

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 confectionary 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.









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 MARIES CONSESS WASSILES EXCRETE CONST

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



Richy butter waffles

180g x 24 bags



Majestic waffles cookies (Almond

chocolate, seasame, coconut)

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



8



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







CREAM CAIKE.

WHITE CHOCOLATE







CREAM CAKE



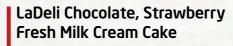


Chocolate/Strawberry cream cake

25g x 20 packs x 12 trays







18g x 10 packs x 14 boxes



Ladeli Cheese/Banana/Matcha Fresh Milk Cream Cake

18g x 10 packs x 14 boxes









GATO





Gato cake

20g x 10packs x 14 boxes



抹茶ケーキ



CAKE



Matcha cake
18g x 4 packs x 16 boxes



Salt Vanilla Cake 18g x 4 packs x 16 boxes





3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



16











STICK BISCUITS



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









Wismo Biscuit Stick
22g x 10 boxes x 12 trays



Dorati biscuit stick

 $40g \times 10$ boxes $\times 6$ trays: Strawberry, Banana, Matcha coated; Cheese, Butter Milk seasoning $22g \times 10$ boxes $\times 12$ 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 x12 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 x12 boxes 681g x 6 boxes

Majestic butter cookies









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









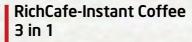












18g x 12 sticks x 24 boxes



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 Best 396g (mix biscuits)
396g x 8 boxes



Merry milk 510g x 12 bags 528g x 12 bags



Merry milk biscuits 192g x 20 bags



STERRE LIGHT DEC LAS CHESTOR STERRES STERRES

Merry Luxury 416g (mix biscuits)
416g x 8 boxes





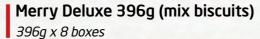
Merry coconut milk 88g x 30 boxes

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



Merry coconut milk 528g x 12 bags











Merry 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





.....



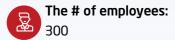




15th Floor, Richy Tower, No. 35 Mac Thai To Street, Yen Hoa, Cau Giay, Ha Noi, Viet Nam



Head office phone: (+84) 243 7282 898



Manufacturing and export about Rice cracker, Oatmeal, Butter waffles



Acreage: 35.000 m2

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



















Address:

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



Head office phone: (+84) 276 3899381



The # of employees: 300











Address:

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



Acreage: 68.000 m2

The # of employees: 500

Domain of business:

Manufacturing and export about Merry biscuits, Merry cream filled wafer













RICHY'S FAIRS



PRIZE AND AWARDS









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



Top 10 Food Reputattion Award 2019



Top products Trust & Use of Vietnam





15th Celebration Anniversary



PARTNER







(INDONESIA)















PUREGOLD

DUTY FREE INC.







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

Email: export6@richy.com.vn

Mobile: +84-938-201-506 (Whatsapp, Viber, LINE, Wechat, Kakao)

SANTA FOOD JOINT STOCK COMPANY

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

FANPAGE: FB.COM/BANHKEORICHY WEBSITE: WWW.RICHY.COM.VN