



Product Catalogue

2021

INTRODUCTION



After nearly 2 decades of construction and development, Richy Group is a leading company in Vietnam's confectionery market, bringing quality and delicious confectionery products trusted and loved by millions of Vietnamese people.

Constantly growing, Richy Group currently own a system of 3 large-scale factories with modern production lines that meet international standards, ensure food safety, superior confectionery production capacity. These factories produced confectionery products favored by consumers such as rice cakes, custard cakes, Peppie cakes, Merry biscuits, Gourmet, etc.; supply to the domestic and export market:

Richy Food Northern Joint Stock Company

Richy Food Southern Joint Stock Company

Santa Food Joint Stock Company



In particular, Richy Group also own ***Hoang Mai Produce & Trading Co.,Ltd*** - the no.1 confectionery importer in Vietnam, trusted by world famous brands to cooperate and choose as exclusive distributor in Vietnam such as Lambertz, Gavottes, Witor's, Elvan Truffle, etc.

Up to now, Richy Group have been constantly investing and developing, having achieved many great achievements: many products of Richy have been exported to more than 30 countries around the world, or chosen by Vietnam Airlines to be a light meal on their flight, and trusted by consumers.

With the ambition and great aspirations, the desire to reach a national level, reach out to the world, Richy aim to become the no.1 confectionery brand of Vietnam, comparable to famous brands of others countries, and target to export products to new markets in the world.



HISTORY

2001

- **BEGIN**

Established Hoang Mai Produce & Trading company limited - Richy brand

2007

- **1ST IMPORT**

Established Hoang Mai Produce & Trading company limited - Richy brand

2011

- **PRODUCE**

Built Northern Richy factory (Phung Industry Center) Installed the No. 1 rice cake production line.

2012

- **INTO THE WORLD**

Exported rice cracker to 15 countries. Celebrated the 10-year development journey of Hoang Mai.



2015

- **EXPAND PRODUCTION**

Took over the 2nd factory in the South of Vietnam. Increased annual production output & variety of product models.

2017

- **PRESTIGE BRAND**

Exported products to 30 countries in the world. Accompanying Vietnam Airlines, provided light meals on flights.

2018

- **NEW FACTORY**

Built another factory in Phung -Dan Phuong Industrial Zones. Improved production and continue to assert brand position.

2019

- **HONORED NAME**

Received a series of titles, certifications, and name recognition in the domestic market. Continued to advance in the international arena.



RICE CRACKER



**JIN JU Rice Cracker -
Ganjang Honey flavor**
120g x 12 bags



**JIN JU Rice Cracker -
BBQ Pepper Steak flavor**
134g x 12 bags



**JIN JU Rice Cracker -
Green Rice Flakes with Milk Flavour**
145g x 12 bags



Richy Rice Cracker - Sweet Bag
202g x 20 bags



Richy Rice Cracker - Sweet (Korean)
303g x 10 bags



Richy Cheese Corn Rice Cracker
110g x 24 bags 230g x 16 bags





EGG BUTTER WAFFLES

Sponge and Nutritious
BÁNH BƠ TRỨNG



BUTTER WAFFLES



Richy butter waffles
180g x 16 boxes
270g x 16 boxes



Majestic butter waffles
45g x 8 boxes x 6 trays



Majestic butter waffles
180g x 16 boxes
270g x 16 boxes



Majestic waffles cookies (Almond chocolate, sesame, coconut)
150g x 24 bags



Richy butter waffles
180g x 16 boxes
270g x 16 boxes



Richy butter waffles
180g x 24 bags



Majestic butter waffles
180g x 24 packs
270g x 18 packs



Karo butter waffles
150g x 24 bags



Richy butter waffles
270g x 18 bags





PepPie®



PEPPIE



**Peppie white chocolate/
chocolate pie**
216g x 20 bags



Peppie white chocolate pie
120g x 24 boxes



**Peppie white chocolate/
chocolate pie**
240g x 14 boxes



Peppie white chocolate pie
60g x 48 boxes



**Peppie chocolate pie/
Strawberry/
Pandan milk/
Coconut milk/
Vanilla milk**
360g x 12 trays





CREAM CAKE

WHITE CHOCOLATE



CREAM CAKE



Chocolate/Strawberry cream cake
25g x 20 packs x 12 trays



LA DELI

FRESH MILK CREAM CAKE



LaDeli Chocolate, Strawberry
Fresh Milk Cream Cake
18g x 10 packs x 14 boxes



Ladeli Cheese/Banana/Matcha
Fresh Milk Cream Cake
18g x 10 packs x 14 boxes





Gato[®]

100%
FRESH EGGS
Custard cake



100%
NATURAL COCONUT
Coconut milk cake

GATO



Gato cake
18g x 20 packs x 12 strays



Gato cake
20g x 10packs x 14 boxes



抹茶ケーキ

Matcha Cake



CAKE



Matcha cake
18g x 4 packs x 16 boxes



Salt Vanilla Cake
18g x 4 packs x 16 boxes





Funwari Cake ふんわりケーキ



Funwari Cake Mapple Flavor
18g x 4 packs x 16 boxes



Funwari Cake Cheese Flavor
18g x 4 packs x 16 boxes



Funwari Cake Strawberry/ Vanilla Flavor
18g x 6 packs x 16 boxes
18g x 5 packs x 16 boxes



Deli Vanilla/ Salt Vanilla/ Matcha/ Cheese/ Strawberry Cake
108g x 16 boxes/carton





WISMO[®]
BISCUIT STICK



STICK BISCUITS



**Wismo butter milk
biscuit stick -Yellow bag**
550g x 12bags/carton



Wismo Biscuit Stick
22g x 10 boxes x 12 trays



つけっけ
**つけ
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**Wismo Chocolate &
Strawberry Biscuit Stick**
35g x 10 cups x 4 trays



Dorati biscuit stick
40g x 10 boxes x 6 trays : Strawberry, Banana, Matcha coated; Cheese, Butter Milk seasoning
22g x 10 boxes x 12 trays: Matcha coated; Strawberry, Lemon, Cheese, Chocolate seasoning



**Pandan biscuit stick
(BBQ, Butter Milk, Cheese seasoning,
Matcha, Strawberry coated)**
40g x 10 boxes x 8 trays





KARO



Dried Meat Floss Soft Waffles

26g x 12 packs/bag x 4 bags
26g x 6 packs/bag x 8 bags



OATMEAL



Mini bite oatmeal 250g

250g x 20 bags



Mini bite oatmeal 250g

100g x 48 boxes





TIN BOX



Majestic Gold butter cookies
162g x 24 boxes
454g x 12 boxes
681g x 6 boxes



Majestic butter cookies
382g x 8 boxes



Deli Paris cookies
162g x 24 boxes
454g x 12 boxes
681g x 6 boxes



Majestic LON DON butter cookies
310g x 8 boxes



Richy Victory Gold butter waffles
300g x 12 boxes



Fiano Butter Cookies
100g x 36 boxes



Fiano Chocochip Cookies
100g x 36 boxes



Fiano Coconut Cookies
100g x 36 boxes





RICHCAFÉ

Awaken your passion and creativity



**INSTANT
COFFEE
3 in 1**



RichCafe-Instant Coffee 3 in 1

18g x 12 sticks x 24 boxes



RichCafe-Instant Coffee 2 in 1

17g x 12 sticks x 24 boxes



RichCafe-Cappuccino

18g x 12 sticks x 24 boxes





Merry milk

42.5g x 48 boxes
85g x 30 hộp/ boxes
255g x 16 boxes
340g x 12 boxes
510g x 8 boxes



Merry milk

510g x 12 bags
528g x 12 bags



Merry milk biscuits

192g x 20 bags



Merry Best 396g (mix biscuits)

396g x 8 boxes



Merry Luxury 416g (mix biscuits)

416g x 8 boxes



Merry coconut milk

88g x 30 boxes
176g x 24 boxes
264g x 16 boxes
352g x 12 boxes
396g x 10 boxes



Merry coconut milk

528g x 12 bags



Merry Deluxe 396g (mix biscuits)

396g x 8 boxes



Merry Flavor Cream Filled Wafer (Chocolate, Vanilla, Orange)

208g x 12 cans

FACTORY

RICHY FOOD SOUTHERN JSC

Road No. 7, Trang Bang Industrial Zone, An Tinh commune, Trang Bang district, Tay Ninh province



SANTA FOOD JSC

Minh Duc Industrial Park, Minh Duc Commune, My Hao District, Hung Yen Province



RICHY FOOD NORTHERN JSC

Industrial group, Phung town, Dan Phuong district, Hanoi City





RICHY FOOD NORTHERN JSC



Address:

15th Floor, Richy Tower, No.
35 Mac Thai To Street, Yen Hoa,
Cau Giay, Ha Noi, Viet Nam



Domain of business:

Manufacturing and export about
Rice cracker, Oatmeal, Butter waffles



Head office phone:

(+84) 243 7282 898



Acreage:

35.000 m2



The # of employees:

300

RICHY FOOD NORTHERN HAS 2 MANUFACTURING PLANTS

NO.1 PLANT



Address : TT Phung IP, Dan Phuong, Ha Noi,
Viet Nam



Acreage : 22.000 m2



No. of worker : 300

*Include of 4 lines : 2 lines Rice cracker, 1 line
Oatmeal, 1 line Butter waffles*



NO.2 PLANT



Address : TT Phung IP, Dan Phuong, Ha Noi,
Viet Nam



Acreage : 26.000 m2



No. of worker : 500

*Include of 3 lines : 1 Soft waffles, 1 Baby rice
cracker, 1 Milk rice cracker*





RICHY FOOD SOUTHERN JSC



Address:

No. 07 Street, Trang Bang IP,
An Tinh Commune, Trang Bang
District, Tay Ninh Province,
Vietnam



Domain of business:

Manufacturing and export about
Cookies, Chocolate Pie, Butter
waffles, Stick biscuit, Cream cake



Head office phone:

(+84) 276 3899381



Acreage:

37.000 m2



The # of employees:

300





SANTA FOOD JSC



Address:

Minh Duc IP, Minh Duc Ward, My Hao District, Hung Yen Province, Viet Nam.



Domain of business:

Manufacturing and export about Merry biscuits, Merry cream filled wafer



Head office phone:

(+84) 2 466 666 076



Acreage:

68.000 m2



The # of employees:

500

RICHY'S FAIRS



RICHY FOOD NORTHERN ., JSC



PRIZE AND AWARDS



The Prize of High Quality VietNameese Good voted by consumers in 2018



Top 10 Food Reputation Award 2019



Top products Trust & Use of Vietnam



15th Celebration Anniversary



PARTNER



LOTTE GROUP (KOREA)



EMART (KOREA)



PT. Interfood Sukses Jasindo
(INDONESIA)



SIAM MAKRO PUBLIC COMPANY
LIMITED (THAILAND)



PUREGOLD DUTY FREE INC
(PHILLIPINES)





HOANG MAI PRODUCE AND TRADING COMPANY LIMITED

Address: 15 floor, Richy Tower, 35 Mac Thai To street, Yen Hoa, Cau Giay, Hanoi City

RICHY FOOD NORTHERN JOINT STOCK COMPANY

Address: Industrial group, Phung town, Dan Phuong district, Hanoi City

RICHY FOOD SOUTHERN JOINT STOCK COMPANY

Address: Road No. 7, Trang Bang Industrial Zone, An Tinh commune, Trang Bang district, Tay Ninh province

ATTN: Richard Vo

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SANTA FOOD JOINT STOCK COMPANY

Address: Minh Duc Industrial Park, Minh Duc Commune, My Hao District, Hung Yen Province

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