



**JOJO**<sup>®</sup>

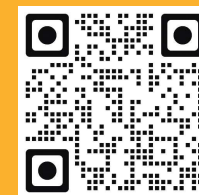
**TANOSHI**<sup>®</sup>

**Okla**<sup>®</sup>

PRODUCT CATALOGUE

# SNACKS & NUTS

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# ABOUT PHAM – ASSET JVC

Founded in 2002, the company is one of the leading snack manufacturers in Vietnam under the JOJO brand.

Its product categories include: snacks, wafer biscuits, jelly, energy drinks, coated peanuts, and coffee.

The company utilizes technology and machinery from Japan, the USA, and Austria, managed by a team of professionals with over 30 years of experience.

Product quality is maintained in accordance with global food safety standards such as FSSC and AIB.

In addition to operating five manufacturing facilities and a nationwide distribution network, the company also exports to countries such as Russia, Bahrain, South Korea, Laos, Cambodia, and China...

With nearly 100 different products, the company continues to conduct research and develop new items to meet customer preferences and market trends.



## VISION

Pham - Asset with its brand JOJO, TANOSHI, OKLA aims to become the largest and leading snack manufacturer in Vietnam, continuously innovating and developing. We are a Vietnamese enterprise with 100% local investment, proud to deliver high-quality products that ensure great taste and food safety. JOJO strives to become the most familiar and beloved snack brand in Vietnam, reaching international markets in the coming years and affirming the position and value of Vietnam on the global snack map.

## MISSION

Founded in 2002 by a food technology engineer, JOJO was established with the mission of creating wholehearted, high-quality products with absolute food safety.

We are committed to:

- Producing delicious snack products that meet high standards of quality and food safety.
  - Continuously innovating and applying modern technology to meet the growing demands of consumers.
  - Blending traditional values with modern thinking to expand JOJO's reach.
  - Upholding the spirit of "doing from the heart," always prioritizing customer benefits and experience.
- Today, a new generation of young leaders continues this mission with a strong drive for innovation, while always putting quality, ethics, and core values first.

## CORE VALUES

With the mission of building a Vietnamese snack brand, JOJO believes in and upholds the following core values:

- **Quality & Safety:** Always the top priority—ensured throughout sourcing, production, and distribution.
  - **Innovation & Development:** Continuously pioneering in research and applying new technologies to meet market demands.
  - **Sustainability & Responsibility:** Committed to sustainable business practices that contribute to community and environmental development.
  - **Dedication & Integrity:** Upholding our commitment to quality, ethics, and transparency in all business activities.
- JOJO is not only about creating delicious snacks but also about promoting a safe, healthy, and sustainable lifestyle for consumers.

# SNACKS

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Snacks are one of our core products. Our light snack pieces are produced using a variety of technologies—from sheeting technology that creates crispy, aromatic snacks to extrusion technology that yields highly nutritious products made from ingredients such as wheat flour, cereal flour, vegetable powder and potato powder...

We develop a wide range of snack varieties, from nutritious cereal-based snacks to rich, flavourful light snacks that cater to diverse consumer preferences.



**Purple Sweet  
Potato Snack**

32g/bag; 50 bags/carton

Dimension (L x W x H)  
385 x 335 x 660 mm



**Potato Stick  
Snack**

32g/bag; 50 bags/carton

Dimension (L x W x H)  
385 x 335 x 660 mm



**Crab Flavoured  
Shrimp Chip**

30g/bag; 50 bags/carton

Dimension (L x W x H)  
385 x 335 x 660 mm



**Spicy Cuttlefish Snack**

32g/bag; 50 bags/carton

Dimension (L x W x H)  
385 x 335 x 660 mm



**Grilled Chicken  
Snack**

32g/bag; 50 bags/carton

Dimension (L x W x H)  
385 x 335 x 660 mm



**Golden Grilled  
Chicken Snack**

32g/bag; 50 bags/carton

Dimension (L x W x H)  
385 x 335 x 660 mm



### Vegetable Snack

32g/bag; 50 bags/carton

Dimension (L x W x H)  
385 x 335 x 660 mm



### Crab Snack

29g/bag; 50 bags/carton

Dimension (L x W x H)  
385 x 335 x 660 mm



### Black Pepper Crab Snack

29g/bag; 50 bags/carton

Dimension (L x W x H)  
385 x 335 x 660 mm



### Tomato Snack

32g/bag; 50 bags/carton

Dimension (L x W x H)  
385 x 335 x 660 mm



### Cuttlefish Snack

32g/bag; 50 bags/carton

Dimension (L x W x H)  
385 x 335 x 660 mm



### Prawn Cracker Snack

32g/bag; 50 bags/carton

Dimension (L x W x H)  
385 x 335 x 660 mm



### Seaweed Snack

32g/bag; 50 bags/carton

Dimension (L x W x H)  
385 x 335 x 660 mm



**Grilled Chicken Snack**

80g/can; 24 cans/carton

Dimension (L x W x H)

430 x 325 x 475 mm



**Seaweed Snack**

80g/can; 24 cans/carton

Dimension (L x W x H)

430 x 325 x 475 mm



**Prawn Cracker Snack**

80g/can; 24 cans/carton

Dimension (L x W x H)

430 x 325 x 475 mm



**Potato Stick Snack**

80g/can; 24 cans/carton

Dimension (L x W x H)

430 x 325 x 475 mm



**Party Mix Snack**

70g/bag; 30 bags/carton

Dimension (L x W x H)

490 x 350 x 155 mm



**Mix Snack**

70g/bag; 30 bags/carton

Dimension (L x W x H)

490 x 350 x 155 mm



# PELLETS

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Pellets are semi-finished products used as the base material for producing snacks.

We offer a wide variety of pellet types produced using extrusion and sheeting technologies from a diverse range of ingredients such as wheat flour, tapioca starch, cornmeal, vegetable powders, and potato powder.

After drying, the pellets have high stability, making them easy to store and transport. When fried or hot-air expanded, the pellets puff up into crispy, flavorful snacks with various shapes and textures.



**Purple Sweet Potato Pellet**

15kg/carton

.....  
*Dimension (L x W x H)*  
325 x 325 x 275 mm



**Potato Stick Pellet**

15kg/carton

.....  
*Dimension (L x W x H)*  
325 x 325 x 275 mm



**Spicy Cuttlefish Pellet**

15kg/carton

.....  
*Dimension (L x W x H)*  
325 x 325 x 275 mm



**Net Pellet**

15kg/carton

.....  
*Dimension (L x W x H)*  
325 x 325 x 275 mm



**Vegetable Pellet**

15kg/carton

.....  
*Dimension (L x W x H)*  
325 x 325 x 275 mm



**Crab Pellet**

15kg/carton

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*Dimension (L x W x H)*  
325 x 325 x 275 mm



**Cuttlefish Pellet**

15kg/carton

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*Dimension (L x W x H)*  
325 x 325 x 275 mm



**Lobster Pellet**

15kg/carton

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*Dimension (L x W x H)*  
325 x 325 x 275 mm



**Seaweed Pellet**

15kg/carton

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*Dimension (L x W x H)*  
325 x 325 x 275 mm



**Prawn Cracker Pellet**

15kg/carton

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*Dimension (L x W x H)*  
325 x 325 x 275 mm



**Drumbstick Pellet**

15kg/carton

Dimension (L x W x H)  
325 x 325 x 275 mm



**Fish Pellet**

15kg/carton

Dimension (L x W x H)  
325 x 325 x 275 mm



**Twist Pellet**

15kg/carton

Dimension (L x W x H)  
325 x 325 x 275 mm



**Leaf Pellet**

15kg/carton

Dimension (L x W x H)  
325 x 325 x 275 mm



**Squid Pellet**

15kg/carton

Dimension (L x W x H)  
325 x 325 x 275 mm



**Shell Potato Pellet**

15kg/carton

Dimension (L x W x H)  
325 x 325 x 275 mm



**Wavy Potato Pellet**

15kg/carton

Dimension (L x W x H)  
325 x 325 x 275 mm



**Penne Potato Pellet**

15kg/carton

Dimension (L x W x H)  
325 x 325 x 275 mm

# WAFER ROLLS

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Our wafer products are manufactured using advanced Austrian technology to create crispy, aromatic wafer sticks with a light and airy texture.

We produce a wide range of wafer varieties with diverse flavors, including orange, pandan, matcha, chocolate, chocolate banana, blueberry, and cheese...

In addition, we offer a special line of wafers made from pure, fresh coconut milk, delivering an exceptionally rich and fragrant taste, along with a savory coconut wafer line for a unique flavor experience.



**Egg Wafer Rolls**

30g/bag; 48 bags/carton

Dimension (L x W x H)  
415 x 230 x 230 mm



**Coconut Wafer Rolls**

70g/bag; 30 bags/carton

Dimension (L x W x H)  
450 x 223 x 303 mm



**Coconut Coffee Wafer Rolls**

70g/bag; 30 bags/carton

Dimension (L x W x H)  
450 x 223 x 303 mm



**Coconut Wafer Roll -  
Grilled Squid Flavour**

55g/bag; 50 bags/carton

Dimension (L x W x H)  
530 x 390 x 175 mm



**Coconut Wafer Roll -  
Grilled Shrimp Flavour**

55g/bag; 50 bags/carton

Dimension (L x W x H)  
530 x 390 x 175 mm



**Cheese Wafer Rolls**

115g/bag; 24 bags/carton | 125g/bag; 24 bags/carton

Dimension (L x W x H): 490 x 195 x 220 mm



**Orange Flavour Wafer Rolls**

115g/bag; 24 bags/carton | 125g/bag; 24 bags/carton

Dimension (L x W x H): 490 x 195 x 220 mm



**Pandan Flavour Wafer Rolls**

115g/bag; 24 bags/carton | 125g/bag; 24 bags/carton

Dimension (L x W x H): 490 x 195 x 220 mm



**Strawberry Flavour Wafer Rolls**

70g/bag; 24 bags/carton

Dimension (L x W x H): 490 x 195 x 220 mm



**Matcha Flavour Wafer Rolls**

115g/bag; 24 bags/carton

125g/bag; 24 bags/carton

Dimension (L x W x H)

490 x 195 x 220 mm



90g/can; 24 cans/carton

Dimension (L x W x H)

570 x 215 x 210 mm



**Chocolate Flavour Wafer Rolls**

115g/bag; 24 bags/carton

125g/bag; 24 bags/carton

Dimension (L x W x H)

490 x 195 x 220 mm



90g/can; 24 cans/carton

Dimension (L x W x H)

570 x 215 x 210 mm



**Crispy Rolls With Mint Matcha Cream**

95g/bag; 24 bags/carton

Dimension (L x W x H): 470 x 205 x 240 mm



**Crispy Rolls With Banana Chocolate Cream**

95g/bag; 24 bags/carton

Dimension (L x W x H): 470 x 205 x 240 mm



**Cispy Rolls Almond Chocolate**

70g/bag; 2 bags/box; 24 boxes/carton

75g/bag; 2 bags/box; 24 boxes/carton

60g/bag; 2 bags/box; 24 boxes/carton

Dimension (L x W x H): 470 x 225 x 270 mm



**Crispy Rolls Blueberry**

70g/bag; 2 bags/box; 24 boxes/carton

75g/bag; 2 bags/box; 24 boxes/carton

60g/bag; 2 bags/box; 24 boxes/carton

Dimension (L x W x H): 470 x 225 x 270 mm

# PEANUTS & NUTS

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The nuts are produced using both traditional frying technology and hot air roasting technology.

Each method creates products with distinctive textures and flavours.

A key advantage of hot air roasting is its ability to reduce the fat content in the product while delivering a light and crispy texture. With roasting technology, we continuously expand our product lines to create high-value nut products such as cashews, almonds, walnuts, and macadamias.

# CHICKPEAS



## Roasted Chickpea Seaweed Flavour

60g/bag; 30 bags/carton

Dimension (L x W x H)  
470 x 215 x 187 mm



# NUTS AND RAISIN



RANG  
ROASTED

JOJO  
Hạt & Nho Sấy  
NUTS & RAISIN

RANG  
ROASTED

Nuts And Raisin



# PEANUTS



**Ron Ron Peanuts – Seaweed Flavour**  
 13g/bag; 20 bags/medium bag; 15 medium bags/ big bag  
 Dimension (L x W x H)  
 30 (13x13) x 83 cm



**Ron Ron Peanuts – Coconut Milk Flavour**  
 70g/bag; 30 bags/carton  
 Dimension (L x W x H)  
 470 x 215 x 187 mm



**Ron Ron Peanuts – Grilled Shrimp And Chilli Salt Flavour**  
 70g/bag; 30 bags/carton  
 Dimension (L x W x H)  
 470 x 215 x 187 mm



**Ron Ron Peanuts – Coconut Milk Flavour**  
 120g/bag; 24 boxes/carton  
 Dimension (L x W x H)  
 440 x 365 x 228 mm



**Ron Ron Peanuts – Grilled Shrimp And Chilli Salt Flavour**  
 120g/bag; 24 boxes/carton  
 Dimension (L x W x H)  
 440 x 365 x 228 mm

# PEANUTS



## Coated Peanut - Coconut Milk Flavour

16g/bag; 120 bags/carton

Dimension (L x W x H)  
370 x 250 x 245 mm



## Coated Peanut - BBQ Flavour

16g/bag; 120 bags/carton

Dimension (L x W x H)  
370 x 250 x 245 mm



## P-nutto - Peanut Cracker - Grilled Shrimp & Chilli Salt Flavour

30g/bag; 100 bags/carton

Dimension (L x W x H)  
425 x 257 x 388 mm



## P-nutto - Peanut Cracker - Coconut Flavour

30g/bag; 100 bags/carton

Dimension (L x W x H)  
425 x 257 x 388 mm



# PEANUTS



**Coated Peanut  
Grilled Shrimp With Salt And Chili Flavour**

*30g/bag; 100 bags/carton*

*Dimension (L x W x H)  
425 x 257 x 468 mm*



**Coated Peanut  
Coconut Flavour**

*30g/bag; 100 bags/carton*

*Dimension (L x W x H)  
425 x 257 x 468 mm*



# GREEN PEAS



## Roasted Green Pea - Spicy Grilled Beef Flavour

70g/bag; 30 bags/carton

Dimension (L x W x H): 470 x 215 x 187 mm



## Roasted Green Pea - Spicy Grilled Beef Flavour

30g/bag; 120 bags/carton

Dimension (L x W x H): 475 x 290 x 230 mm



## Roasted Green Pea - Wasabi Flavour

70g/bag; 30 bags/carton

Dimension (L x W x H): 470 x 215 x 187 mm



## Roasted Green Pea - Wasabi Flavour

30g/bag; 120 bags/carton

Dimension (L x W x H): 475 x 290 x 230 mm

# PUMPKIN SEEDS



## Pumpkin Seeds - Chilli Salt Flavour

50g/bag; 30 bags/carton

Dimension (L x W x H)  
470 x 215 x 187 mm



## Pumpkin Seeds - Himalaya Pink Salt & Coffee Flavour

50g/bag; 30 bags/carton

Dimension (L x W x H)  
470 x 215 x 187 mm

**CHOCOLATE**

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**Chocobitz  
Chocolate Almonds**



**Chocolate Peanuts**  
35g/bags; 60 bags/carton  
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Dimension (L x W x H)  
420 x 220 x 215 mm



**Chocolate Strawberry  
Flavoured Jelly**  
35g/bags; 60 bags/carton  
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Dimension (L x W x H)  
420 x 220 x 215 mm



**Chocolate Peanuts**



**Chocolate Peanuts**

# JELLY

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Our jelly products are made from fresh fruit ingredients (apple, pear, pineapple, mango, grape...) delivering a naturally refreshing taste and vibrant color.

Using real fruit juice and purees, our jellies offer a soft, smooth texture and a delightful balance of sweetness and fruitiness, making them a healthy and enjoyable treat for all ages.

**Mixed Fruit Jelly  
Grape - Mango**

225g/bag; 30 bags/carton

Dimension (L x W x H)

440 x 300 x 185 mm



**Lychee Flavour Jelly**

450g/bag; 12 bags/carton

Dimension (L x W x H): 355 x 270 x 180 mm



**Tropical Fruit Jelly**

105g/bag; 50 bags/carton

Dimension (L x W x H): 440 x 300 x 185 mm



**Pineapple Flavoured  
Suckable Jelly**



**Pear Flavoured  
Suckable Jelly**



**Grape Flavoured  
Suckable Jelly**

**BEVERAGE**

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# COFFEE

## Mirano Instant Coffee

16g/bag; 20 bags/box; 24 boxes/carton

Dimension (L x W x H): 445 x 235 x 315 mm

**MIRANO 3-IN-1 COFFEE** is made from coffee powder sourced from Buon Ma Thuot farms, using 100% Robusta coffee beans.

It delivers a rich, creamy cup of milk coffee with a lingering aftertaste.



## ENERGY DRINK

Our energy drink line features strawberry and mixed fruit flavors, offering a bold fruity taste combined with essential micronutrients such as taurine, inositol, caffeine, and vitamin B3.



### Strawberry Flavoured Energy Drink

220 ml/cup; 48 cups/carton

Dimension (L x W x H): 380 x 265 x 195 mm



### Fruit Flavoured Energy Drink

220 ml/cup; 48 cups/carton

Dimension (L x W x H): 380 x 265 x 195 mm



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