



HUU NGHI FOOD

Joint Stock Company

COMPANY PROFILE



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INTRODUCTION



Huu Nghi Food Joint Stock Company, formerly known as Huu Nghi High Quality Confectionery Factory, was established on December 8th, 1997.



2006

Huu Nghi High Quality Confectionery Factory was equitized and changed its name into Huu Nghi High Quality Confectionery Joint Stock Company (JSC). In the same year, the company started to set up professional domestic sales and distribution system.



2009

To match the development orientation during new period, Huu Nghi High Quality Confectionery JSC switched its name to Huu Nghi Food Joint Stock Company (Huu Nghi Food). Huu Nghi Food basically built up and operated general trade (GT), modern trade (MT) across the country, opened the first bakery in Hanoi and successfully exported the first Tipo products to the international market.



PRESENT

Huu Nghi Food has developed a domestic distributor network of over 140,000 sales outlets (GT channel), more than 6,000 supermarkets and convenience stores (MT channel) and hundreds of key accounts (KA channel). On daily basis, there are over 1.5 million people consuming Huu Nghi Food's products in Vietnam and this number continues to increase. For international markets, our products have been exported to more than 12 countries and territories such as Japan, South Korea, China, Myanmar, Thailand, Singapore, etc.

Huu Nghi Food has possessed 3 large-scale factories with dozens of modern production lines, which fully meet global food safety standards (FSSC) in Hanoi City, Bac Ninh province and Binh Duong province.

Huu Nghi Food is proud to be one of the biggest and most prestigious confectionery manufacturers and traders in not only Vietnam but also the region.

Domestic market



> **140.000**
Sales outlets (GT channel)



> **6.000** Supermarkets and convenience stores (MT channel)



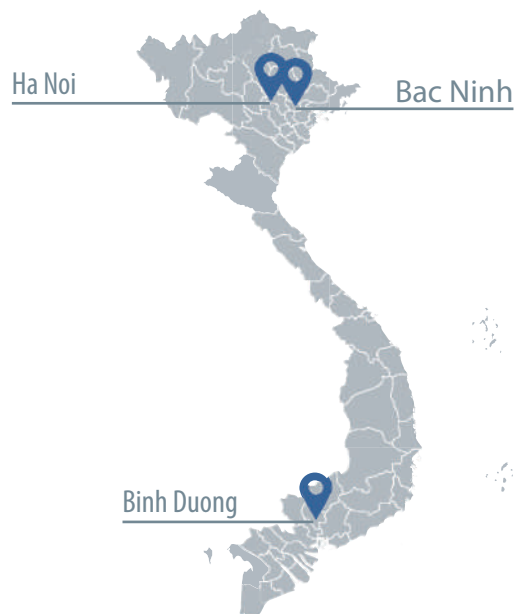
> **1.5** million people consuming Huu Nghi Food's products everyday

International markets



12 countries and territories

Factory



OUR VISION



To become the leading trademark in spreading familiar values of each Vietnamese family to the region and the whole world.

OUR MISSION



To create products that connect family members and deliver familiar feelings to each customer and Vietnamese family as well.



OUR CORE VALUES



Trust

Trust has always been the root of every relationship among leaders, employees, customers and partners. It is trust and engagement that motivate our employees to deliver the best products and services to customers.



Accountability

Taking accountability is critical to make things happen and get things done at Huu Nghi Food. Each individual makes serious commitments for the success of Huu Nghi Food.



Respect

Respect is shown in all of our daily interactions. It goes both from bottom-up and comes from top-down. We have practiced a culture of encouraging our employees through taking ownership of their work and exposing them to the better career development. This has been the key to the cohesion of our business.



Efficiency

Responsive adaption and response to changes to achieve the best possible outcome in the least wasteful manner. This helps to create inner strength for the company and pave the way for development in the coming stages.

OUR TEAM

TOP
50

Since our establishment, Huu Nghi Food has always stood at the Top 50 best workplaces in Vietnam. We are a truly diverse company where talent is harmoniously combined with innovation and passion to drive our business forward.

Huu Nghi Food is guided by founding members with a strong management team with remarkably industry experience.

Our team has been growing extensively with more than 1,500 employees so far. Each employee is a specialist in his or her field with passion and dedication. In a professional environment, our employees are motivated by performance evaluation and achievement recognition systems that reward staff contributions in worthy manner.

Our team commits for the best adaptation to changes in the business environment and efforts to fully meet the increasing needs of customers.



More than
1.500
Employees



Each
employee is
a specialist



Best adaptation
to changes



OUR PRODUCTS

Huu Nghi Food has mastered the world's leading confectionery production technologies such as Cookies, Sponge Cakes, Wafers, Bread and Soft Candy, etc. At the same time, we have also inherited and developed the traditional Vietnamese confectionery know-how to create such extraordinary products as Cream egg cookies, Pork flake Bread, Moon cake and Jams ...

These unique products bring competitive advantages for Huu Nghi Food and confirm its position in the domestic and international markets.





1. TIPO CREAM EGG COOKIES

Tipo cream egg cookies was officially marketed in the second half of 2006. Up to now, Huu Nghi Food has been the only manufacturer in the world that develops and completely masters the technology and production lines as well.

This is a pioneer product for consumer's health by using **100% fresh chicken eggs (> 25%)** together with various flavors like milk cream, caramel, sesame milk cream, chocolate, durian, etc.

Tipo cream egg cookies has always differentiated from others on the market for its distinction and large-scale production.

Tipo Cream Egg Cookies is currently number 1 among Vietnamese market and has been exported to more than 10 countries and territories. It has even created a new trend for young consumers in some countries like China, Japan, Korea and Myanmar, etc.

2. TIPO COOKIES

Huu Nghi Food has mastered the technology and started selling cookies from its very first day of establishment in 1997. With three flavors (butter, matcha, chocochip), Tipo Cookies has occupied a large market share of MT's channel and a leading position in the domestic market during holiday season. This is also the product that has the second largest exported turnover of Huu Nghi Food and has been trusted by Japanese and Korean customers.

We may produce private label products based on partners' requirements.





3. TIPO CAKES

Tipo cake has been officially sold to the market since 2010 with two shapes (roll and layer) and four main flavors: milk cream, strawberry cream, blueberry yogurt cream and green rice flavored cream. This cake has widely appeared in not only domestic sales channels but also global markets such as China, Korea, Myanmar, Thailand, etc.

Huu Nghi Food is now one of the three biggest cake manufacturers in Vietnam and we are willing to make private label products upon customers' request.



4. TIPO WAFER

Huu Nghi Food has inherited and developed wafer production technology and officially commercialized this product since 1998. At present, Huu Nghi Food is the first Vietnamese manufacturer who is successful in producing cheese wafer.

With the advantages of being a pioneer and large-scale producer, Tipo Cheese Wafer quickly dominates the domestic market, succeeds in exporting to China, South Korea and experiences robust growth in market share.

Huu Nghi Food has made continuous efforts to research and develop new appealing flavors such as soya cream, peanut butter cream to meet the various demands of domestic customers and importers.



5. GOLD DAISY WAFER

Apart from Tipo cheese wafer, another wafer of GOLD DAISY brand with traditional flavors which are familiar to most Vietnamese consumers like green rice, taro was introduced to meet the needs of the middle class customer segment.





6. TIPO SANDWICH CRACKER

In order to diversify product range, HUU NGHI FOOD has developed more premium sandwich crackers targeting modern consumer trends. Since 2021, HUU NGHI FOOD has continuously launched new crackers with cheese and peanut butter cream which have received many positive signals from both domestic and international markets as well.



7. GOLD DAISY SANDWICH CRACKER

HUU NGHI FOOD has taken full control of sandwich crackers production technology since the early 2000s. Since its launching, sandwich cream cracker has dominated the domestic market and led the way for many years in the north of Vietnam.

This product has been exported to Korea met the strict requirements on food hygiene and safety of the host nations.

Based on current technology, HUU NGHI FOOD has been developing savory cracker products with additional fiber, micronutrients, etc. We can make private label products upon customers' request.



8. DRY PROVISIONS

Huu Nghi Food has currently been one of the three biggest manufacturers of dry provisions of Viet Nam. This product has successfully gained domestic consumers' trust since the 2000s thanks to its high nutritional value and convenience.

Huu Nghi Food is now developing dry provisions as a functional food with additional micronutrients, supplementation and fiber. Nuts nutrition bar with cashew and peanut is a good case in point. We may make private label products upon customers' request.



9. SURI SOFT CANDY

The brand Suri and soft candy technology has been developed since 2008.

Suri Soft Candy has step-by-step occupied the domestic market and become an irreplaceable product in every Lunar New Year festival.

In order to improve the quality and to create competitive advantage, from 2018, Huu Nghi Food has ordered private label Suri candy from Turkey and Thailand for domestic consumption on the Lunar New Year vacation. Suri candy is currently ranked No.3 in Vietnam's market share.

10. GATEAUX

Huu Nghi Food has researched and developed gateaux production technology and officially set up the first bakery since the beginning of 2009. There are three main categories of gateaux: fresh cream, chocolate and fruit with various shapes, weight and sizes.

Huu Nghi Food's best-selling gateaux includes Japanese sweet potato gateaux, choux cream, pudding which are made from clean and fresh ingredients with high standards of food safety.

Huu Nghi Food is the permanent gateaux vendor of such big customers as Samsung, Viettel, Winmart and many other primary schools, kindergartens in Hanoi





II. STAFF BREAD

Staff pork flake Bread was official launched in Vietnam since the middle of 2006. Since its initiation, Staff bread has created a new consumer trend and become a choice for "nutritious meals on every journey" and an inevitable part of modern life.

Staff bread has been trusted and chosen thanks to its distinct savory taste, sufficient nutritional value and convenience.

In addition to Staff pork flake bread, Huu Nghi Food has developed and marketed a lot of different versions such as Staff milk sandwich, Staff milk green rice bread, Staff raisin sponge cake, Staff bacon bread, etc.

There are more than a million consumers of Staff bread every day. For many years, Staff bread has always maintained its leading position in terms of savory bread market share in Vietnam.

12. MOON CAKE

Huu Nghi Food's moon cake is exceptionally well known in Vietnam thanks to its traditional formula and natural ingredients like green bean, lotus seed, pumpkin seed, fresh lemon leaves, ginseng etc. It's the natural aroma which is made by Huu Nghi Food's esoteric know-how in brewing and pomelo flower extracting that makes the moon cake famous all over the nation.

Besides, we have kept developing modern kinds of moon cake for the young generation of foodies such as Lava, multi-nut moon cake, etc.

Huu Nghi Food has been proud to be one of the two biggest moon cake manufacturers in Vietnam and the supplier of choice for such big customers as Samsung, Foxconn, Canon, Viettel, Vietcombank... for many years.



13. JAM

Huu Nghi Food's Jam (dried candy fruit) is the typical product that shows the traditional and familiar values of the Vietnamese people. This is also an irreplaceable product when the Lunar New Year comes.

Huu Nghi's Jam is made from pure agricultural products, converging the quintessence of four seasons and regional specialties such as Quang Ba lotus seeds, Tu Lien kumquat, Nghe An peanut, Ben Tre copra, Kon Tum old ginger, etc.

Huu Nghi Food is currently the biggest jam producer and trader in Vietnam.



FACTORIES

Huu Nghi Food has three factories of high food safety standards as follows:



Factory 1

Total area of 1.7 ha

Location: 122 Dinh Cong Street, Dinh Cong Ward, Hoang Mai District, Hanoi City, Vietnam



Factory 2

Total area of 6.5 ha

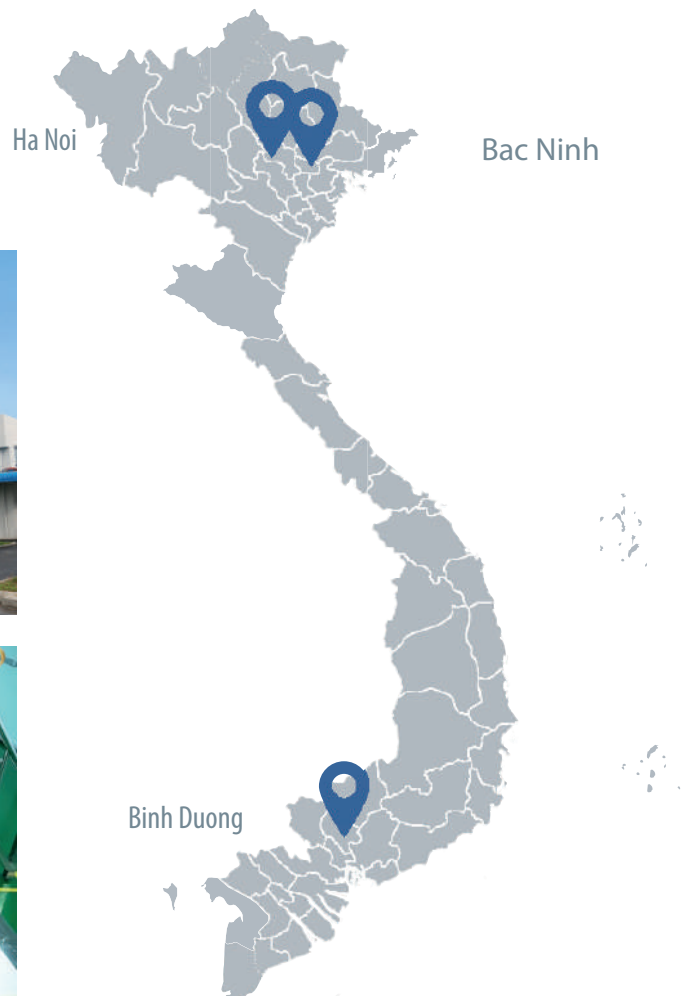
Location: Lot CN15-2, Extended Yen Phong Industrial Park, Yen Trung Commune, Yen Phong District, Bac Ninh Province, Vietnam



Factory 3

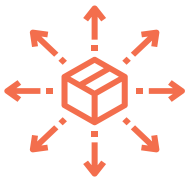
Total area of 3.5 ha

Location: Song Than 3 Industrial Park, Thu Dau Mot City, Binh Duong Province, Vietnam



BUSINESS SYSTEM

Over the past 20 years, Huu Nghi Food has been focusing on developing and operating the multi-channel distribution and sales system in the domestic market on a modern and professional direction.



TRADITIONAL CHANNEL (GT)

130 distributors and more than **140,000** retail outlets.



MODERN CHANNEL (MT)

Hundreds of hypermarkets like WinMart, BigC, MMEga, Aeon, Lotte Mart and more than 6,000 supermarkets and convenience stores (CVS).



KEY ACCOUNT CHANNEL (KA)

Hundreds of schools, dozens of multi-national groups, corporations and banks, big organizations such as Samsung, Canon, Foxconn, Viettel, Vietcombank, etc.



BAKERY CHAINS

Dozens of bakery shops in Hanoi.



E-COMMERCE CHANNEL

Online sales activities through direct method and through domestic and international e-commerce sites.

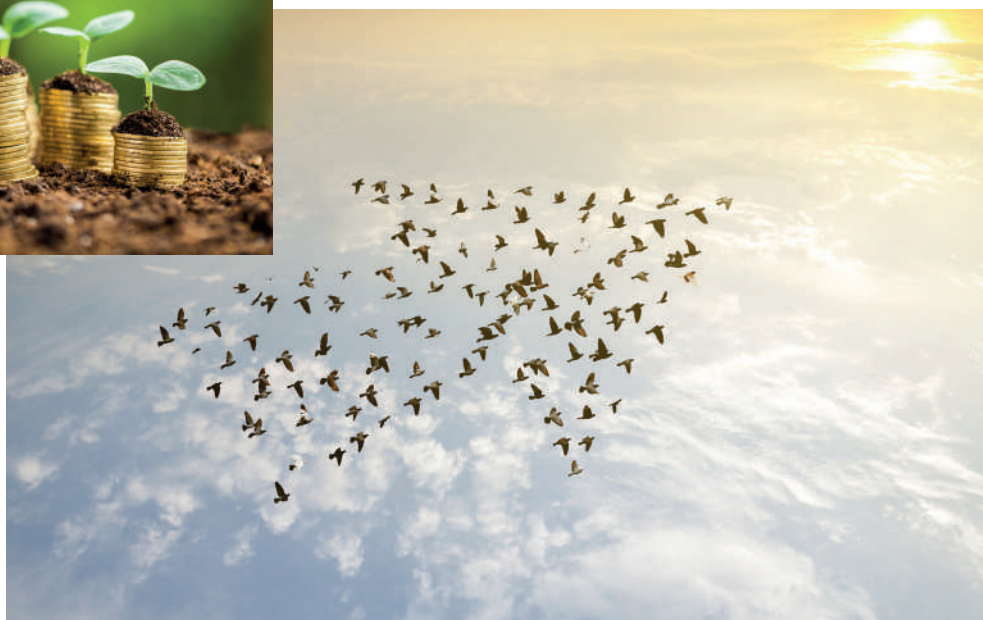
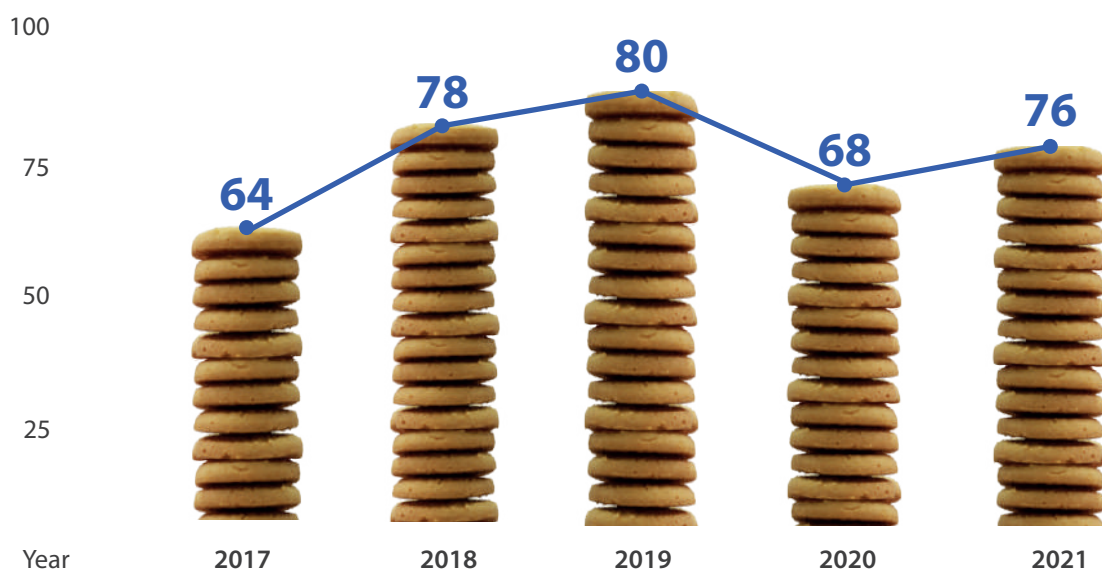


EXPORT CHANNEL

Huu Nghi Food has also been the supplier of choice for many international customers in over 12 countries and territories such as Japan, South Korea, China, Myanmar, Thailand, Singapore, Cambodia, Laos, etc.

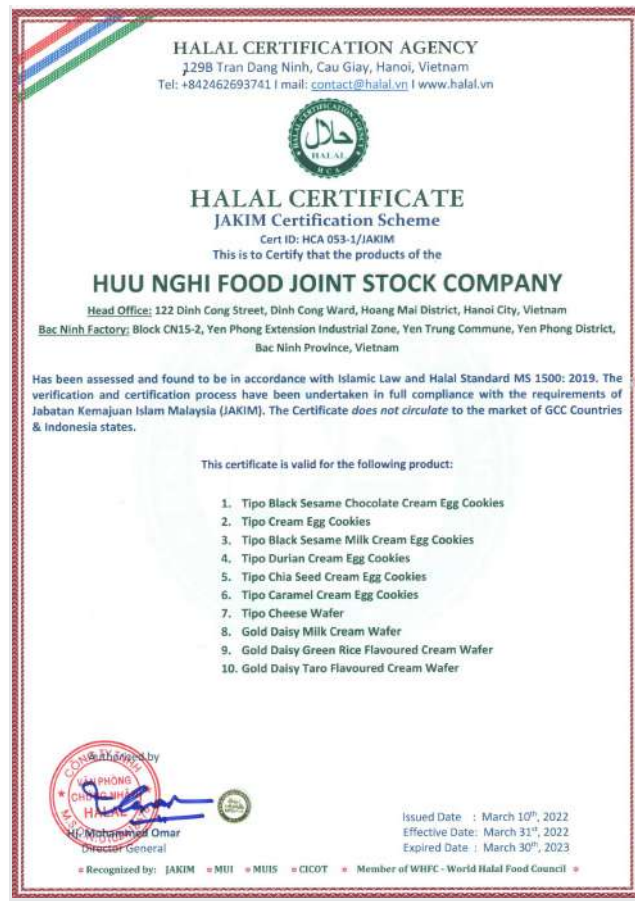
ACHIEVEMENTS

Annual revenue of the last 5 years in million USD



CERTIFICATES

Up to now, manufacturing facilities of Huu Nghi Food have all been certified for FSSC 22000, ISO, Halal to consistently deliver high-quality products that meet international food safety standards.



OUR PARTNERS

SAMSUNG

FOXCONN®

Canon®

viettel
Theo cách của bạn

Vietcombank
Together for the future

WinMart

TUOI NGON THUONG HANG!

co.op mart
bạn của mọi nhà

AEON

Big C

Mega Market

LOTTE Mart

LANCHI MART
Niềm tin của mọi nhà

WinMart+

CIRCLE K™

MINISTOP





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