

**BAN ME GOLD**

# COMPANY PROFILE

Explore the journey and  
core values of BAN ME GOLD

[banmegold.com](http://banmegold.com)

# INTRODUCTION

Founded in 2010, Ban Me Gold Co., Ltd. (VBM) is a coffee manufacturing and processing company rooted in the rich coffee heritage of Vietnam.

In late 2015, Ban Me Gold officially entered the retail market through the Lotte Mart supermarket system, marking an important milestone in bringing premium Vietnamese coffee closer to consumers.

With a strong commitment to quality, authenticity, and sustainability, **Ban Me Gold** focuses on developing high-quality coffee products that celebrate the essence of Vietnamese coffee culture. Over the years, the company has achieved remarkable growth, building a trusted reputation among partners and customers alike.



**2010**

**The Founding of Ban Me Gold**  
The name Ban Me Gold was born from our belief that every coffee bean carries a value as precious as gold — a reflection of both our passion and the rich coffee heritage of Buon Ma Thuot.



**2011**

**Launch of Rexasun**  
The first brand of Ban Me Gold, was introduced with its signature “Sáng” line, inspired by the Vietnamese tradition of enjoying coffee in the early hours of the day.



**2014**

**Launch of Honee Coffee**  
A brand guided by the philosophy of enjoyment and harmony — where the Honee Coating method marks a true breakthrough.

**2015**

**The first beginning**  
Ban Me Gold made its debut at the Lotte Mart retail system in late 2015 and has since achieved remarkable growth.

**2017**

**Breakthrough**  
Continuous sales growth and a breakthrough in the perception of Vietnamese coffee have been the driving forces behind Ban Me Gold.



**THE FUTURE**

**2025**

**Sustainable Development**  
Focused on producing high-quality coffee, processed agricultural products, and premium offerings that elevate the value of Vietnamese agriculture, Ban Me Gold is also establishing its second production facility.

**Lacquer Coffee Gift Box**  
Pioneering the creation of premium coffee gift boxes crafted with lacquer art — elevating the value of coffee while preserving the uniqueness of this traditional Vietnamese craftsmanship.



**2024**

**Launch of Tráy Nini**  
A brand dedicated to dried agricultural products sourced from Vietnam, marking Ban Me Gold's expansion into a new business segment.

**2022**

**Strong Development**  
Ban Me Gold emerged even stronger after the challenging Covid year — staying true to its mission while adapting flexibly to market changes.

**2019**

**Sustained Growth**  
Expanding rapidly into new markets and sales channels, Ban Me Gold has achieved remarkable progress — with revenue tripling in growth.

# Journey of Development



# Our Milestones



**2015**

## Rapid Expansion

Within just a few years, starting from the initial product lines, Ban Me Gold continuously innovated and developed, launching over 90 diverse, high-quality products.



**2021**

## Perseverance and Commitment

The Covid pandemic tested Vàng Ban Mê's dedication to its mission. We not only overcame the challenges but emerged stronger, reaffirming our steadfast commitment to our purpose.



**2025**

## Lacquer Coffee Gift Box

A luxurious coffee gift box line that not only delivers a refined flavor experience but also serves as a meaningful gift, celebrating and connecting the value of Vietnamese coffee.



**The Future**

## Elevating Vietnamese Agricultural Products

For coffee in particular, we strive to provide the best experiences for our customers, while elevating Vietnamese products to the international market.



# 01

## VISION & MISSION

Ban Me Gold aims to assert the position of Vietnamese coffee on the global map, bringing the finest values of Ban Mê coffee beans to the international stage.

We seek to deliver energy and inspiration through high-quality coffee products, while building a sustainable ecosystem that spans from farm to the perfect cup.

**State-of-the-Art Roasting System:** Equipped with modern European-imported roasting machines, ensuring consistent quality and authentic flavor.

**Versatile Production Capabilities:** Expertise in roasting, blending, and custom processing to meet diverse domestic and international customer needs.

**Extensive Distribution Network:** Products are widely available in the domestic market and exported to South Korea, Japan, China, Europe, the Middle East, and more.

**Proprietary Technology – Honee Coating Process:** Demonstrating our commitment to innovation and creativity in coffee processing.

**Over a Decade of Passion:** More than ten years of dedication to unlocking the hidden value of Vietnamese coffee.

**Distinctive Vietnamese Identity:** Proudly offering products that reflect the unique flavors of Vietnam, delivering exceptional taste experiences in every cup. This journey is embodied by our three flagship brands: ***Honee Coffee, Rexusun, and Traynini.***

# 02

## KEY STRENGTHS

# Over 10 Years of Dedication

For more than a decade, we have passionately pursued the hidden value of Vietnamese coffee.

We take pride in our products that capture the distinctive flavors of Vietnam and offer unique taste journeys in every cup.

This journey is clearly reflected through  
our **03 flagship brands**



Representing the finest in premium coffee, **Honee Coffee** offers high-quality products that elevate the coffee experience and evoke deep, memorable emotions with every cup.



**Weasel Flavor  
Coffee Beans**



**Roasted Coffee Beans**



**Freeze-Dried Instant Coffee**

★★★★★  
**TOP SELLER**



Embodying bold style and rich flavors, REXSUN faithfully recreates the strong, traditional taste of Vietnamese coffee.

REXSUN

**Instant Coffee – Coconut Flavor (Cocofé)**

**Instant Coffee – Durian Flavor (Durikopi)**

**Instant Coffee – Bold Black Iced Coffee**

★★★★★  
**TOP SELLER**



**Low-Sugar Detox  
Nutrient-Rich Chia Seeds**

Enjoy Natural Flavors with a Variety of Choices: Soursop, Mango, Peach, Lychee, Passion Fruit, and more.

TRAYNINI



**Passion Fruit Tea with  
Chia Seeds**



**Honey Kumquat Tea with  
Chia Seeds**



**Dried Mango**

★★★★★  
**TOP SELLER**

## HONEE COFFEE

### TASTE OF THE LIFE

Honee Coffee products focus on the experience and the enjoyment of each high-quality coffee bean, delivering a creative and unique journey of flavors.



## ROASTED COFFEE BEANS



**100% PURE ROBUSTA**

250 g / 500 g / 1kg

With its bold, deep bitterness and high caffeine content, Robusta coffee delivers a full-bodied, energizing experience.



**100% PURE CULI**

250 g / 500 g / 1kg

With a bold and distinctive initial bitterness, followed by a deep, lingering aftertaste, Culi coffee offers subtle notes of acidity and a slightly sharp finish that is irresistibly captivating.



**100% PURE ARABICA**

250 g / 500 g / 1kg

Delicate fruity acidity harmoniously blended with the aromatic notes of citrus and berries.



**100% PURE MOKA**

250 g / 500 g / 1kg

Delicately aromatic and enticing, with a bright acidity and gentle bitterness, perfectly balanced with a rich, multi-layered aftertaste.

## FREEZE-DRIED COFFEE



**HIGH-GRADE**

**FREEZE-DRIED INSTANT COFFEE**

30 g / 80 g

Rich and full-bodied, with a powerful, lingering aftertaste and the distinctive aroma of 100% premium Robusta beans.



**LIMITED EDITION**

**FREEZE-DRIED INSTANT COFFEE**

50 g

Featuring a naturally mild, bright acidity, with subtle notes of chocolate and caramel from 100% premium Arabica beans.

## HONEE COFFEE ROASTED BEANS WITH WEASEL FLAVOR



### WEASEL FLAVOR

A signature product line exclusively crafted by Honee Coffee, meticulously designed to preserve and celebrate the legendary, timeless aroma of authentic Vietnamese coffee.



**BASIC**

#### WEASEL FLAVOR (BROWN)

250 g

A harmonious blend of premium Robusta, expertly roasted to deliver a smooth, balanced profile with deep richness and a clean, satisfying finish.



**PREMIUM**

#### WEASEL FLAVOR (SILVER)

250 g / 1 kg

An elevated fusion of robust Robusta and select Arabica, carefully roasted to unlock rich, fruity top notes and a fragrant, lingering aroma of tropical elegance.



**LUXURY**

#### WEASEL FLAVOR (GOLD)

200 g

The pinnacle of refinement—crafted from rare Culi beans, delivering exceptional depth, velvety smoothness, and a pure, noble aroma drawn from Vietnam's finest terroirs.

## HONEY ROASTED MOKA BEANS

A signature product line featuring Ban Me Gold's proprietary **Honee Coating** process—a revolutionary technique that delicately applies a thin layer of pure honey to each coffee bean, elevating and harmonizing the aroma with every individual roast.



**HONEY COATING**

### HONEY ROASTED MOKA BEANS

250 g

Premium Moka beans meticulously coated with a delicate layer of pure natural honey, delivering a perfectly balanced harmony of mild acidity, subtle sweetness, and vibrant freshness—unfolding in rich, lingering layers with every sip.

## DRIP BAG COFFEE



**DELICATE FLAVOR**

**WEASEL FLAVORED DRIP BAGS**

60 g

A refined blend of Robusta, Arabica, and Moka, meticulously crafted to deliver balanced aroma, gentle acidity, and a smooth, elegant finish—perfect for savoring authentic Vietnamese coffee anywhere.

**RICH FLAVOR**

**WEASEL FLAVORED DRIP BAGS**

60 g

An intense fusion of premium Moka and top-grade Culi, offering deep body, rich sweetness, and a powerful, lingering aftertaste—true to the bold soul of Vietnamese coffee.

## VALENTINA INSTANT COFFEE



**VALENTINA INSTANT COFFEE**

160 g

A vibrant harmony of premium Vietnamese coffee, natural coffee blossom honey, pure cane sugar, and creamy milk powder—delivering refreshing sweetness and velvety smoothness in every convenient sachet.

## WEASEL FILTER COFFEE BAG



**WEASEL FILTER COFFEE BAG**

75 g

A rich, velvety aroma and refined smoothness—redefining convenience while capturing the pure, authentic essence of premium Vietnamese coffee in every effortless steep.

## PREMIUM COFFEE GIFT BOX



## PREMIUM WEASEL FLAVOR COFFEE GIFT BOX



INCLUDES A COFFEE FILTER

### WEASEL FLAVOR GIFT BOX

150 g

100% pure Weasel Flavor beans – bold, intense aroma with a powerful, lingering finish.



INCLUDES A COFFEE FILTER

### PREMIUM WEASEL FLAVOR GIFT BOX

150 g

100% Weasel Flavor – meticulously selected for rich, deep flavor and refined smoothness.



### DELICATE WEASEL FLAVOR GIFT BOX

300 g

An elegant fusion of premium Moka, Arabica, and Robusta – silky, balanced, and sophisticated.



### RICH WEASEL FLAVOR GIFT BOX

300 g

Intense natural sweetness and robust body from premium Honey Moka blended with top-grade Culi beans.



INCLUDES A COFFEE FILTER

### PREMIUM ROBUSTA GIFT BOX

150 g

100% pure Robusta with bold, intense flavor and a lingering, robust finish.



INCLUDES A COFFEE FILTER

### PREMIUM ARABICA GIFT BOX

150 g

100% Arabica with refined, fragrant notes of fruit and subtle sweetness.



INCLUDES A COFFEE FILTER

### PREMIUM MOKA GIFT BOX

150 g

100% Moka Thượng Hạng – elegant acidity, wine-like aroma, and silky smooth finish.



INCLUDES A COFFEE FILTER

### PREMIUM HONEY MOKA GIFT BOX

150 g

Rare honey-processed Moka beans, offering rich sweetness, floral notes, and exceptional balance.



### LIGHTLY WEASEL FLAVOR GIFT BOX

250 g

Honey-roasted with fruity floral notes, subtle acidity, and a naturally sweet, rounded finish.



### DARK WEASEL FLAVOR GIFT BOX

250 g

Deep caramel, bold body, and intense smoky undertones – a powerful, full-flavored experience.



AUTHENTIC WEASEL COFFEE

### AUTHENTIC WEASEL COFFEE GIFT BOX – THE ORIENTAL DREAM

70 g

A luxurious curation of The Oriental Dream – rare, meticulously selected beans from Vietnam's finest terroirs. Each bean is hand-picked and roasted to perfection, delivering an unparalleled depth of flavor and exquisite rarity.

## REXSUN

### PRESERVING VIETNAMESE FLAVORS

The Rexasun brand focuses on the traditional flavors of **Vietnamese coffee**. It is especially distinguished by the “Sáng” line, inspired by the morning coffee habits of the Vietnamese, offering a bold, deep, and robust traditional taste.



## ROASTED COFFEE BEANS - CLASSIC



**100% PURE ROBUSTA**  
450 g

Bold, intense flavor with a deep, lingering aftertaste – the authentic essence of Vietnamese coffee.



**100% PURE CULI**  
450 g

Rich, full-bodied taste with a smooth texture and subtle sweetness, crafted from premium peaberry beans.



**100% PURE ARABICA**  
450 g

Delicate, fragrant notes of fruit and floral undertones, sourced from high-altitude Vietnamese plantations.



**100% PURE MOKA**  
450 g

Exquisite aroma and refined flavor with hints of wine-like acidity and a silky finish.

## ROASTED COFFEE BEANS – BOLD & INTENSE



**STRONG & BOLD BLEND**  
250 / 500 g

A powerful fusion of premium Robusta varieties, delivering intense strength and rich body.



**MOCHA BOLD BLEND**  
250 / 500 g

Deep, velvety Arabica combined with robust Robusta, offering complex chocolate and nutty undertones.



**CHOCOLATE BOLD BLEND**  
250 / 500 g

Rich, dark roast with pronounced cocoa and caramel notes, delivering a bold, indulgent finish.

## 3-IN-1 INSTANT COFFEE



**DELICATE ICED MILK COFFEE 3-IN-1**  
216 g / 540 g

Rich, authentic Vietnamese iced coffee flavor with premium milk and pure cane sugar for an indulgent, refreshing experience.



**COCOFÉ DELICATE COCONUT COFFEE**  
160 g / 480 g

Smooth fusion of robust coffee and creamy coconut milk, delivering a tropical, aromatic indulgence.



**COCOFÉ DELICATE COCONUT COFFEE - VALUE PACK**  
Box 1.6 kg (100 sachets)

Contains 100 ultra-convenient and economical sachets.



**DURIAN INSTANT COFFEE**  
160 g

Bold coffee infused with authentic durian essence, offering a unique, creamy, and intensely aromatic experience.



**CINNAMON INSTANT COFFEE**  
160 g

A delicate blend of premium coffee's slight bitterness, the gentle sweetness of brown sugar, and the warm, aromatic notes of cinnamon.

## 3-IN-1 INSTANT COFFEE - BOLD



**BOLD ICED MILK COFFEE 3IN1**  
180 g

The rich, authentic flavor of traditional coffee from pure coffee beans, combined with the gentle sweetness of natural raw sugar.



**BOLD COCONUT COFFEE**  
160 g

The refreshing taste of tropical coconut milk, delicately blended with the subtle bitterness of pure coffee.



**BOLD DURIAN COFFEE**  
160 g

The refreshing taste of tropical coconut milk, delicately blended with the subtle bitterness of pure coffee.

## 2-IN-1 INSTANT COFFEE



**RICH BLACK COFFEE 2-IN-1**  
120 g

Intense Vietnamese black coffee with pure cane sugar, delivering bold flavor and authentic strength.



**INSTANT ESPRESSO**  
20 g

Bold and intense pure coffee – served without sugar or milk.



**INSTANT ESPRESSO**  
100 g

Bold and intense pure coffee – served without sugar or milk.

## DRIP BAG COFFEE



**DRIP BAG COFFEE NO SUGAR, NO MILK**  
100 g

Pure Robusta drip bag coffee from Dak Lak, delivering bold, authentic Vietnamese flavor without sugar or creamer.

## FILTER BAG COFFEE



**NEOLASSIC FILTER BAG COFFEE**  
140 g

Pure Arabica and Robusta blend – bold, slightly tangy, with a smooth, sweet finish.

## MILK TEA



**MATCHA MILK TEA**  
160 g

Pure matcha directly imported from Japan, with a gentle and elegant aroma, a delicately sweet flavor that leaves no lingering greasy sensation.

## TROPICAL FRUIT TEA WITH CHIA SEED DETOX & LOW SUGAR



**CHIA SEED  
LYCHEE TEA**  
100 g

The rich, authentic taste of black tea blends perfectly with the fragrant, sweet, and refreshing aroma of lychee.



**CHIA SEED  
PASSION FRUIT TEA**  
100 g

The natural tangy flavor of passion fruit, not too sharp but gentle, with a light sweetness from natural rock sugar.



**CHIA SEED  
MANGO TEA**  
100 g

The intense aroma reminiscent of ripe, juicy mangoes, with the light tangy taste of mango perfectly harmonizing with the smooth sweetness of tea.



**CHIA SEED  
SOURSOP TEA**  
100 g

The pleasantly sweet flavor of soursop, not overly sweet, just enough to gently and delicately stimulate the taste buds.



**CHIA SEED  
KUMQUAT HONEY TEA**  
100 g

The mild tartness of kumquat, perfectly combined with the smooth sweetness of honey and chia seeds fully infused with the flavors of kumquat and honey.

## HEALTHY NUTS & SNACKS



**CRISPY DRIED  
COCONUT (NO SUGAR)**  
50 g / 100 g

Made from 100% fresh coconut meat, no sugar, no preservatives, delivering a rich, nutty flavor.



**SOFT-DRIED  
MANGO**  
100 g / 200 g / 1 kg

Crafted from ripe, juicy mangoes with a fragrant aroma, offering a gentle sweetness without being overpowering, and extremely low in calories.



**FRESH MACADAMIA  
NUTS IN SHELL**  
250 g

Carefully selected from high-quality sources, macadamia nuts are rich in nutrients and beneficial plant compounds, with a mild sweetness and gentle aroma.



**SALTED ROASTED  
CASHEWS WITH SKIN**  
250 g / 500 g

Crunchy, aromatic, and nutrient-packed cashews that are great for health and provide energy for the body.

# GLOBAL MARKETS & INTERNATIONAL OPERATIONS



# MODERN PRODUCTION FACILITY

Ban Me Gold's factory was constructed in 2015 with a total area of over **3,000 m<sup>2</sup>**. Strategically located in Hai Son Industrial Park, Long An Province, the facility benefits from proximity to major seaports, ensuring efficient export logistics while maintaining the highest standards of production stability.



We deploy state-of-the-art European roasting systems, enabling precise control of temperature and time at every stage. This ensures consistent flavor profiles and full compliance with international quality benchmarks.



All products of Ban Me Gold are developed based on the

## THREE CORE VALUES

From seed to cup, every step is tightly managed to deliver consistent, premium-grade coffee.



We balance tradition with innovation, preserving the authentic soul of Vietnamese coffee while embracing global standards.



Sourcing only the finest beans from Vietnam's prime coffee regions, we honor nature in every roast.

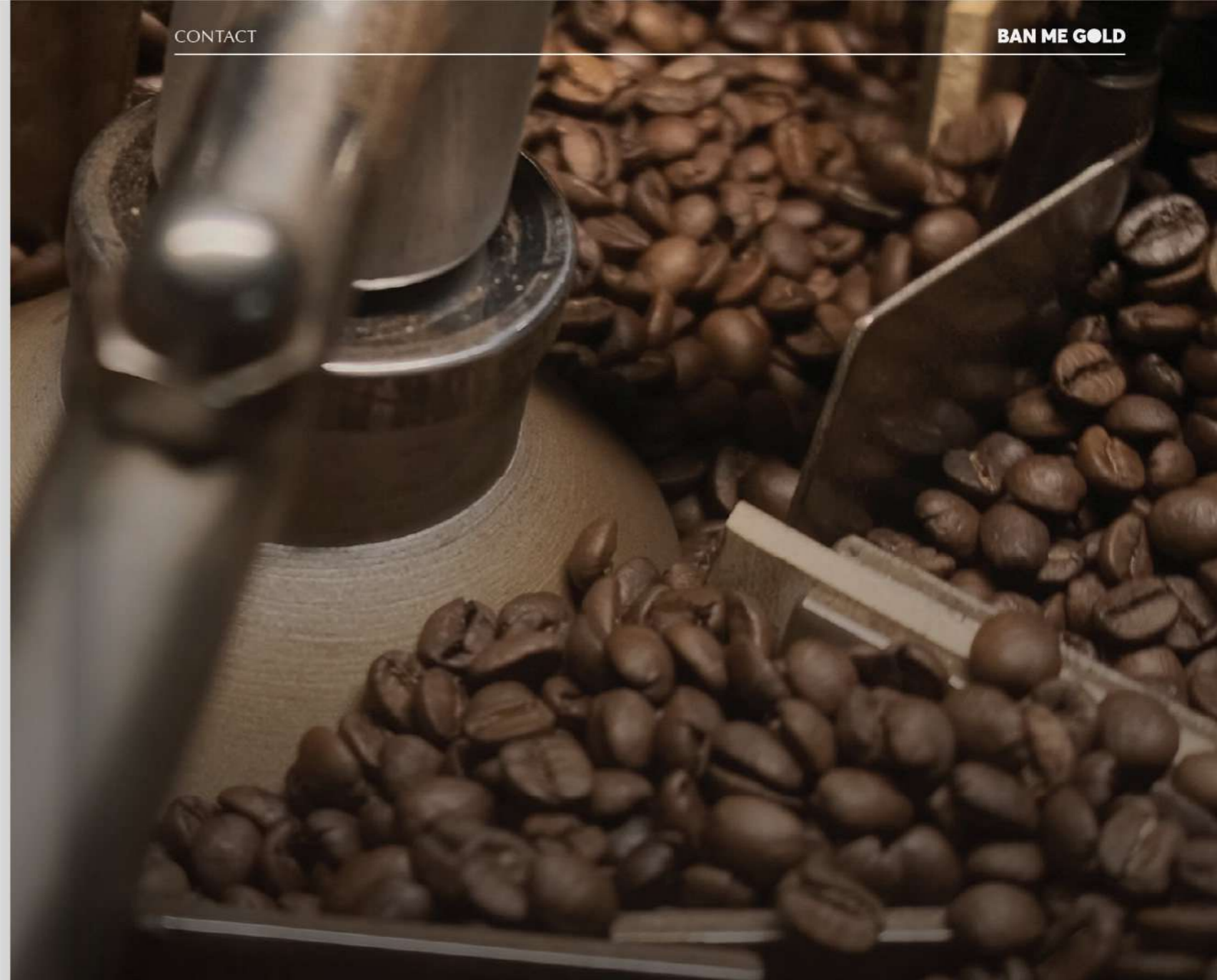




## FEATURED EVENTS



Global Halal Conference in Malaysia



## CONTACT

Ban Me Gold is always ready to connect, collaborate, and partner with valued partners/customers in sustainable development projects.

### BAN ME GOLD CO., LTD

-  Company: 479/14 Tan Hoa Dong, Binh Tri Dong, HCM  
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COMPANY LIMITED

Honee  
Coffee

REXSUN

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nini



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## CONTACT US

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