

Mr Avocado launches new East China ripening centre

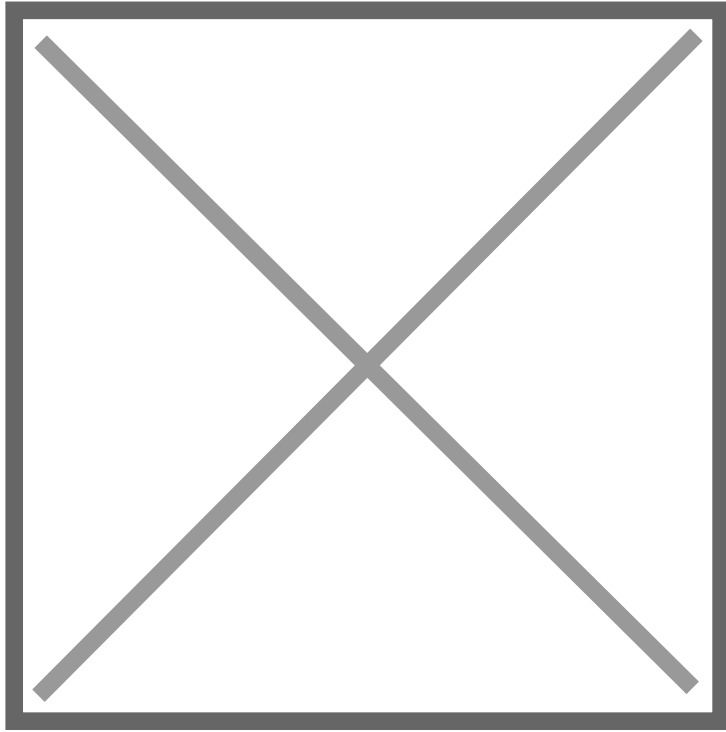
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Mr Avocado has officially launched its new East China ripening centre. Equipped with the most advanced ripening technology and facilities, the centre significantly enhances both product quality and distribution efficiency, providing better, faster, and more stable ready-to-eat avocado services to customers across East China.



The relocation and reconstruction of the East China facility mark more than just an upgrade in logistics and service capabilities – it is also a strategic move reinforcing Mr Avocado’s continued leadership in China’s ready-to-eat avocado market.

As the Peruvian avocado peak season approaches, Mission Produce – one of Mr Avocado’s key shareholders and a global leader in avocado production – has begun shipping multiple containers of high-quality avocados to China each week. This ensures a steady and fresh supply of raw material to support the production of premium ready-to-eat avocados.

Since introducing ready-to-eat avocados to the Chinese market eight years ago, Mr Avocado has been deeply committed to channel development and consumer education, successfully transforming consumer habits and perceptions.

The company now operates four major ripening centres in Dongguan, Chengdu, Beijing, and Shanghai, along with ten satellite warehouses, forming a nationwide cold chain service network.

Mr Avocado products are now available through over 90% of retail and foodservice channels across China, making the brand a true trailblazer and market driver in avocado consumption.

Looking ahead, Mr Avocado will continue to expand its production capacity and service reach. More ripening centres are planned for launch across China next year, delivering even higher-quality ready-to-eat avocados to households nationwide and driving sustainable, high-quality growth in China’s avocado industry.