



COMPANY PROFILE





AUTHENTIC FLAVORS, MODERN CONVENIENCE

Foodeli is a premier Vietnamese food manufacturer dedicated to the development, manufacturing, and distribution of rice-based noodle innovations. We specialize in transforming authentic local flavors into convenient, high-quality products designed for the modern global consumers.

STRATEGIC HIGHLIGHTS FOR GLOBAL PARTNERSHIPS

We specialize in capturing the essence of Vietnamese culinary traditions and translating them into innovative, retail-ready solutions. By meticulously preserving the "secret recipes" and the soft, silky texture of fresh noodles, we make the country's most sophisticated flavors accessible to the world

A Proven Global Footprint: FOODELI products are successfully distributed across key global markets, including **Australia, Canada, South Korea, and Vanuatu**. Our presence in major retail chains such as **ALDI, IGA, and The Reject Shop** demonstrates our ability to meet the standards of highly regulated markets.

Innovation Driven by Tradition: Beyond phở, we continue to expand our portfolio with unique rice-based specialties inspired by Vietnamese cuisine. Our products offer a healthier, non-fried alternative aligned with the growing global demand for clean-label and nutritious convenience foods.

Massive Market Traction: With **24 million packs** sold within our first year of operation and a presence in over **40,000 retail outlets**, we offer the scalability and operational muscle required for large-scale international distribution.

Certified for Export Excellence: To provide our partners with absolute confidence in food safety and compliance, our manufacturing infrastructure is backed by world-class certifications, including **ISO 22000, HACCP, FSSC 22000, and FDA registration**.



SNB GROUP

The Foundation of Growth

SNB Group serves as the **corporate foundation** for Foodeli, providing the **strategic direction** and infrastructure necessary for **sustainable global expansion**. **Established in 2007**, SNB has evolved into a **comprehensive business ecosystem**.

ESTABLISHED EXPERTISE

With over **10 years** of development, **SNB Group** employs more than **500 professionals** in Vietnam.

COMPREHENSIVE ECOSYSTEM

The group integrates distribution, retail, and consumer product operations to enable **scalable growth** across all business units.

MASSIVE PORTFOLIO MANAGEMENT

SNB manages a consumer product portfolio of over **20,000 SKUs**, showcasing immense operational capacity.

ROBUST DISTRIBUTION NETWORK

The group supports its members with a distribution network covering over **3,000 retail points** and specialized retail systems like **Soc&Brothers**.

SUPPLY CHAIN STABILITY

SNB provides a **stable supply chain** and leadership that ensures reliability for **international partners** and long-term market expansion.

QUALITY CERTIFICATIONS

INSTANT PHỞ GÁNH HÀ NỘI



FSSC 22000



**U.S. FOOD & DRUG
ADMINISTRATION**



Our Products



What makes

PHỞ GÁNH

HÀ NỘI

So Famous?



“

Did you know Phở started as a street food?

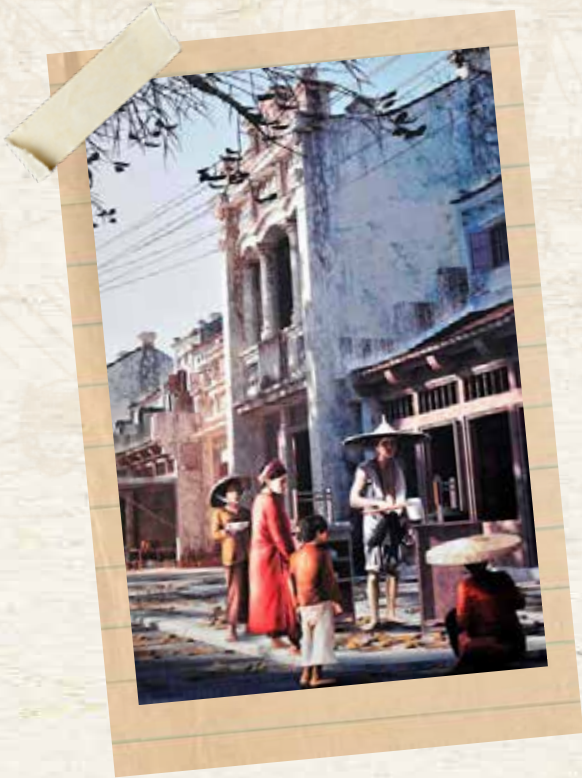
Pho is the most Vietnamese famous food, people can find Pho anywhere in Vietnam. But Pho in Ha Noi is special and authentic because Ha Noi is the home of Pho and also the place that made Pho famous. Pho was originally sold at dawn and dusk by roaming street vendors, who shouldered mobile kitchens on carrying poles (known as 'Phở Gánh'). Phở Gánh quickly became the culture of Hanoians and a nostalgic experience to anyone who had visited Vietnam.

Now, that experience has been carefully wrapped into an instant Phở Gánh Hà Nội package so you can savour the most authentic taste of Phở Gánh anywhere life takes you, not just in Vietnam.

”



PHỞ GÁNH HÀ NỘI IS THE FIRST PLACE WHERE PHỞ WAS ORIGINATED





OUR PRODUCT

INSTANT PHỞ GÁNH HÀ NỘI



Traditional Beef Phở



Traditional Chicken Phở



Vietnamese Beef Stew Phở

OUR PRODUCT

INSTANT PHỞ GÁNH HÀ NỘI



What's inside?



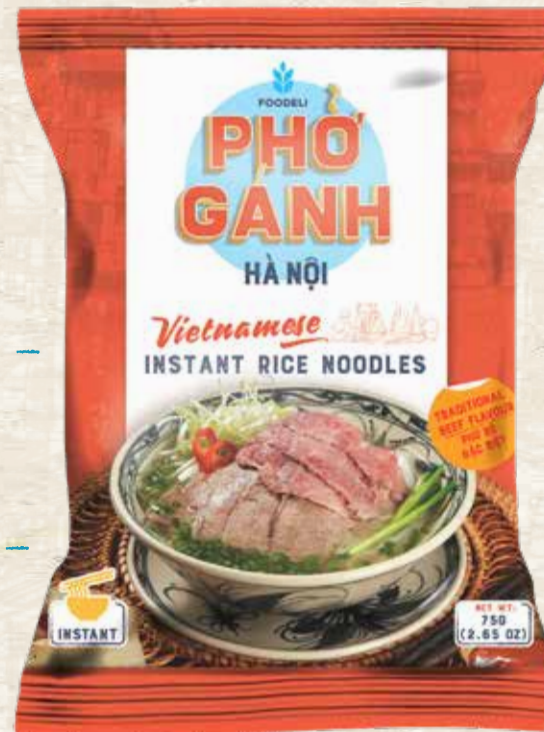
**Garlic vinegar
and traditional chili sauce**
(specially made for Pho)



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



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

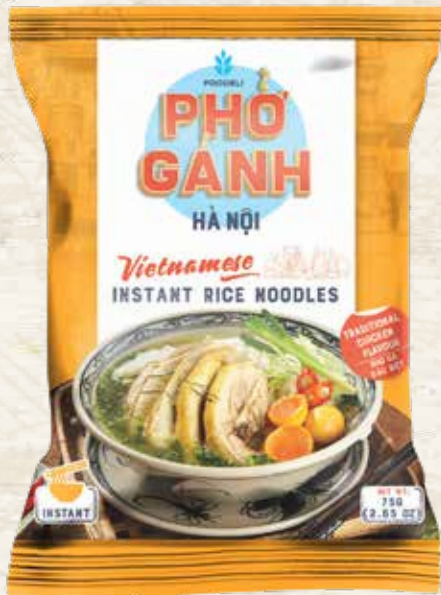


Signature broth concentrate
(the signature broth that's cooked
overnight in order to make it light yet at
the same time sweet and full of flavor,
it's infused with spices like cinnamon,
star anise and cardamom)

OUR PRODUCT

INSTANT PHỞ GÁNH HÀ NỘI

Packaging



FRONT



BACK



Shelf ready packaging

OUR PRODUCT

INSTANT PHỞ GÀNH HÀ NỘI

Shelf ready packaging

“ Make it more **convenient** and **attractive** at the selling points by displaying products with our shelf ready packaging. **There are 3 ways to set up this shelf ready packaging.** They have been designed to creatively fit in with various display areas ”



Option 1



Option 2



Option 3

OUR PRODUCT

INSTANT PHỞ GÁNH HÀ NỘI



Multipacks

“

Multipacks provide a **convenient and cost-effective solution** for everyday consumption. The **shelf-ready design** allows **easy display, better product visibility**, and a more attractive presentation at retail stores, while ensuring quick access for consumers.

”



Traditional Beef Phở
Multipacks



Traditional Chicken Phở
Multipacks



Vietnamese Beef Stew Phở
Multipacks

PHỞ GANH HÀ NỘI

IN VIETNAM MARKET



24.000.000

packs have been sold within the first year
in the North and Middle of Vietnam

40.000

Pho Ganh Ha Noi and Mi Chu Bac Giang is now available
in more than 40.000 selling points across the country



Khoảng

1.000 - 1.200

điểm bán hàng Postmart



40 DISTRIBUTORS

Foodeli is partnering with
40 big distributors across Vietnam

OUR PRODUCT

INSTANT PHỞ GANH HÀ NỘI

in bowl —



FOODELI



Coming soon

PHỞ GÁNH HÀ NỘI *Sợi Phở khô*



MADE WITH 
100% PURE RICE 

★ **TRULY AUTHENTIC VIETNAMESE PHỞ** ★

Soft and silky like fresh noodles



Quick cook in 2 minutes



OUR PRODUCT

VIETNAMESE RICE NOODLES



What's inside?



100% PHỞ RICE NOODLES
which are produced by the
traditional way of making Phở with
silky and soft texture, just like
fresh noodles.

OUR PRODUCT

VIETNAMESE RICE NOODLES



**MADE WITH 100%
PURE RICE**

GLUTEN FREE



SOFT AND SILKY

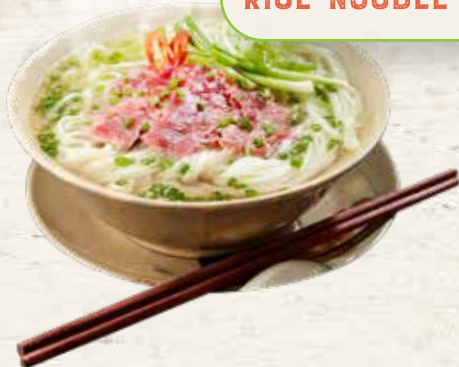
like fresh noodles



QUICK COOK

IN 2 MINUTES

RICE NOODLE SOUP



MIXED RICE NOODLE



PERFECT CHOICE

FOR ALL COOKING METHODS

FRIED RICE NOODLES





VIETNAMESE Instant RICE NOODLES

A specialty from Bac Giang

*A healthier
alternative to regular
instant noodles*





FOODELI

What is

Mì Chũ

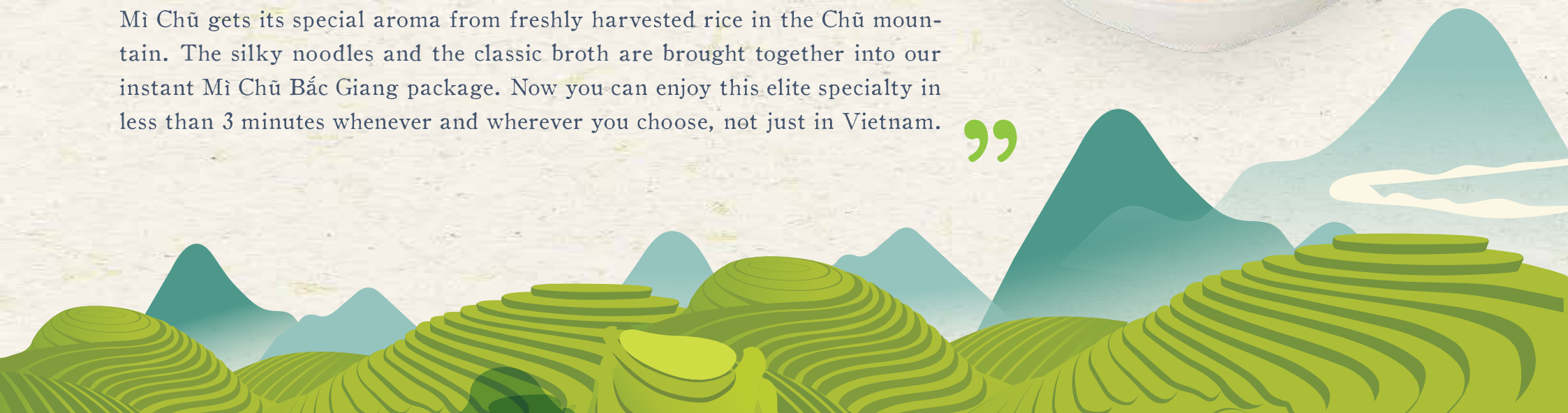
BẮC GIANG

“

Besides the legendary Phở noodles, you might be overwhelmed knowing that there are hundreds types of noodles in Vietnam made from just one ingredient: RICE. Standing out among those is Mi Chũ (Chũ Noodles) originated from Bac Giang - a mountainous area in the North of Vietnam.

Mi Chũ gets its special aroma from freshly harvested rice in the Chũ mountain. The silky noodles and the classic broth are brought together into our instant Mi Chũ Bắc Giang package. Now you can enjoy this elite specialty in less than 3 minutes whenever and wherever you choose, not just in Vietnam.

”





What we have in an
Instant
CHŨ NOODLES
package

 **MINCED PORK
IN TOMATO SAUCE FLAVOR**



Thin rice noodles with soft and silky texture



Aromatic Vietnamese veggies



Must-have garlic vinegar & chilli sauce for Viet noodles



Comforting pork and tomato soup paste





What we have in an
Instant
CHŨ NOODLES
package



**HOT & SOUR
SHRIMP FLAVOR**



Thin rice noodles with soft and silky texture



Aromatic Vietnamese veggies



Must-have garlic vinegar & chili sauce for Viet noodles



Fragrant hot and sour shrimp soup paste



DISTRIBUTION CHANNELS



GENERAL TRADE

Grocery stores, family marts



MODERN TRADE

Supermarket, grocery chains,
convenient stores



EXPORT

Asia, Oceania,
United States, Europe



E-COMMERCE

Social Media, Market Places,
E-commerce sites



SPECIAL CHANNELS

Horeca

EXPORT MARKETS



AUSTRALIA
(ALDI, The Reject Shop)



CANADA
Best Brands Marketing Inc



SOUTH KOREA
GLOBAL LINK



VANUATU
AU BON MARCHÉ LTD



RETAIL PRESENCE IN AUSTRALIA



ALDI is one of the leading supermarket chains in Australia, with over 600 stores nationwide and a strong reputation for high-quality private label products and strict product standards. Foodeli products are currently available within ALDI Australia's retail network.

IGA is one of the largest supermarket networks in Australia, with more than 1,400 stores operated by independent retailers across the country. Known for its strong local presence and extensive coverage, Foodeli products are distributed through selected IGA retail channels.



The Reject Shop is a major discount retail chain in Australia, operating over 400 stores nationwide and offering a wide range of everyday consumer goods. Foodeli products are available within The Reject Shop retail system.

Foodeli products are distributed across multiple retail channels in Australia, including major supermarket chains, nationwide retail networks, and over 500 Asian grocery stores.



CONTACT US

MAILING ADDRESS

B7, Lot 17, Dinh Cong Urban Area, Dinh Cong Ward, Hanoi City, Vietnam

EMAIL ADDRESS

export@foodelivietnam.com

PHONE NUMBER

+84 90 227 3096
+61 414 83 83 96 (Whatsapp/Viber/Zalo)

WEBSITE

www.foodeliglobal.com
www.foodelivietnam.com