to meet the fast-growing and evolving grocery needs of Filipino online consumers," said Bautista.

"As lockdowns continue to impact the flow of goods and fresh produce into metro Manila, we believe that our latest offering will enable our users to safely and conveniently access farm-fresh produce easily through the Grab app.

"We will continue to expand and curate the best assortment of fresh produce and goods for our users based on in-app shopping data while prioritising freshness and quality."

Enjoyed this free article from Asiafruit Magazine and its team of editors? Don't miss out on even more in-depth analysis, plus all the latest news from the fresh produce business. Subscribe now to [Asiafruit Magazine](#).