

COMPANY PROFILE



FOODELI

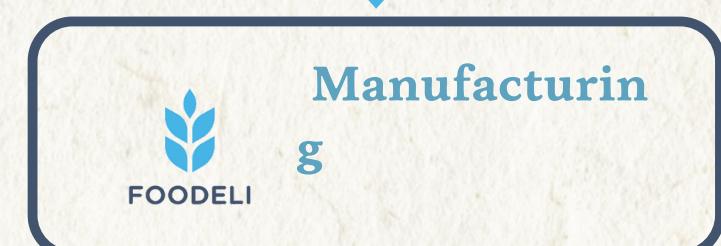




ABOUT US

Foodeli is a food manufacturing and distributing brand with a commitment to keep the most authentic and traditional taste of Vietnamese food in each of our products.

Vietnamese food is one of the most varied and seductive on the planet. To Vietnamese, not only does it bring flavors like others, but also conveys traditions and cultural values. With a deep understanding of the Vietnamese market, the consuming behavior of customers and a huge love for Vietnamese food, we had come up with an idea of making local culinary variations more accessible to everyone in different parts of Vietnam and to the world. Each product of Foodeli carries its own story about the history of its origin and the signature, authentic taste of local cuisine. Our mission is protecting, preserving and spreading the traditional and cultural values of Vietnamese food. Foodeli is including two sub-brands which are Phở Gánh Hà Nội and Mì Chũ Bắc Giang. We are continuing to develop and deliver more varieties of Vietnamese food to customers.



Manufacturing



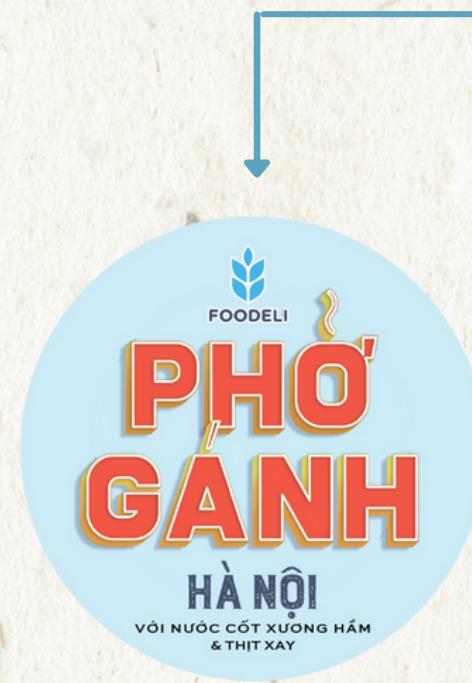
Distributing system





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SUB-BRANDS



Phở Gánh Hà Nội is our first sub-brand of Foodeli which is instant Phở with 3 different traditional flavors. Phở Gánh is so special and authentic, not only because of its secret recipe to make the traditional taste of Pho, but also the nostalgic meaning of the name 'Phở Gánh Hà Nội' - the first place where Pho was originated.



Mì Chũ is another type of Vietnamese rice noodles which is originated from Bac Giang - a mountainous area in the Northern part of Vietnam. Mì Chũ is a famous specialty that requires a complicated process to make sure that the noodles are white, soft, and silky with the aroma from newly harvested rice. With the desire to preserve the culinary culture of this land, Foodeli is launching the first instant Mì Chũ in the market with two familiar flavors. Instant Mì Chũ can be a healthier substitute for instant noodles in the market.



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HƯƠNG VỊ

PHỞ GÀNH HÀ NỘI XƯA



WHAT MAKES "PHỞ GÁNH HÀ NỘI" SO FAMOUS?

Pho is the most Vietnamese famous food, people can find Pho anywhere in Vietnam. But Pho in Ha Noi is special and authentic because Ha Noi is the home of Pho and also the place that made Pho famous. Pho was originally sold at dawn and dusk by roaming street vendors, who shouldered mobile kitchens on carrying poles (known as 'Phở Gánh'). Phở Gánh became the food tradition and culture of Hanoians. Until now, after the decline in the number of Phở Gánh in favor of stationary eateries, there are some street vendors still selling Pho in this old way to preserve the Phở Gánh culture. However, Phở Gánh nowadays only opens at 3am and closes at 6-7 am, mainly to serve night workers. If you want to experience Phở Gánh culture, you have to wake up very early in the morning and queue up for a bowl of Pho. Now, with instant Phở Gánh Hà Nội of Foodeli, you can enjoy the most authentic taste of Phở Gánh at home with just some simple steps.



Phở Gánh Hà Nội is the first place where Phở was originated



FOODELI

OUR PRODUCT

Instant Phở Gánh Hà Nội

**PHỞ GÁNH
HÀ NỘI vị bò**

Với giấm tỏi, tương ớt xay
Giữ trọn vị Phở Hà Nội xưa

Traditional Beef Phở

**PHỞ GÁNH
HÀ NỘI vị gà**

Với hương lá chanh
cho Phở ngon đúng điệu

Traditional Chicken Phở

**PHỞ GÁNH
HÀ NỘI sốt vang**

Nét chấm phá của Phở Hà Nội

Vietnamese Beef Stew Phở

OUR PRODUCT

Instant Phở Gánh Hà Nội

What's inside?



Rice noodles are made from selected sources of rice with silky and soft texture



Garlic vinegar and traditional chili sauce (specially made for Pho)



Bone broth concentrate (the signature broth that's cooked overnight in order to make it light yet at the same time sweet and full of flavor, it's infused with spices like cinnamon, star anise and cardamom)



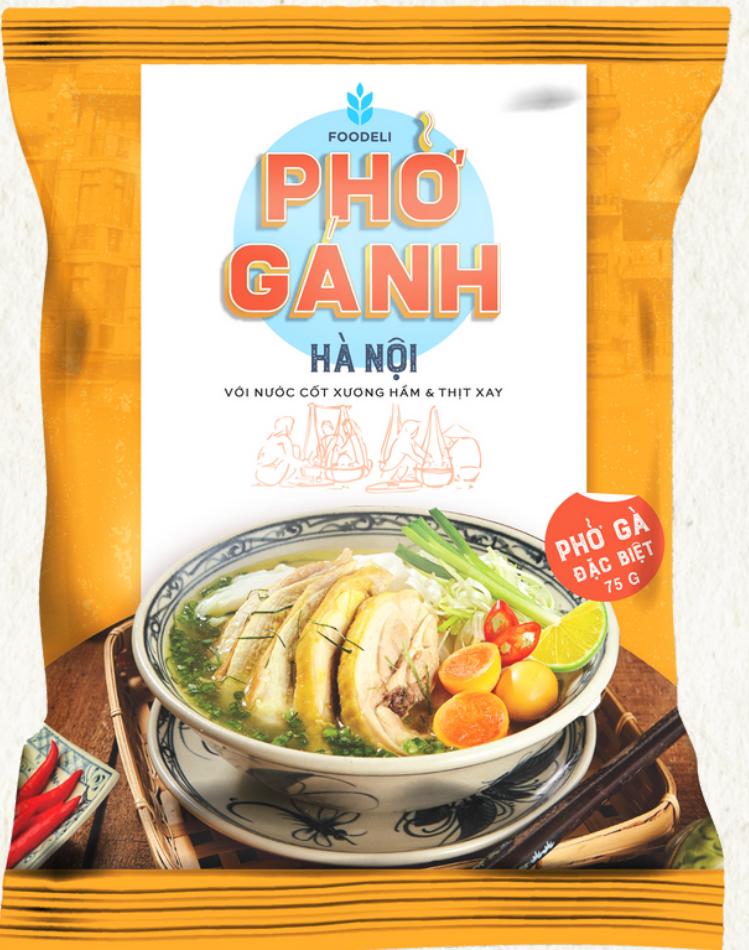
Dried vegetables (spring onion, coriander, lemon leaf for chicken Pho)



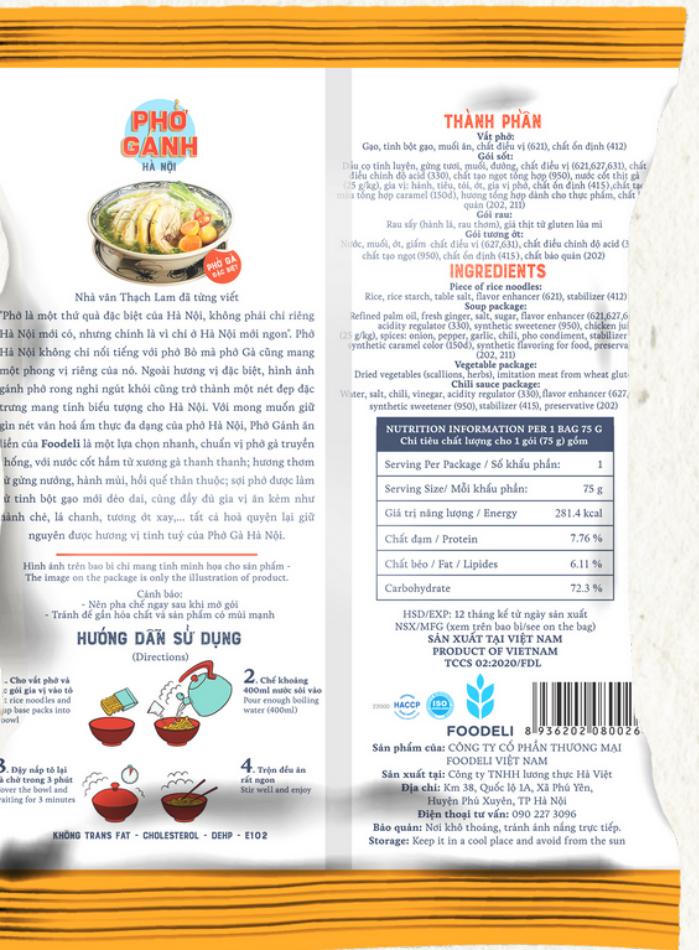
FOODELI

PACKAGING

Front



Back



Shelf-ready packaging



- The authentic bowl of Pho Ganh Ha Noi
- Traditional ceramic bowl & plate
- Hand drawing of street vendors selling Pho
- Background of Hanoi old quarter

- The story of Pho Ganh Ha Noi
- Directions to use
- Ingredients
- Nutritional information
- Certificates

- 24 packs in a box
- The box can be used as a display shelf



FOODELI

RESULT FOR THE FIRST 6 MONTHS



8.000.000
packs have been sold within
the first 6 months in the
North and Middle of
Vietnam



10.000

Pho Ganh Ha Noi is available in more than 10.000 selling points in the North and Middle of Vietnam



Grove

50 DISTRIBUTORS
Foodeli is partnering with 30 big distributors across the North and Middle of Vietnam
and is spreading to the Southern part starting from July 2021



QUALITY CERTIFICATIONS





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OUR PRODUCT

Phở Rice Noodles (coming soon on Dec 2021)





OUR PRODUCT

Phở Rice Noodles (coming soon on Dec 2021)

What's inside?



100% Phở Rice Noodles which are produced by the traditional way of making Phở with silky and soft texture.



Garlic vinegar and traditional chili sauce (specially made for Pho)

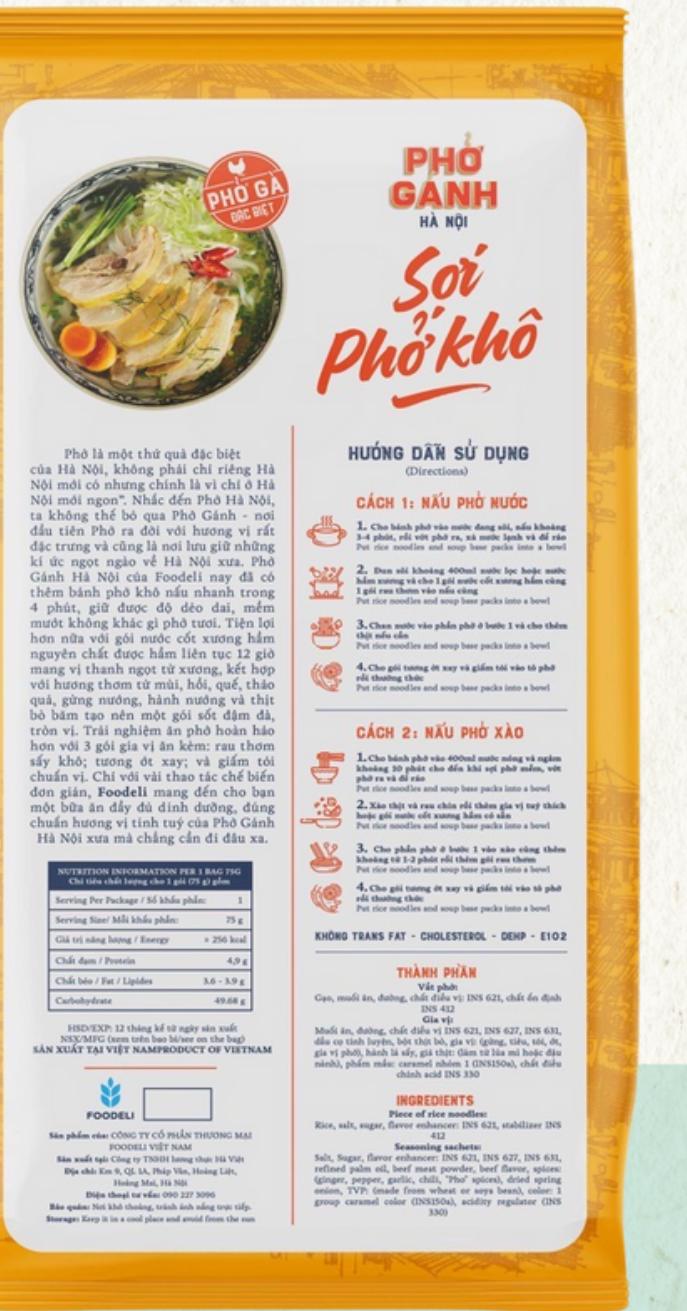


Dried vegetables (spring onion, coriander, lemon leaf for chicken Pho)



100% Phở Rice Noodles which are produced by the traditional way of making Phở with silky and soft texture.

PACKAGING



INSTANT MÌ CHŨ BẮC GIANG

The first instant Chũ Noodles in the market



WHAT IS "MÌ CHŨ BẮC GIANG"?

Mì Chũ (Chũ Noodle) is a type of Vietnamese rice noodles which is originated from Bac Giang - a mountainous area in the North of Vietnam. Mì Chũ has become a famous specialty and a pride of Bac Giang people because of the sophisticated making process that creates its signature taste. To keep the special aroma of Mì Chũ, the rice has been harvested freshly in the Chũ mountain, processing through the soaking, grinding, crushing, steaming and drying steps. The finish noodles are white, soft, and silky with the aroma from newly harvested rice. Mì Chũ can easily be cooked in combination with different ingredients such as pork, beef, sea food, ect. With a mission to make local culinary variations more accessible to everyone in different parts of Vietnam and in the world, Foodeli is launching instant Mì Chũ Bắc Giang in July 2021 with two familiar flavors. Now, you can enjoy the most authentic taste of Mì Chũ Bắc Giang with just some simple steps.



OUR PRODUCT

Instant Mì Chū Bắc Giang



Hot & Sour Shrimp Flavor



Minced Pork in Tomato Sauce Flavor

FLAVORS

- Hot & Sour Shrimp Flavor
- Minced Pork in Tomato Sauce Flavor

SPICES

- Bone broth concentrate (cooked overnight to keep the sweet flavor from bones)
- Dried vegetables (spring onion, coriander)
- Garlic chili vinegar (suitable to eat with soup dishes)
- Traditional chili sauce (specially made for soup dishes)

NOODLES

- Made from selected sources of rice
- Silky smooth and soft texture

DISTRIBUTION CHANNELS



GENERAL TRADE

Grocery stores, family
marts

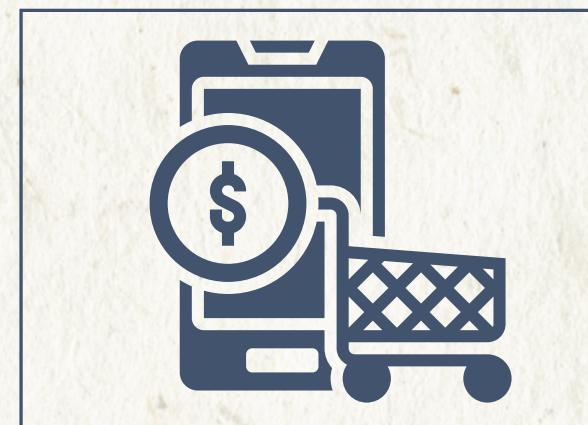


MODERN TRADE

Supermarket, grocery
chains, convenient stores

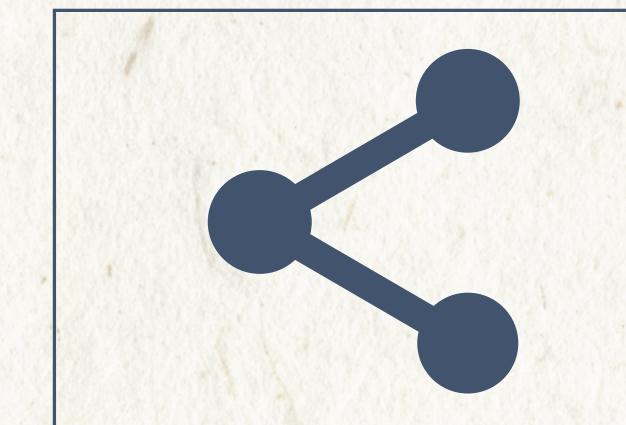


EXPORT



E-COMMERCE

Social Media, Market
Places, E-commerce sites



SPECIAL CHANNELS



FOODELI

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