



Orion Food Vina: Product Information

- 2021, Global Business Team -

Corporate History

Established in 1956 in **South Korea**

★ ORION since 1956...

Orion group has been promoting globalization of confectionary business since the mid-1990s and the Overseas Business department led by Orion Corp. has made some remarkable accomplishments.

Currently we are exporting various products, including Orion Choco-pie to over 73 countries worldwide and are operating our factories in China, Vietnam, Russia and Etc various overseas offices to execute production, sales, and marketing survey.

Based on stable sales in Korea domestic market and rapid growth of Overseas market in China, Vietnam, Russia etc.

ORION looks forward to working with you as we continue on our quest to provide the world with great things to eat!



Various Category

63 years history since Y1956

Pie / Cake

Biscuit

Snack

Candy/ Jelly/ Gum

Chocolate



Management Philosophy

**“We make our customers’ lives happier
By providing them with healthy and nutritious food choices”**

Management Philosophy

Export more than 70 countries





Orion ranked 13th in global top 100 confectionery companies

According to the company, newly launched snacks such as Kkobuk Chip led to a rise in sales in the domestic market last year, while overseas sales of signature snack Choco Pie in Vietnam and Russia have contributed to an overall sales increase. The company said it sold more than 500 million Choco Pies in Vietnam last year, an unprecedented number underscoring its popularity abroad.

Meanwhile, sales in China decreased 33.2 percent year-on-year, Orion said, amid a diplomatic row between South Korea and China over Seoul's decision to deploy an US anti-missile system.

Orion said it aims to steadily grow this year by strengthening its leadership in chocolate and savory snacks, which are its strongest categories in the overseas market including China, and also expanding distribution channels in Vietnam and Russia.

"We will continue to solidify our base for sustained growth through new market development and the launches of differentiated new products, as well as make a new leap as a global food company," Orion said in a statement.

Ranking	Company	Origin
1	Mars Wrigley	USA
2	Ferrero Group	Italy
3	Mondelez	USA
13	ORION	Korea
.	.	.
100	Doumak	USA

Global Standard

Food Quality & Safety



PF1-A-2010 TO VERIFY AUTHENTICITY OF THIS RECOGNITION, CALL AIB INTERNATIONAL AT 1-800-633-6137

AIB
INTERNATIONAL

Recognition of High Achievement
SUPERIOR

Announced to Corporate
915/1000

Orion Snack International
Chungchobuk-do, Korea

Was inspected by a qualified AIB International Inspector on
May 11 - 12, 2011
and at that time was found to have fulfilled the requirements of the
AIB International Consolidated Standards for Prerequisites and Food Safety Programs.

James R. Morgan
President and CEO
William J. Morgan
VP, Food Safety Education

AIB
INTERNATIONAL
Since 1919

David P. Bollen
Chairman of the Board
Phyllis C. O'Brien
VP, Audit/Technical Services

PF1-A-2010 TO VERIFY AUTHENTICITY OF THIS RECOGNITION, CALL AIB INTERNATIONAL AT 1-800-633-6137

RECOGNITION OF ACHIEVEMENT

AIB
INTERNATIONAL
Since 1919

Announced

Orion Snack International
Chungchobuk-do, Korea

Was inspected by a qualified AIB International Inspector on
October 25 - 26, 2010
and at that time was found to have fulfilled the requirements of the
AIB International Consolidated Standards for Prerequisites and Food Safety Programs.

James R. Morgan
President and CEO
William J. Morgan
VP, Food Safety Education

SUPERIOR
910

David P. Bollen
Chairman of the Board
Phyllis C. O'Brien
VP, Audit/Technical Services

BUREAU VERITAS

Certification
Awarded to
ORION FOOD VINA CO.,LTD
NA3 STREET, MY PHUOC INDUSTRIAL PARK, BEN CAT, BINH DUONG, VIETNAM

Bureau Veritas Certification declares that the food safety system has been
evaluated and found to be in accordance with the

STANDARD
Requirements for a HACCP based
Food Safety System, June 2006,
Option A: Management System Certification

SCOPE OF SUPPLY
Manufacturing of chocolate, custard, chewing gum and snacks.

Original Approval Date: **27 July 2010**
Subject to the sustained satisfactory operation of the organization's food safety system,
the certificate is valid until: **27 July 2013**
To check the validity of this certificate please call +37 (0)88 4355302
This certificate is issued on the basis of the HACCP certification scheme, compiled by the Dutch National Board of Experts HACCP.
Further clarification regarding the scope of this certificate and the applicability of the HACCP based food safety system requirements
may be obtained by consulting the certified organisation.

Certificate Number: **NL10001164** Date: **5 August 2010**

*Managing office: Bureau Veritas Certification Nederland B.V.,
Lindendreef 1, 3823 AD Amstelveen
Issuing office: Bureau Veritas Certification Nederland B.V.,
Lindendreef 1, 3823 AD Amstelveen*

MGMT. SYS.
RVA C248

HALAL CERTIFICATION AGENCY 129B Tran Dang Ninh, Cau Giay, Hanoi, Vietnam Tel: +842462693741 mail: contact@halal.vn www.halal.vn		
		
HALAL CERTIFICATE GCC Certification Scheme Cert ID: HCA 090/GCC This is to Certify that the products of the		
ORION FOOD VINA CO., LTD Address: Lot E-13-CN, NA3 Road, My Phuoc II Industrial Park, Ben Cat Town, Binh Duong Province, Vietnam		
Has been assessed and found to be in accordance with Islamic Law and UAE.S.GSO 2055-1:2015. The verification and certification process have been undertaken in full compliance with ISO 17065 & UAE.S.GSO 2055-2: 2016. This certificate is valid in GCC Countries with the following products:		
Category of Product: E Product Name:		
No	Category of Product	Name of Product
1	E	- Orion ChocoPie Since 1974
2	E	- Orion ChocoPie Original 1974
3	E	- Tomorion ChocoPie Since 1974
4	E	- Orion Custard Premium
5	E	- Tomorion Custard
6	E	- Orion ChocoPie Double Choco
7	E	- Orion Orion Pie Double Choco
8	E	- Orion Orion Pie Since 1974
9	E	- Tomorion ChocoPie Dark
10	E	- Orion Custard Cheese Berry Premium
Initial Registration Date: June 06 th , 2020		Date of issue : June 06 th , 2020
1 st Surveillance on or Before: June 06 th , 2021		Valid Date : June 05 th , 2023
2 nd Surveillance on or Before: June 05 th , 2022		
From second year of the certification cycle, the certificate is only valid if it is attached with the confirmation letter of HCA		
Authorized by  H. Mohammed Omar Director General		
Recognized by: JAKIM • MUI • MUIS • CICOT • Member of WHFC - World Halal Food Council		

Product



Global Business

Orion Power brands



Power Brand – Choco Pie

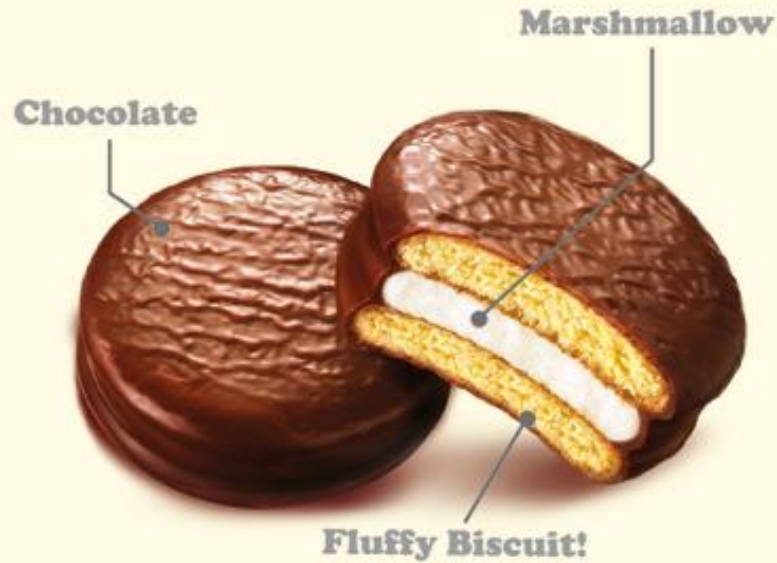
No.1 original Chocolate Pie in Korea since 1974

Beloved product of millions over 73 countries



Choco Pie – USP

“ 3 in 1 Harmonization “



Chocopie is a chocolate covered soft biscuits with marshmallow filling inside. Our patented production technology and individual packaging keeps Orion Chocopie soft and fresh for a long time.

☒ **NO** PRESERVATIVES
ARTIFICIAL COLOR

**"If you line up all the chocopies sold so far,
it would span around the globe
25 times, 80,000km"**

Choco Pie – in the world



Choco pie in Korea

It is a major product of Orion, as well as everyone's favorite in Korea. It is awarded with a prize, 'The World's Top 100 Brands' by the Korea government.



Choco pie in China

In China, Chocopie has been loved as a brand, '好麗友' (meaning 'a good friend'). It is a leading product in pie market with a market-share of 35%.

Choco pie in Vietnam

In Vietnam, Choco Pie is not merely a delicious snack, but is a cultural product that has deeply settled into the daily lives of people. It is truly the best confectionary product in Vietnam with a market-share of 40%.

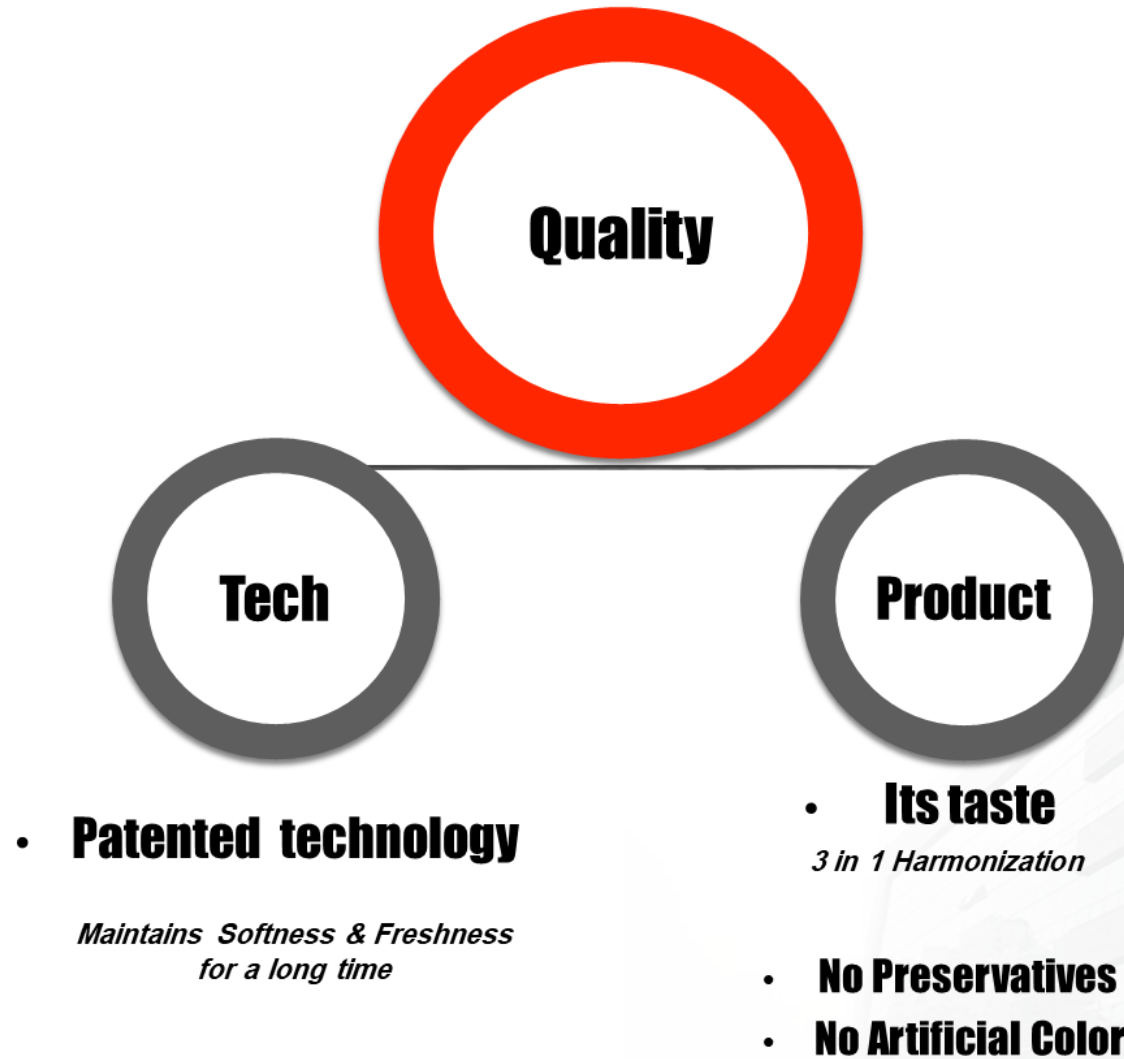


Choco pie in Russia

Since 1993, Chocopie is being loved for over 20 years in Russia. It is not only attracted the appetites of Russians but being approved as one of the best brands with a quality and localized business strategy.



Choco Pie – What is special?



Power Brand – Custard

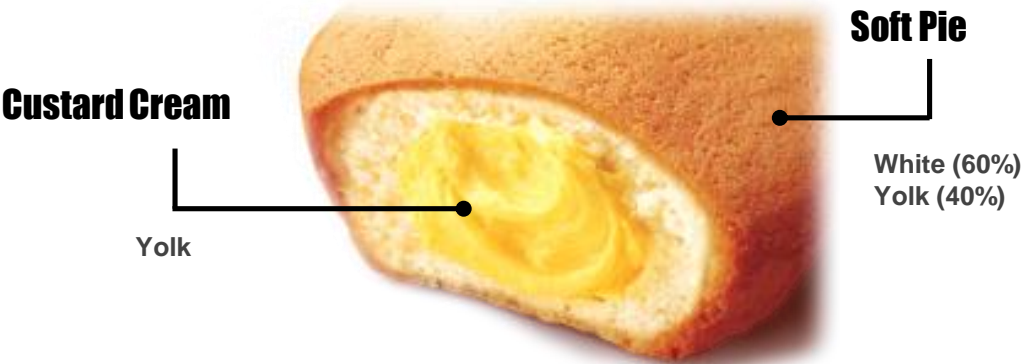
Nutritious soft pie

Tastes like homemade



Custard – What is special?

Nutritious Soft Pie



“Nutritious Cream”



Nutritious Ingredients
“Fresh Milk and Fresh Egg”

Contains **30%** of Egg

Contains **7%** of Protein

“Soft Pie”



Moisture inside











Orion Custard



Others

Specification of product

Category	Brand Name	Image	SKU	N/W (Gr)	Pieces/Case	Cases/Box	Total (Gr)	N/W (Kg)	Shelf Life (Months)	Halal
Pie	Choco Pie		1P	30	12	8	2,880	2.88	12	HCA
			2P	30	2	48	2,880	2.88	12	HCA
			6P	30	6	16	2,880	2.88	12	HCA
			12P	30	12	8	2,880	2.88	12	HCA
			20P	30	20	10	6,000	6.00	12	HCA
	Custard		1P	23	9	8	1,656	1.66	12	HCA
			6P	23	6	16	2,208	2.21	12	HCA
			12P	23	12	8	2,208	2.21	12	HCA

Custard Milk



Nutritious soft pie

Tastes like homemade

Filling with milk cream inside pie



Specification of product

Category	Brand Name	Image	SKU	N/W (Gr)	Pieces/Case	Cases/Box	Total (Gr)	N/W (Kg)	Shelf Life (Months)
Pie	Custard Milk		6P	23	6	16	2,208	2.21	12
			12P	23	12	8	2,208	2.21	12

ORION New Product



New SKU – Choco Pie Dark

Same features as ChocoPie Original

Less Sweet / Richer in Chocolate taste

ME version



ASIA version



Choco Pie Dark – What is special?

“Richer Chocolate taste but less sweet”



“70% Richer Chocolate taste”

- ✓ **More Cacao**
- ✓ **Less Sweet**
- ✓ **Less Calorie**

New SKU – Custard Cheese Berry

Nutritious soft pie

2 flavors inside

(Cheese & Berry's cream to harmonization)



Custard Cheese Berry – What is special?

Nutritious Soft Pie

Nutritious Cheese cream

Special Berry Jam



“ Cheese and Berry cream’s harmonization ”

Nutritious Ingredients

“Nutritious cheese cream meets berry jam”



Contains **22%** of Fresh Egg



Contains **30%** of Cheese



Contains **10%** of Berry Jam

“ Soft Pie ”

Moisture inside








Orion Custard Cheese Berry



Others

Specification of product

Category	Brand Name	Image	SKU	N/W (Gr)	Pieces/Case	Cases/Box	Total (Gr)	N/W (Kg)	Shelf Life (Months)	Halal
Pie	Choco Pie Dark		1P	30	12	8	2,880	2.88	12	HCA
			6P	30	6	16	2,880	2.88	12	HCA
			12P	30	12	8	2,880	2.88	12	HCA
	Custard Cheese Berry		6P	23.5	6	16	2,256	2.26	12	HCA
			12P	23.5	12	8	2,256	2.26	12	HCA

New SKU – O'RICE

Healthy & Safe Baked product with

Light Crispy

2 flavors:

Natural Snow & Seaweed



Specification of product



✖ 12 Pillows





✖ 2 Pieces



✖ 12 Pillows



✖ 3 Pieces

Category	Brand Name / Flavor	Image	SKU	N/W (Gr)	Pillows/Pack	Packs/Box	Total (Gr)	N/W (Kg)	Shelf Life (Months)
Rice Cracker	O'RICE Natural Snow		12P	10.8	12	10	1,296	1.30	10
	O'RICE Seaweed		12P	7.95	12	10	954	0.95	10

5Stickgum – Iran / Africa




3 flavors:

Banana, Strawberry, Cinnamon



Product Information



Category	Brand Name	Image	Flavor	N/W (Gr)	5Stick/Pack	Pack/Innercase	Innercase/Box	N/W (Gr)	N/W (Kg)	Shelf Life (Months)
Gum	5Stickgum		Banana	2.5	5	20	50	12,500	12.50	24
			Strawberry	2.5	5	20	50	12,500	12.50	24
			Cinnamon	2.5	5	20	50	12,500	12.50	24

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