

The Markets in your Pocket

As a company with Singapore's largest grocer in the Marina Bay area, and a B2B distribution arm, the partnership with HiveXchange naturally enhances our digital efforts in marketing to the local market with the rich information ready on hand. With the focus on bringing in fresh produce to form the Farm to Table approach, it is essential to educate the local community on the origins, the farms, the best ways of keeping produce fresh and innovative recipes that utilize the fresh produce. This wealth of information via digital marketing and social media platforms allows customers to follow through the cycle of pre-purchase to receiving the produce, and the afterpurchase of creating exciting dishes.

> Mr. Lim Li-Wei (CEO, Epic Foods & Grocers Pte Ltd)

Case Study - Digital matters

