Newcomer Umall Asian Supermarket Acquires Delish Deliveries



Sydney, August 21, 2024 – In a landmark move that promises to reshape the grocery delivery market in Sydney, Umall Asian Supermarket has announced the acquisition of Delish Deliveries. This strategic acquisition aims to leverage the strengths of both companies to offer an enhanced and seamless shopping experience for customers across the region.

Umall Asian Supermarket: A Modern Grocery Solution

Since its establishment in 2021, Umall Asian Supermarket has rapidly gained a reputation as a leading provider of Australian groceries in Sydney. The supermarket distinguishes itself through a robust supply chain and an advanced automated warehouse system that ensures product availability and efficient order fulfillment. Umall’s strong logistics network is supported by a dedicated delivery team, enabling the supermarket to offer free next-day delivery for orders over $59 and pilot same-day delivery services in select postcodes.

Umall's recently launched website, http://www.umall.com.au, has been well-received for its user-friendly design and innovative features. The platform not only facilitates easy online shopping but also introduces lightning deals and special promotions to enhance customer satisfaction.

图片包含 室内, 电脑, 桌子, 键盘

描述已自动生成

(The image depicts the Umall warehouse's robotic automated sorting system.）

Delish Deliveries: A Legacy of Fresh Produce and Community Support

Founded in 2009 by Claire and Jaeger Richmond, Delish Deliveries established itself as a trusted name in Sydney for delivering fresh fruits, vegetables, and other perishables. Over the years, Delish not only built a loyal customer base through its commitment to quality and personalized service but also made significant contributions to the local farming community. Following the collapse of Aussie Farmers Direct, Delish Deliveries provided crucial support to former franchisees, offering them opportunities to continue their work and sustain their livelihoods.

With the acquisition by Umall, there is a renewed commitment to supporting local Australian farmers—a mission that aligns closely with Delish’s original vision.

Enhanced Service Offerings and Customer Experience

Stan Chen, Director at Umall, commented on the acquisition, saying, "This acquisition represents a critical step in our growth strategy. By integrating Delish’s expertise in fresh produce with Umall’s advanced logistics and supply chain capabilities, we aim to offer an unmatched shopping experience to our customers. Our goal is to retain the Delish brand while introducing new and improved services."

Chen added, "We are committed to continuing Delish’s mission to support Aussie Farmers. By leveraging our strong supply chain and delivery capabilities, we will ensure that the vision of providing high-quality, locally-sourced products remains at the forefront of our operations. Our dedication to supporting local farmers and providing the best service to our customers will drive our efforts moving forward."

Customers can expect several benefits from the acquisition. Umall plans to offer exclusive products and discounts for online shoppers, along with a loyalty program to reward repeat customers. The integration of Delish’s delivery network with Umall’s infrastructure will result in faster, more reliable deliveries, and an expanded range of products.

Future Plans and Vision

Looking ahead, Umall has ambitious plans to expand its product range and delivery capabilities. "We envision a future where our platform evolves to offer not just groceries but a comprehensive lifestyle shopping experience," said Stan Chen. "Our focus will be on innovation and customer-centric services, including personalized shopping lists, subscription services, and more."

https://www.umall.com.au