

Jingdong Fresh signed a durian purchase agreement with the Queen of Thailand (QUEEN) Company

Detail Introduction :

At the beginning of May, Ye Wei, president of JD's Fresh Food Division, and his party visited Thailand and signed a full-season durian purchase agreement with Thailand's largest frozen durian meat processing company, Queen Frozen Fruit Company. Durian generally matures in April and May, and the sales period can last from September and October. At other times, it is difficult for domestic consumers to eat high-quality and fresh durian, so frozen durian is popular.



Queen's signature product is frozen durian. Workers take out the durian flesh, freeze it at -30°C , and store it at a constant temperature of -18°C . As a result, the taste is even better than fresh durian. What's more, the appearance of frozen durian prolongs its shelf life of durian.

Frozen durian meat has great potential in the fresh food, catering, dessert, and bakery markets. Frozen and deep-processed durian products can meet the diversified and year-round consumption needs of consumers. After the signing of the contract, QUEEN will become the direct source supplier of JD Fresh, exclusively supplying frozen durian products to JD Fresh, with a total supply weight of about 3,000 tons this year. It should be noted that 3,000 tons are the weight of pure durian pulp after removing the heavy shell.