



ENHANCE THE VALUE OF
VIETNAMESE COCONUT



MY PHUONG FOOD COMPANY LIMITED

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MY PHUONG FOOD COMPANY LIMITED

PROFILE

TABLE OF CONTENTS

About My Phuong Food	01
History of establishment and development	03
Quality Policy	05
Why Choose My Phuong Food	06
From Coconut to Coconut	07
Company Capacity	09
Product R&D	11
Product List	12
Business Partners	19
Press and Media	21
Journey to Customers	22
Community Activities	23
Thank you!	24

OPEN LETTER

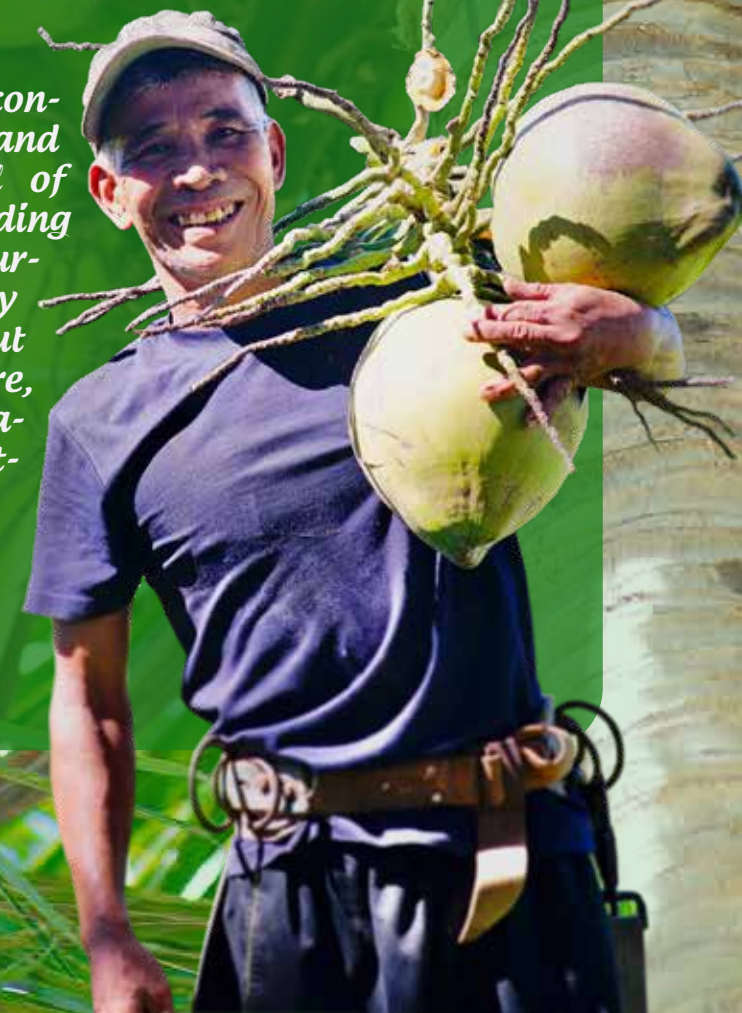
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*Công đầu công uống công thừa
Công đầu gánh nước tưới dừa Tam Quan*

”

The traditional Vietnamese folk verse has long inspired generations on their journey to realizing dreams. At My Phuong Food, that dream is to bring joy and happiness to farmers, workers, and society through products rich in the flavors of our homeland. From sweet Tam Quan coconuts to rice and beans, My Phuong Food has continuously elevated the value of Vietnamese agricultural products, infusing each product with spirit to create delicious, crispy coconut crackers.

This journey has been one of continuous effort, innovation, and creativity toward our goal of becoming "Vietnam's leading coconut cracker manufacturer." My Phuong Food not only focuses on product quality but also values traditional culture, contributing to the preservation and promotion of Vietnamese cuisine.



ABOUT MY PHUONG FOOD



Mr. Nguyen Van Tan
CEO



Mrs. Mai Thi Y Nhi
Sales Director



VISION

With strategic vision and ambition, My Phuong Food aims to **"Become a leading manufacturer of coconut-based foods in Vietnam and the world."** We not only seek to expand production scale but also to enhance quality, build brand reputation, and offer unique culinary experiences globally.



MISSION

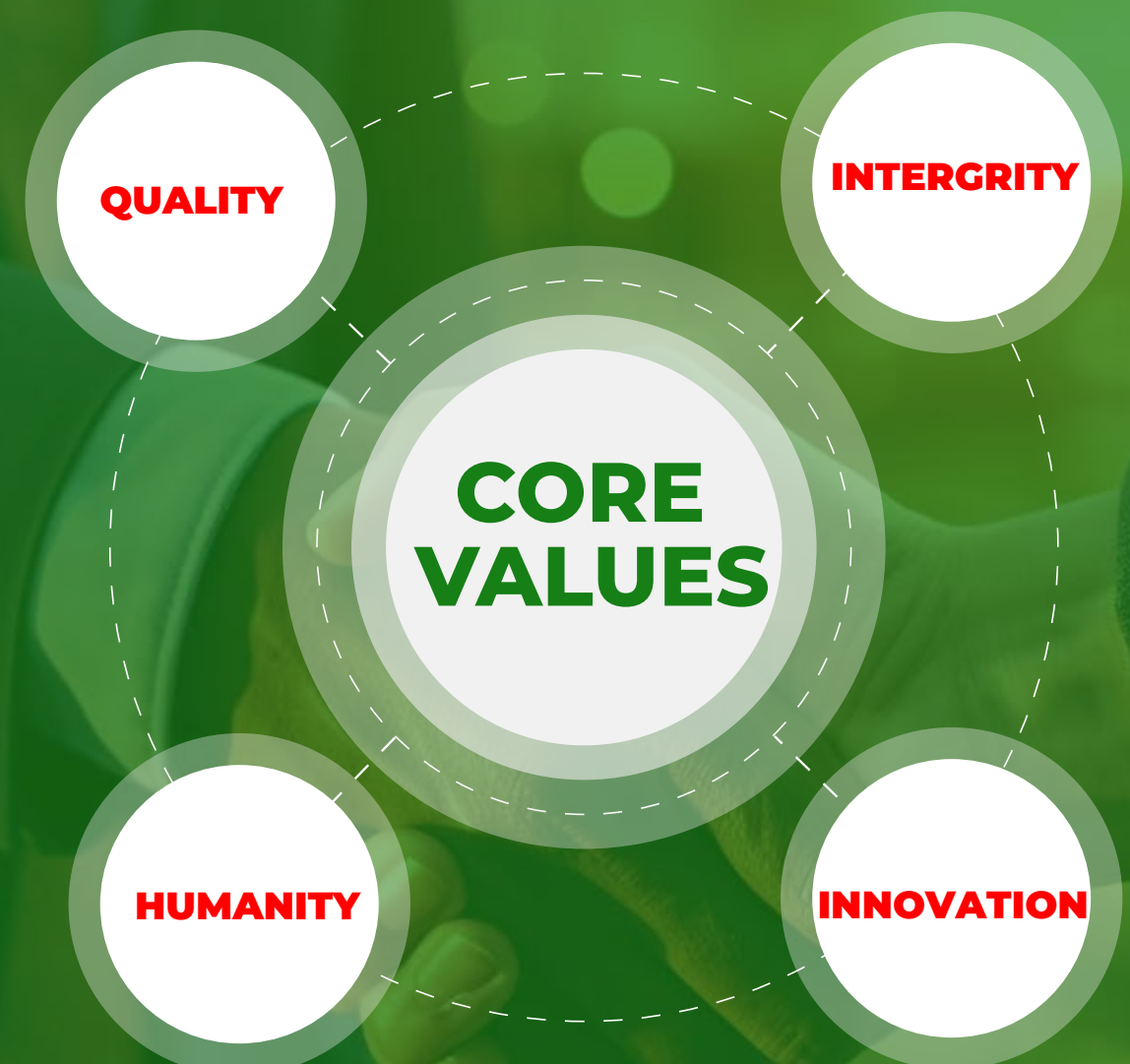
We are deeply aware of our corporate responsibility toward the country's development. Through practical and meaningful actions, My Phuong Food carries the mission of **"Enhance the Value of Vietnamese Coconuts"**, bringing Vietnamese agricultural products to international markets, benefiting farmers, and contributing to the country's economic development.

QUALITY

Committed to the highest standards, delivering exceptional customer experiences through product excellence.

INTERGRITY

We prioritize reputation in all our operations—from product quality to customer responsibility—ensuring trust and satisfaction for both customers and partners.



HUMANITY

At My Phuong Food, people are our most valuable asset. We foster a united and strong team, build a healthy working environment, and provide opportunities for individual growth.

INNOVATION

With the motto Innovation is survival, My Phuong Food always leads in product development, applying modern technologies and improving processes to deliver exceptional value.



NÂNG TẦM DỪA VIỆT

MY PHUONG FOOD COMPANY LIMITED



NÂNG TẦM DỪA VIỆT

CMY PHUONG FOOD COMPANY LIMITED



2016

The year 2016 marked the birth of My Phuong Food with a small production facility at 234 Doan Huu Trung Street, Cam Le District, Da Nang City. This was a challenging start, as the company faced difficulties in capital, technology, and market access. However, driven by passion and the aspiration to deliver high-quality coconut-based products, My Phuong Food gradually overcame these obstacles and laid the foundation for future growth.

2018

In 2018, My Phuong Food opened the raw material pre-processing factory in Hoai Nhon Town, Binh Dinh Province—an area known for its abundant and high-quality coconut supply. This was a crucial step that enabled the company to take greater control over raw material quality.

2021

In 2021, My Phuong Food marked a significant breakthrough by establishing a modern production factory in Hoa Son Ward, Hoa Vang District, Da Nang City. This strategic investment in expanding the facility demonstrated the company's vision and strong ambition to grow at every stage of its development.

2024

As part of its strategic growth plan, My Phuong Food established a new facility for ingredient pre-processing and production at Thiet Dinh Industrial Cluster, Binh Dinh Province. This milestone represents a comprehensive enhancement of the company's capabilities, reaffirming its position in both the Vietnamese and global food industries.

& HISTORY DEVELOPMENT

The development journey of My Phuong Food is a story of relentless effort, strong ambition, and deep passion for Vietnamese agricultural products—especially coconuts. From a humble production facility, My Phuong Food has gradually established its position as one of the leading coconut-based food processing companies in Vietnam.



QUALITY POLICY

QUALITY IS THE CORE VALUE
THAT MY PHUONG FOOD
PURSUES

QUALITY MANAGEMENT SYSTEM CERTIFICATION

Our quality and food safety management system complies with strict international standards and best practices.

We have been certified with ISO 22000:2018 and FSSC 22000, both evaluated and issued by independent certification bodies in accordance with ISO requirements.



WHY?

WHY CHOOSE US?



Quality Commitment: Product quality is the key factor that builds our reputation and affirms the strength of My Phuong Food. We don't just make promises—we take action to deliver the best products to our customers.



Distinctiveness: We always lead the way in researching new, diverse products, staying ahead of trends by creatively combining regional ingredients. We continuously improve production technology to enhance product quality while keeping competitive pricing.



Prompt Support: Our professional team is always ready to promptly meet all customer needs. With an annual production capacity of over 3,000 tons, we ensure fast and effective solutions, ensuring maximum satisfaction.



Sustainable Development: We focus on sustainable development by constantly innovating and improving production processes and services, ensuring long-term value for the community and our partners.

FROM COCONUT TO COCONUT



COMPANY CAPACITY

With a commitment to continuous learning and innovation, we have evolved from a basic manual production setup into the first modern, closed-loop production line for coconut crackers in Vietnam. We constantly create and innovate to deliver unique products with superior quality, built on a foundation of advanced technology.

PRODUCTION CAPACITY:
3,000 TONS PER YEAR





PRODUCT RESEARCHING & DEVELOPING (R&D)

My Phuong Food has always been a pioneer in researching and developing new coconut cracker varieties. To date, we have successfully created over 20 unique products made from coconut combined with signature Vietnamese ingredients such as nuts, and tropical fruits.

Our guiding principle throughout our operations is to deliver plant-based products that are free from food additives, safe for consumption, and offer the best value for human health. Notably, all flavors are naturally derived from fresh, real ingredients.

PRODUCT CATEGORY



TOPCOCO COCONUT CRACKER (Coconut with nutritious nuts)

“A unique combination of fresh coconut meat and traditional Vietnamese nuts, preserving the natural qualities of each ingredient. The result is a cracker that features the rich creaminess of fresh coconut, the nuttiness of roasted peanuts and sesame seeds, a pleasantly mild sweetness, and a delightfully crispy texture—with a natural aroma that comes entirely from the ingredients themselves.”

KEY PRODUCT BENEFITS:

- 100% natural – no preservatives, additives, artificial colors, or flavorings.
- Non-GMO.
- Gluten-free.
- Plant-based ingredients.
- Retains high levels of natural fiber and essential minerals from the raw ingredients



Original Flavor
180g



Peanut Flavor
180g



Sesame Flavor
180g



Mung bean Flavor
150 g



Original Flavor
150 g



Sesame Flavor
150 g



Peanut Flavor
150 g

COCOOL COCONUT CRACKER (Coconut with Fresh fruits)

KEY PRODUCT BENEFITS

- Made with up to 60% fresh fruit
- No food additives, preservatives, or artificial coloring
- Gluten-free
- Non-GMO
- Plant-based
- Rich in fiber and essential minerals from fresh fruit

The first creative and unique combination in the market, blending fresh coconut meat with traditional Vietnamese fruits such as Durian, Mango, and Coffee. This creates an exceptionally unique cracker with a crispy texture, refreshing mild sweetness, and a delicate aroma of fruit.



Coffee Flavor 80 g



Mango Flavor 80 g



Durian Flavor 80 g



Original Flavor 80 g



COCOOL COCONUT NECTAR CRACKER (Coconut with Coconut nectar)

A perfect fusion of fresh coconut meat with glutinous rice and brown rice, resulting in a cracker that's crispy, with a gentle natural aroma and a mildly sour flavor. The pure sweetness comes entirely from organic coconut sugar and nectar, NOT refined sugar."

KEY PRODUCT BENEFITS

- Non-GMO
- Gluten-free
- 100% plant-based
- First product of its kind on the market
- 100% sweetness derived from organic coconut sugar and nectar; no refined sugar
- Completely natural—no preservatives, additives, colors, or artificial flavorings
- Retains high levels of natural fiber and essential minerals from the ingredients
- A safer, healthier choice for overall well-being



COCOOL Coconut
nectar cracker 60 g



COCOOL Coconut
nectar cracker 120 g

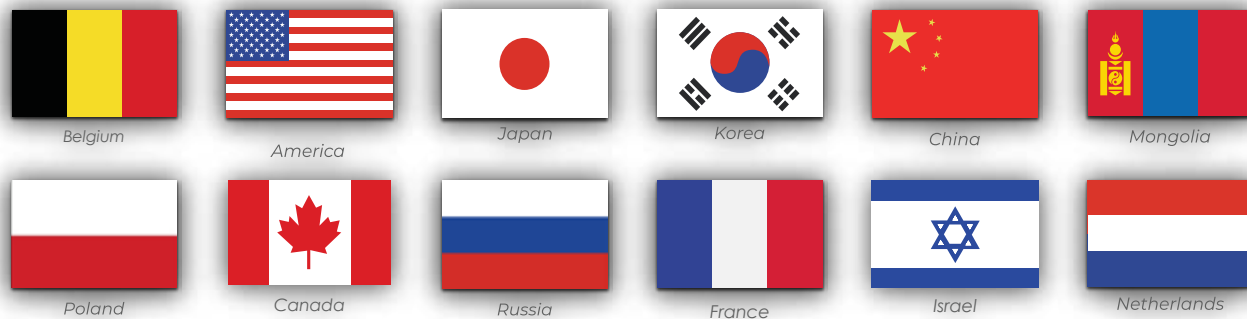
BUSSINESS PARTNERS



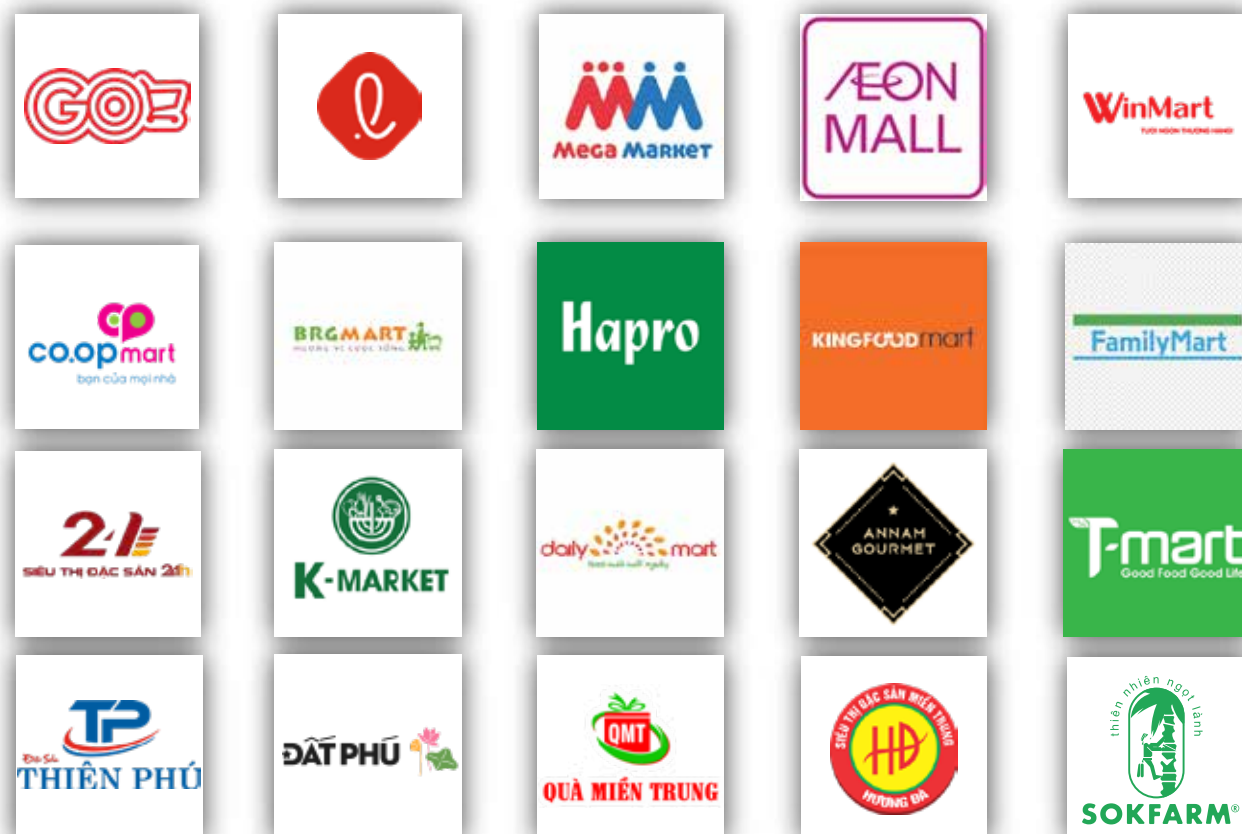
+1.000

Customers, Partners

Export Markets



Domestic Partners



International Partners



PRESS AND MEDIA

VTV1

VTV
go!

VTV8

VTV6

Da Nang
TV

Vietnam.net
VIỆT NAM HÙNG CƯỜNG

NGƯỜI LAO ĐỘNG

TẠP CHÍ
Diễn đàn
DOANH NGHIỆP

Nhân Dân tv

PhunuVietnam
CƠ QUAN THÔNG TIN VÀ MÔI TRƯỜNG VIỆT NAM

OCOP
ONE COMPANY ONE PRODUCT OF VIETNAM

Y
NEWS

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KHOA HỌC - KHUẨN VI SINH - LỄ

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Công an
THÀNH PHỐ ĐÀ NẴNG
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Đà Nẵng - Thành phố biển và văn hóa

TẠP CHÍ ĐIỆN TỬ
THƯƠNG HIỆU
CÔNG LƯƠNG

DU LỊCH

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Sở hữu trí tuệ

ĐÀ NẴNG Today

BUSINESS WORLD
THƯƠNG TRƯỜNG
ONLINE



THE JOURNEY TO
Winning Customers



COMMUNITY ACTIVITIES

At My Phuong Food, we focus not only on production but also on building a cohesive community both internally and externally, where people are at the heart of all our activities. We believe that the sustainable development of the company is closely linked to the growth of individuals within the organization. In addition, we are always committed to inspiring passion and fostering creative ideas among the younger generations, contributing to the sustainable development of the country.



THANK YOU

We would like to express our deepest and most sincere gratitude to our valued customers and partners for your trust, selection, and precious cooperation with My Phuong Food Co., Ltd. over the past time. The affection and trust of our customers are our greatest success. My Phuong Food is committed to continuously improving production technology, enhancing product quality, and optimizing costs, in order to bring the best experiences to our customers.

Every choice you make is not only a vote of support for My Phuong Food but also a partnership on the journey of “Enhance the Value of Vietnamese Coconut” contributing to a sustainable future for the community and bringing Vietnamese agricultural products to the world. Together with My Phuong Food, let’s build good values, bring practical benefits to farmers, and contribute to the economic development of the country.

THANK YOU
With sincere appreciation!