Quality Products. Delivered Fresh.

Fresh food sales were launched on JD.com in 2012, with an independent business unit established in January 2016. Our nationwide cold chain logistics reach enables rapid delivery of tens of thousands of high-quality fresh fruits, vegetables, seafood, meat and frozen products sourced from global partners. In 2018, JD.com opened a new line of quality offline fresh food stores called 7FRESH, offering a grocery shopping experience unlike anything previously available in China.

- Items sourced from more than 50 countries and regions
- More than 110,000 imported fresh products
- Direct sourcing ensures high-quality fresh products are transported from their place of origin to consumer tables as fast as possible
- Preferred platform for bringing high-quality fresh food into China

JD is working with a growing number of partners to use blockchain for tracking every step in the supply chain, from production to delivery, giving consumers confidence in the safety and authenticity of products.

For beef and chicken for example, we are able to collect information on the animals’ origin, what they are fed, and their time of slaughter from suppliers and farmers. We also track handling, including transportation and storage conditions such as warehouse temperature, all the way until it reaches our customers. Customers can track all of the information through the JD app.

COLD CHAIN LOGISTICS
- China’s largest frozen and chilled e-commerce warehousing and delivery network
- 19 frozen food warehouses covering nearly 300 cities
- Ability to monitor temperature and humidity at every step of the supply chain
- Products sold directly by JD are guaranteed to arrive as advertised, or customers are refunded

7FRESH
- More than 20% of products are selectively sourced from overseas suppliers
- Fresh products account for more than 70% of total products stocked
- Restaurant area enables customers to have their just-purchased fresh food cooked and prepared on site
- 30-minute delivery from stores to online shoppers

ADVANCED TRACEABILITY TECHNOLOGY TO ENSURE QUALITY

May 2019