



# MAM CRAFT DISTILLERY

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## Other language



VIETNAMESE  
VERSION



CHINESE  
VERSION



KOREAN  
VERSION



# MÂM CRAFT DISTILLERY

EXPLORING VIETNAM THROUGH A ROUNDED  
SIP OF SPIRITS

Mâm Distillery aspires to be the storyteller of Vietnam's vibrant fermentation culture – discovering Vietnam through the perfect sip of liqueur. We present a collection of fruit and flower liqueur that are authentically Vietnamese – worthy of national pride – fostering connection and sharing the essence of Vietnam with friends around the world.



Fruits are valuable ingredients, medicinal resources, and treasures of the tropical monsoon region. Spirits are an integral part of the cultural consciousness of wet-rice civilizations. Fruit-infused rice wine embodies the soul of the Vietnamese people and serves as a bridge connecting regions across the country.

At Mâm Distillery, we are committed to pursuing the highest values of quality and creativity, rooted in the rich cultural heritage of Vietnam. These principles and core values guide every aspect of our brand's activities.

Hotline:  
097 83 999 83

Website:  
[ruoumam.com.vn](http://ruoumam.com.vn)

SCAN TO VISIT  
OUR WEBSITE



# ABOUT US

Established in the 2010s, Mam Distillery is a liqueur product line belonging to Vo Cay Vang Production, Trading and Services JSC. (VCV) with headquarters in Vinh Quang Town, Hoang Su Phi District, Ha Giang Province.

## MÂM'S MISSIONS

At Mâm Distillery, we consistently strive for the highest values in quality and creativity, built on the rich cultural heritage of Vietnam. These principles and core values guide every activity of our brand.

### Preserving and Developing Local Fruit Varieties

- ▶ We seek, conserve, and expand native fruit varieties across provinces and regions throughout the country.
- ▶ Collaborate with local communities to develop organic fruit-growing regions, supporting cultivation, harvesting, and providing market access for farmers.
- ▶ Create the "The Beauty and Aroma of Vietnamese Flowers and Fruits" collection based on fruit ingredients.

### Elevating the Value of Vietnamese Liqueur

- ▶ Produce high-quality, diverse fruit and floral spirit products, featuring more than 20 distinct fruit ingredients.
- ▶ Associate products with stories of Vietnamese culture and creativity. Beyond pure enjoyment, every product from Mâm Distillery conveys a message of creativity and innovation through:
  1. Developing trend-driven product lines.
  2. Combining with various ingredients to create innovative beverages.
  3. Packaging and labels designed to reflect the essence of Vietnamese culture.
- ▶ Deliver the best experiences for customers, from product quality to affordable and accessible pricing.



# VISION 2025 – 2030

## 2025-2027

- ▶ Become the leading producer of "authentic Vietnamese" fruit liqueur in Vietnam, offering a diverse range of products and maintaining strict control over clean ingredient sourcing. Expand to a network of 1,500 outlets, including a presence in duty-free airport stores.
- ▶ Make tasting Mâm liqueur a story of harmonized and balanced enjoyment of Vietnamese cuisine.
- ▶ Begin exporting liqueur to international markets.

## 2028 - 2030

- ▶ Establish Mâm Distillery as the representative of Vietnam's fruit liqueur industry, showcasing a unique identity that blends cultural authenticity with creative trends. Reach a diverse customer base both domestically and internationally, particularly targeting young consumers.
- ▶ Research and produce a broader range of high-quality floral and fruit liqueur, avoiding conventional approaches.
- ▶ Expand exports to multiple countries worldwide, becoming recognized as a premium Vietnamese liqueur brand.



# MAM DISTILLERY

## Vietnamese Beauty and Aroma

Our story began more than 10 years ago, originating from a passion for traveling and exploring Vietnamese culinary culture.



More than ten years ago, a small pub appeared in Hanoi with the desire to bring delicious dishes from many trips across Vietnam to Hanoi the capital. Back then, in addition to the hardened part “THỰC”, we also realized that the soft part “ẨM” was important but forgotten and overlooked. Vietnam was famous for the wet rice civilization, including rice liqueur, corn liqueur, potato liqueur, “Can” liqueur,... Concurrently, the long-lasting tropical climate has created diverse types of fruits. Therefore, we have experimented with 10 different types of rice liqueurs distilled with various fruits, hence tasteful liqueur plays an important role in our system’s success.

With 10 years of different liqueurs displayed in the market, we have formed and nurtured many thoughts:

- Vietnamese fruit liqueurs are very delicious and diverse due to the source of fruit ingredients planted under different climates from North to South.
- 
- Vietnamese fruit liqueurs are enjoyed by both Vietnamese and foreigners because of their natural and light aroma.



With the love and desire to make changes, we have questioned many things:

- Why are many precious, pure, indigenous fruits once famous becoming increasingly rare and at risk of disappearing?
- Why must we sell fruits at the cheapest price? How to cooperate with indigenous people to walk a longer and more sustainable path?
- Why is a bottle of the same type of liqueur imported from abroad becoming popular, while we can produce locally crafted liqueurs, proudly labeled as "Made In Vietnam" and "Made By Vietnam with a better, more natural taste at a reasonable price?
- How to enhance Vietnamese liqueur by combining liqueur with different food?
- In addition to the usual way of tasting liqueur, can we explore innovative approaches to preparing liqueurs - perhaps pure Vietnamese cocktails tailored to the preferences of younger generations?



## MAM'S PATHWAY TO MATERIAL AREAS

**Mam Distillery was established with the desire to create a collection called “The Beauty and Aroma of Vietnamese Flowers and Fruits”.**

After 2 years, we have successfully researched and developed a suitable yeast strain to produce a line of high-yield and pure liqueur. The liqueur is processed using modern technology to eliminate aldehydes - compounds generated during the distillation process. The resulting clear and pure liqueur will be distilled with various fruits sourced from across the country, from North to South, for a period of 10 to 18 months in the darkness.

The Northern region features a humid subtropical climate with four seasons, yielding fruits such as blood plums, apricots, peaches, loquats, persimmons, wild grapes, wild pears, hillside oranges, kumquats, strawberries...

The Central and South Central regions have a tropical monsoon climate, producing fruits with high sweetness or acidity, such as hillside myrtaceae in Ha Tinh, Vinh oranges, grapes from Ninh Thuan, and strawberries from Da Lat...

The South Central Coast and Southern regions, with a tropical savanna climate, offer fruits like pomelos, durians, coconut, and mangosteens...

The diversity of fruits nationwide serves as a gateway for us to expand and select the finest fruits from the highest quality material areas. With the key of clear yeast-fermented liqueur meeting standards, we dream of delivering the story of HIGH-QUALITY VIETNAMESE FRUIT LIQUEUR.

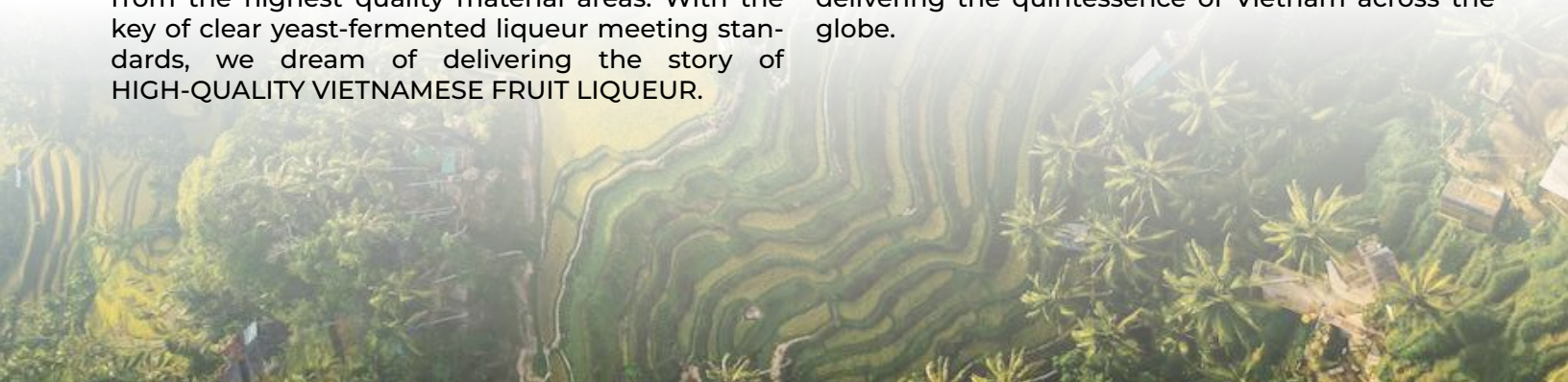
Simultaneously, in big cities such as the capital Hanoi, Ho Chi Minh City, Da Nang, Da Lat..., indulging in fruit liqueurs marked with geographical indications from various regions across Vietnam, offers a unique experience of flavors and the diversity of Vietnamese fruits from North to South.

**MAM DISTILLERY** believes in “**VIETNAMESE PEOPLE LOVE USING VIETNAMESE PRODUCTS**” if the product truly suits the MARKET DEMAND.

Fruits are the ingredients, medicinal herbs, and precious resources of the tropical monsoon region. Liqueur is a part of the wet rice civilization's spirit. Fruit rice liqueur is a way to express Vietnamese souls, a way to connect different regions.

A FURTHER and BIGGER dream requires the participation of individuals WHO LOVE VIETNAMESE PRODUCTS - people with enough KNOWLEDGE and capacities - to make Vietnam become the fruit material area of Asian liqueurs.

On this long journey, Mam Distillery aspires to be the one spreading the story of Vietnamese Essence - Discovering Vietnam through each sip of liqueur, offering a collection of pure Vietnamese fruit and flower liqueurs, worth taking pride in - connecting - delivering the quintessence of Vietnam across the globe.



# Material Areas

## AND GEOGRAPHICAL INDICATIONS

FOREST ESSENCE, JUICY FRUITS, AND COEXISTENCE WITH THE LOCALS.  
THAT'S OUR CHOICE.



MÂM Craft Distillery curates fruits from specialized regions. Starting from the selection of orchards, we pre-order fruits when the trees are in bloom, ensuring that residents can sell them at market prices. Additionally, orchard owners must commit to not using pesticides and preservatives on the fruits. EACH TYPE OF LIQUEUR IS ASSOCIATED WITH THE NAME OF THE FRUIT-GROWING REGION.

-This is a geographical indication on each bottle of Mam Liqueur-



**Spiced Apricot**  
Sapa, Lao Cai



**"Blood" Plum**  
Hoang Su Phi



**"Bàng La" Apple**  
Hai Phong



**ROSE APPLE**  
Yen Bai



**Mulberry  
Jasmin**



**Hanoi  
Season**



**"Ruddy Face"  
Apricot**  
Son La



**Rose Myrtle**  
Ha Tinh



**Wampee**



**Kumquat**



**HOÀNG SA**



**Passion Fruit**  
Đà Lat



**Lotus**  
Ninh Binh



**Green Lemon  
Mộng Mer**  
Westside



**Dragon Fruit**  
Quang Tri



**TRƯỜNG SA**

# 📍 HAI PHONG

Jujube



## EAU DE VIE DE JUJUBE

44% ABV

**Resting, taking breaks, distillation, resting again, and continuing distillation: 2 years**

Eau de Vie from Jujube is a product of MÃM Distillery, made from ingredients sourced from the tamarind grapes in Bàng La — a coastal region known for salt production. After the salt harvest season, local farmers turn to cultivating tamarind plants. The tamarind used — combined with salt — naturally results in a sweet, smooth, and aromatic profile, ideal for celebrating during Tet.

Eau de Vie from Jujube is a proud product of MÃM Distillery — having surpassed 1,000 producers globally to win the **Gold Medal at the 2025 Concours International de Lyon Competition**, one of the most prestigious spirits awards.

Eau de Vie originates from France but is also produced in South Germany, Austria, Switzerland, and Northern Italy. Made from raw fruits through fermentation and distillation, it is typically distilled once or twice to achieve purity, depending on the producer's standards.

#EAU DE VIE  
DE JUJUBE



D number  
#0482

LYON  
OR  
GOLD

**EAU DE VIE  
DE JUJUBE**

since 2000

# 📍 NINH BINH

## Golden Daisy

### COCO DAISY GIN

44% ABV

The pure, romantic fragrance of chrysanthemum flowers, complemented by the distinctive juniper berry taste of Gin, weaves together unique layers of flavor.

With a hint of sweet, ripe apricot, it creates a perfect balance between the spiciness of Gin and the delicate, deep notes of chrysanthemum and apricot.

Coco Gin can be enjoyed straight or used to craft cocktails like Daisy Dream, Chrysanthemum Sunset, and more.

This Gin bottle embodies romance, smoothness, and perfect contemplation, ideal for sipping and immersing in the fresh emotions of youth.

The product is part of the High Spirit collection from Mâm, featuring an elegant and aesthetically pleasing design that appeals to even the most discerning customers.



#COCO DAISY GIN

# HA GIANG

## King Orange

### KING ORANGE

Selected from the oranges of Hà Giang, Vietnam, golden, fragrant, and juicy with a distinctive aroma, now brought to life by Mâm Distillery in the Eau de Vie product line. Eau de Vie D'orange is aged with alcohol for 2 years and then distilled through a column still. The product has a clear color. The essence of the orange fruit is transformed into a different form, yet it retains all the nuances of the original fruit. The distinctive bitter aroma, enhanced through distillation techniques, elevates it to a new level of refined taste.



### EAU DE VIE D'ORANGE

44% ABV

Eau-de-Vie is a type of fruit brandy, clear and colorless, produced through fermentation and double distillation. The flavor is light and fruity. The alcohol content is 44% abv.

EDV can be used as an aperitif or after a meal. It is said that if you leave a glass of this drink on the table for 2 days, your home will be filled with a seductive and intense fruity aroma.

#EAU DE VIE  
D'ORANGE

# MOC CHAU, SON LA

## “Ruddy Face” Apricot

### MOC CHAU “RUDDY FACE” APRICOT

Moc Chau is a Southeastern district of Son La province, renowned for the Moc Chau Plateau, characterized by the typical climate of the subtropical zone, fertile land, conducive to the development of tea trees, fruit trees, and dairy cattle farming.

Moc Chau is famous throughout the region for various types of apricots such as yellow apricots, wheat apricots, and Yunnan apricots. However, the most delicious, fragrant, and beautiful is the “Ruddy Face” Apricot.

The apricot season is short, lasting from March to April. When the fruits on the branches transition from green to blush pink, with one side turning bright red, farmers begin to harvest. “Ruddy Face” Apricots have thick skin with a light fuzz, sour taste, and soft and fragrant flesh.

### MOC CHAU “RUDDY FACE” APRICOT LIQUEUR

**19% ABV**

The liqueur has a bright yellow-orange color, mild sourness, deep sweetness, and the taste of the almond flavor of apricot kernels at the last layer.

Suitable food: Grilled dishes, salad, stir-fried dishes, braised dishes, and hot pot. Deep chill to drink better.

Best served cold.



### EAU DE VIE D'ABRICOT APRICOT'S SOUL

**44% ABV**

Moc Chau “Ruddy Face” Apricots giving out the most fragrant, intense, and seductive aroma, are now processed in a new method with 2 times distillation in a copper plate. Both times, only 35% of the purest things were obtained from the distilled apricot liqueur, to produce Eau De Vie D'abricot - a premium version with 44% Vol, high-quality flavor, and a strong aroma of apricot kernels.



#“RUDDY FACE”  
APRICOT

#EAU DE VIE  
D'ABRICOT

# 📍 HOANG SU PHI, HA GIANG

## Blood Plum

#HOANG SU PHI  
HA GIANG



## BLOOD PLUM - HOANG SU PHI, HA GIANG

Hoang Su Phi District, Ha Giang Province is a mountainous region on the North side. Here, the Blood Plum is a precious ancient plum with a special aroma and unique acrid taste compared to other plums in Son La.

Blood Plum is the local name due to its dark red color, sweet and firm flesh, and low acidity, resembling the color of dark red plums. These plums are in different shapes, varying in size due to natural harvesting, with no influence from modern farming techniques.

## HOANG SU PHI BLOOD PLUM

19% ABV

Blood Plum Liqueur has the same acrid taste as red wine, best used with red meat, grilled dishes, and hot pot.

Before eating, leave the liqueur in the fridge for 10 minutes, and avoid deep cool down. Take a sip slowly in your mouth to fully enjoy the fresh, sour, sweet, and acrid plum taste.

Harvested in June annually, Blood Plums are suitable for barren mountain soils and are grown naturally interspersed with terraced fields, yielding very little.

In 2021, Hoang Su Phi Blood Plum meets the 4-star OCOP standard.

# 📍 SON LA

## Tam Hoa Plum

### SON LA - TAM HOA PLUM

Son La is a mountainous province located in the Northwest region of Vietnam, containing various types of fertile soils, feralit soil on a limestone base with high humus level, and a subtropical climate that other mountainous regions in the North do not have access to.

With the implementation of the "Project for the Development of Fruit Trees on Sloping Land" in 2015, along with the application of advanced scientific technology, Son La has become the largest fruit-growing area in the Northern region. It produces a large output of Tam Hoa plum, late-season plum, "Ruddy Face" apricots, avocados, strawberries, mangoes, and passion fruit. The entire province has established fruit-growing areas suitable for different climates and altitudes. Son La has successfully established numerous cooperatives meeting OCOP standards and developed supply chains for fruits across national markets, exporting to demanding markets such as the United States, France, Australia, and the UAE.

Son La's Tam Hoa plum is a variety of juicy red plums with a balanced sweet and sour taste, watery, and crispy flesh, and harvested in early summer (May).

### MULLED PLUM WINE

15% ABV

Distilled Tam Hoa plum is a drink for Christmas. The sweet aroma of the spices added: lemon peel, sweet orange peel, cinnamon, anise, cloves, black pepper, ginger, and nutmeg makes it a very interesting drink in winter.

#TAM  
HOA  
PLUM



# YEN BAI

## Rose Apple

### YEN BAI ROSE APPLE

Rose Apples are a type of plant belonging to the rose family, scientifically known as Rosacea. This fruit is cultivated widely in various North-east mountainous regions such as Yen Bai, Lao Cai, and Son La, but the region cultivates the most aromatic, distinctively flavored, and balanced sourness of Rose Apples is Yen Bai.

Rose Apples are typically grown at altitudes above 1000 meters, scattered throughout the forests, with an average height of 7-10 meters, woody stems, and wide foliage, and harvested in September and October annually.

Rose Apple-infused liqueur is considered the “elixir” of the mountainous regions due to its fragrant aroma, unique bitterness, and shimmering golden color.

### ROSE APPLE LIQUEUR

19% ABV

Mam Distillery selected Yen Bai Rose Apples grown at altitudes above 1000 meters with a mild climate to produce this liqueur of shimmering golden color, turning brown-yellow in a long time. It has the bitterness, crispness, and comfortable fragrant aroma that assemble the aroma of roses.

Suitable food: grilled dishes, salad, stir-fried dishes, braised dishes, and hot pot, especially with Northwestern cuisine. Best served cold.

#ROSE APPLE  
YEN BAI



# 📍 SAPA, LAO CAI

## Yumberry

### LAO CAI YUMBERRY

Yumberry, also known as the “plum apricot”, belongs to the plum family. Yumberry has a dark green color, ripening to a light yellow, and is round and firm. Yumberry has smooth skin, crispness, and a fragrance of sourness. The fruit has a balanced taste of bitterness, sourness, and sweetness, but not as strong as plums.

Currently, the main cultivation area for Yumberry is in Lao Cai. The yumberry season typically follows the plum season by about 1 to 2 weeks. Yumberries are primarily made into the familiar dish known as “Spiced Apricot”.

### SPICED APRICOT LIQUEUR

19% ABV

Made from the Sapa green yumberry, Spiced Apricot Liqueur originates from the idea of a childhood snack called “Ô mai xí muội”.

Suitable food: Grilled dishes, salad, stir-fried dishes, braised dishes, and hot pot.

You will have an amazing experience when you try it cold with red salt.



#YUMBERRY

# HANOI

## Mùa Hà Nội

#HANOI  
SEASONS



## HANOI - BELOVED SEASONS

Hanoi has distinct four-season weather: Spring, Summer, Autumn, and Winter, each marked by noticeable changes. It is also the land of traditional women known for their meticulous and subtle habits, dedicating an entire summer to preparing delicious dishes for the following seasons.

While Hanoi is not the only city in Vietnam with dracontomelon trees, it is renowned for its unique dracontomelon. Perhaps it's due to the fine in Hanoi's cuisine that has led to creative ways of preparing dracontomelon, resulting in a stand-out flavor. During the summer, Hanoi people use "bánh tẻ" dracontomelon which has slightly rough skin, medium ripe, slight sourness, and crispness to make refreshing dracontomelon juice. Dracontomelons are only available for three months, and the season for "bánh tẻ" dracontomelon ends in July.

## HANOI SEASON LIQUEUR

19% ABV

Hanoi Season Liqueur made from fermented "bánh tẻ" dracontomelon, mixed with ginger wine, is the first edition of Hanoi's Seasons collection. The sweetness, slight sourness, and nutty flavor of hardened flesh. The ginger flavor helps to create balance and warmth.

Suitable food: Fresh food, salad, and tempura

# HANOI

## Green Rice

### HANOI GREEN RICE

"Young green rice Vòng, rice eight Mễ Trì  
Soy sauce Bần, basil Láng, what could be finer?"

According to legend, centuries ago in the outskirts of old Hanoi, including Vòng Village and Mễ Trì in the Dịch Vọng district, cốm (young green rice) was discovered after a rice crop was flooded over a thousand years ago. Villagers harvested immature rice stalks and roasted them to stave off hunger, unexpectedly creating a unique flavor. Since then, cốm has become an indispensable treat every autumn and a cherished gift that transcends village boundaries to delight food connoisseurs across Hanoi. Dishes like cốm cake, cốm sticky rice, and cốm sausage have become iconic symbols of Hanoi's autumn.

### GREEN RICE SEASON LIQUEUR

**28% ABV**

Is crafted from 100% fresh, clean Hanoi green rice. The young rice grains are carefully selected, fermented with traditional rice wine yeast, and blended with rock sugar. The resulting liquor boasts a light golden hue reminiscent of early morning sunlight, a refreshing sweetness, and the rustic fragrance of cốm, capturing the essence of autumn.

Mầm Distillery's cốm liquor pairs wonderfully with mooncakes, especially baked cakes with fillings like mung bean, lotus seed, green rice, or coconut milk. It also complements treats like bánh chả, biscuits, and nuts, making it an excellent choice for festive reunions. The gentle aroma of cốm evokes memories of serene Hanoi autumn afternoons.

#GREEN  
RICE



# HANOI

## Wampee

### HANOI WAMPEE

In early July, vendors carrying baskets of wampees traverse the streets of Hanoi. Wampees are among the distinctive summer fruits, embodying the quintessential factors of color, aroma, and flavor. They are considered a delicacy among fruits.

Wampees with a small, shiny, yellow-red color appearance are not only a popular snack but also a precious medicinal ingredient widely used in traditional Eastern medicine.

For many Hanoi people, Wampees evoke nostalgic memories of their childhood, particularly for those born in the 1970s and 1980s during the subsidized period.

### WAMPEE LIQUEUR

**17% ABV**

Wampee liqueur has an orange-red color, light sweetness, mild sourness, and especially a unique spicy and aromatic flavor. This liqueur reminisces the feelings of eating snacks in childhood. A gentle yet lingering nostalgia, a feeling of anticipation for the gift season that only exists in the summer of Hanoi.

This liqueur suits many Vietnamese cuisines, however, it is most suitable when drinking without eating anything, or eating fruits, or making cocktails.

#WAMPEE



# 📍 HANOI

## Kumquat

### KUMQUAT

Kumquat, especially in the Southern region, has a moist texture and a sweet-sour taste. The kumquat tree laden with fruits is an indispensable sight in every household during the Lunar New Year, symbolizing prosperity and good fortune for the new year.

### KUMQUAT LIQUEUR

**17% ABV**

Mam Distillery's special formula for Kumquat Liqueur preserves the fresh, slightly sour fruit flavor and the sweetness of longan blossom honey.

Suitable food: Suitable with many Vietnamese cuisines, served cold or hot based on the preference.

Used for making cocktails, suitable with salad, cakes, and ice cream after meals.



#KUMQUAT

# 📍 NINH BINH

## Lotus

### NINH BINH LOTUS

In Ninh Binh, the lotus season arrives quite early, about the end of June and beginning of July, when the lotus flowers bloom abundantly with thin petals in pale color. As one of the regions famous for its lotus cultivation, Mam Distillery collaborates with the locals to harvest and utilize Ninh Binh lotus for their product - Hong Lien, aiming to create a line of high-quality crafted liquor that embodies the local cultural essence.

### LOTUS LIQUEUR

**32% ABV**

Lotus Liqueur gives out the buttery flavor of the flesh and lotus aroma when deeply inhaled. Take a sip of liqueur with mild sweetness and hidden black tea flavor.

Lotus liqueur is initially light yellow in color, but turning dark brown in a long time. Lotus liqueur is a product for contemplation, and peace, suitable for sipping tea, or can be mixed into cocktails.



#LOTUS  
NINH BINH

# DALAT

## Mulberry and Jasmine

### MULBERRY AND JASMINE

Mulberries are available from late March to early April. When ripe, they have a deep black color and a very sweet aroma.

Mulberries are a popular fruit, cultivated in many rural villages. They ripen quickly, so they must be harvested early in the morning. These fruits are not only delicious and clean but also considered valuable medicine.

In the Central Highlands of Vietnam, particularly in the Da Lat plateau, there is a region well-known for cultivating a large quantity of mulberries.

### MULBERRY AND JASMINE LIQUEUR

**12% ABV**

Mulberry and Jasmine Liqueur balances sweetness and sourness and it is fragrant and has a dark purple-red color.

Suitable food: aperitif, grilled dishes, salad.

Best served cold for a tasteful drink.



#MULBERRY  
AND JASMINE

# DALAT

## Passion Fruit

### DALAT PASSION FRUIT

Da Lat is the capital of Lam Dong province, situated on the Lam Vien plateau, in the Central Highlands region.

Da Lat has a mild and cool mountainous climate throughout the year, with stable average temperatures.

Passion fruit, also known as "chanh leo" in Vietnamese, originated from Brazil and was introduced to Vietnam around the early 20th century by French colonizers.

To make passion fruit liqueur, we should use ripe fruits with a deep purple color and an extremely seductive aroma.

### DALAT PASSION FRUIT LIQUEUR

**19% ABV**

The liqueur is made of passion fruit with a seductive aroma mixed with caramel flavor.

Suitable food: Chickens, geoses, salad.

Best served cold.



#PASSION  
FRUIT

# SOUTHWESTERN VIETNAM

## Green Lemon

### GREEN LEMON

Green Lemons are a famous lemon variety, with thin skin, shiny green, slightly sour, special aroma, and low yield. They are popular with many people, so the market price is always 1.5 - 2 times higher than other lemon varieties.

### GREEN LEMON LIQUEUR

**19% ABV**

The green lemon liqueur is one of the strategic main products of Mam. The liqueur has a sunny yellow color, intense aroma, and balanced flavor between sourness and sweetness.

Suitable food: Seafood dishes such as grilled with salt and chili, satay, green chili sauce, and tamarind sauce. The colder it is served, the better it tastes.



#GREEN  
LEMON

# 📍 SOUTHWESTERN VIETNAM

## Can Tho Green Lemon

### CAN THO GREEN LEMON

Green lemon is widely cultivated in the Mekong Delta, the homeland of various tropical fruits. Connoisseurs of lemons are familiar with the distinctive aroma of this fruit, although in recent years, on the market, green lemons have been replaced by seedless lemons to achieve higher yields.

### “MONG MER” LIQUEUR

**29% ABV**

“Mong Mer” Liqueur is made from green lemon wine, green lemon gin, and butterfly pea flowers. It has a beautiful pink purple color, and a strong aroma, specialized for making cocktails.



#MONG-MER

# BINH THUAN

## Dragon Fruit

### DRAGON FRUIT

Mâm Distillery proudly presents the unique Thanh Long liquor, made from the freshest red dragon fruits of Bình Thuận – the dragon fruit capital of Vietnam. The dry, hot climate and sea breeze of Bình Thuận create ideal conditions for the dragon fruit to thrive, contributing to 68.4% of the total dragon fruit harvest in the country.

Mâm Distillery's dragon fruit liquor is crafted through a harmonious blend of nature and refined processing, offering a distinctive and unforgettable taste for those who indulge.

### DRAGON FRUIT LIQUEUR

**19% ABV**

Recommended pairings: appetizers, salads, pastries, cakes, or used in cocktails.

dragon fruit liquor is not only an excellent choice for those who love unique flavors, but also a connection to the culture, nature, and people of Vietnam. Each bottle from Mâm Distillery tells the story of Bình Thuận, where the dragon fruit is honored and elevated in every drop of liquor.



#DRAGON FRUIT

# 📍 PHU QUOC

## “Tinh Tinh Tang”

### “TINH TINH TANG”

29% ABV

“Tinh Tinh Tang” is a unique combination of fermented myrtaceae, cocoa, and green lemon vodka, which is a leap forward by Mam Distillery. The label on the bottle is a painting on canvas by an artist called Manh Sang from Bac Kan - exclusively collected and used by Mam Distillery.

This is a liqueur with an intense aroma, slightly sweet with a hint of shyness.

The alcohol level is not low but not excessively high either; the first sip is enough to make your cheeks flush, excite your senses, and make you eager to explore and immerse yourself in love.

Suitable food: pastries, dried grapes, and various nuts. Best served cold for a tasteful drink.



#TINH  
TINH  
TANG

# 📍 NORTHWEST

## Say Xua - The Apricot Maiden

#THE APRICOT  
MAIDEN



### SAY XUA - THE APRICOT MAIDEN

Golden apricot seasons ripening on the slopes of Northwest Vietnam inspire MÂM to craft a liqueur that is deep, elegant, and irresistibly alluring. The fragrance of ripe apricots blends harmoniously with the nuttiness of apricot kernels — opening with a gentle tartness that awakens the palate, then softens into a round, juicy sweetness. Its lingering warmth embraces the essence of the mountains and forests in every sip.

“The Apricot Maiden” is crafted from Moc Chau “ruddy face” apricots which the variety known for its most fragrant, rich, and alluring aroma. The apricot season is brief, lasting only from March to April. When the fruits on the branches turn from green to a blush of pink and sun-kissed orange, farmers begin their harvest. These apricots are covered in a fine, velvety fuzz, with thick, tangy skins and tender, intoxicatingly fragrant flesh.

### THE APRICOT MAIDEN LIQUEUR

29,5% ABV

The Apricot Maiden: Golden and radiant, with a gentle sweetness laced with a soft, delicate tartness — like sunlight filtering through the valley, graceful and effortlessly captivating.

“The Apricot Maiden” - Best enjoyed with grilled mountain pork, roasted chicken, or smoked meats.

Bright amber, smooth sweetness, and a lingering almond note.

# 📍 NORTHWEST

## Say Xua - The Hmong Maiden

#THE HMONG  
MAIDEN



### SAY XUA - THE HMONG MAIDEN

On rugged mountain slopes, wild rose apples grow amidst the wind and morning mist. From them, Mâm creates an amber-hued liqueur, rich with forest fruit aromas and a hint of wild rose. It opens with a bold, bittersweet note, followed by a warm, spicy body that echoes the call of the highlands, and finishes with a gentle astringency that lingers softly. A raw, authentic taste — wild and untamed like the mountains themselves.

“The Hmong Maiden” is crafted from rose apples grown in Yen Bai, over 1,000 meters above sea level, where the cool mountain air nurtures their wild flavor. The liqueur glows amber-orange, deepening to golden brown with age. It carries a bold bittersweet taste, warmly spicy and slightly rugged, with a gentle fragrance reminiscent of wild roses.

### THE HMONG MAIDEN LIQUEUR

25,5% ABV

The Hmong Maiden: Amber and glimmering, lightly bitter, warmly spicy, and rugged — like the wild call of Northwest mountains.

“The Hmong Maiden” - Pairs beautifully with all kinds of hotpots, braised dishes, and herbal stews.

This rose apple liqueur pairs perfectly with Northwest specialties and is best enjoyed deeply chilled.

# NORTHWEST

## Say Xua - The Plum Maiden

#THE PLUM  
MAIDEN



### SAY XUA - THE PLUM MAIDEN

Amid radiant plum valleys, the golden-pink hue of the plum liqueur seems to capture the sunlight of the highlands. Ripe plum, young apricot, and a hint of white blossom linger in its aroma, leading the palate through layers of taste — a bright tang at first, soft deep sweetness at the heart, and a finish touched with the gentle nuttiness of apricot kernels. A refined yet powerful aftertaste, like a stride across vast mountain forests.

“The Plum Maiden” is made from “blood” plums — an ancient, prized variety known for its rich aroma and distinctive tannins, unlike the Tam Hoa or Hau plums of Son La. Locals call it “blood plum” for its deep crimson flesh, firm sweetness, and gentle tartness, with a striking red-purple hue.

### THE PLUM MAIDEN LIQUEUR

**25,5% ABV**

The Plum Maiden: Deep crimson and alluring, with a harmonious balance of sweet and tart, leaving a rich finish that recalls the fiery summer of the highlands.

“The Plum Maiden” - Pairs well with salads, light stir-fried or steamed buffalo and beef dishes.

Chill in the refrigerator for about 10 minutes before serving — avoid over-chilling. Sip slowly, letting a full mouthful linger to savor the fresh tartness, gentle sweetness, and balanced tannins of ripe plums.

# NORTHWEST

## Say Xua - The Lime Maiden

### SAY XUA - THE LIME MAIDEN

From the riverland groves where small yet vibrant paper lemons thrive, Mầm distills a bright green-gold liqueur full of life. The first sip is like a cool breeze — refreshing and lightly tart — followed by a gentle sweetness and a touch of citrus peel bitterness. A warm, spicy finish lingers, evoking the wild and free spirit of the forest.

“The Lime Maiden” is crafted from green lemons — a renowned variety with thin, glossy green skin, mild acidity, and a uniquely captivating fragrance. With limited harvests and high demand, its market price is typically 1.5 to 2 times higher than other lemon varieties.

### THE LIME MAIDEN LIQUEUR

**29,5% ABV**

The Lime Maiden: Crystal clear with a cool, refreshing aroma. Brightly tart yet gently sweet, it carries the free-spirited breath of the highlands.

“The Lime Maiden” - Pairs beautifully with flavorful fish and seafood dishes such as grilled carp with mac khen, grilled catfish with galangal and fermented rice, fish salad, or grilled mountain snails with pepper.

The Lime Maiden can also be used to craft cocktails such as margaritas or mojitos.

#THE LIME  
MAIDEN





# MÂM BEST SELLER

100ml

Mâm best seller is a smaller edition of the 530ml bottle, which is always ready for you to bring it everywhere. It is both small and convenient for chill parties in “distant places”. Mini Mam 120ml includes 6 different flavors in 1 pack:

- ROSE APPLE
- “RUDDY FACE” APRICOT
- HANOI SEASONS
- GREEN LEMON
- BLOOD PLUM
- SPICED APRICOT



# MÂM COLLECTION

100ml

Is the smaller version of Mâm Distillery's 530ml bottle, featuring a unique combination of six handcrafted spirits that embody the cultural spirit and emotions of Vietnam. Each bottle tells a story, evokes a memory, and celebrates the pride of Vietnamese identity.

- MULBERRY AND JASMINE
- PASSION FRUIT
- GREEN RICE SEASON
- LOTUS
- KUMQUAT
- WAMPEE

# 📍 COCKTAILS RECIPES

## MAM LIQUEUR

### YEN BAI ROSE APPLE

Rose Apple 45ml  
Midori 20ml  
Cucumber syrup 10ml  
Green lemon 20ml  
Tabasco 2 dash  
Lemon bitter 2 dash

### CAN THO GREEN LEMON

Green lemon 50ml  
Apple syrup 20ml  
Absinthe 5ml  
Pineapple acid 15ml  
Green Lemon Foaming

### SPICED APRICOT LIQUEUR

Spiced Apricot Liqueur 45ml  
Ricard 10ml  
Passion puree 10ml  
Kumquat 20ml  
Orange bitter  
Salt around the cup



## HA GIANG BLOOD PLUM

Blood Plum 45ml  
Yellow Cheatreaus 5ml  
Rose water 20ml  
Rose syrup 20ml  
Acid citric 15ml

## LOTUS LIQUEUR

Lotus Liqueur 45ml  
Banana liqueur 10ml  
Amaretto liqueur 10ml  
Orange bitter 2 dash  
Garnish: Cinnamon smoke



# THE PROCESS OF FERMENTATION

01

Select fruits from the raw material areas.



02

Pre-process, and clean according to the procedure.



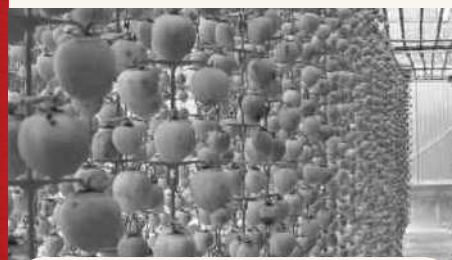
03

Squeeze the fruits to get organically fermented liquid.



04

Mix with leaf fermentation that has undergone aldehyde removal.



05

Leave in the darkness for 10-18 months, depending on the type of fruit.



06

Double-check the balance between the sourness and sweetness of the liqueur.



07

Submit for testing, and register for the HSBC.

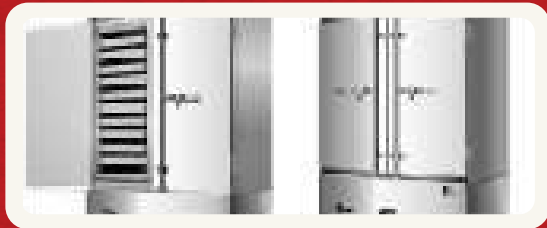


# THE PROCESS OF LIQUEUR-MAKING

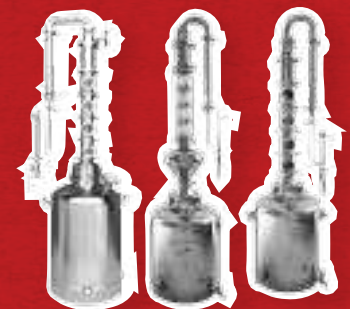
Leaf fermentation: a special ferment researched and developed by Mam.



Industrial rice cooker provides consistent quality across all batches of rice cooked.



The distillation column is comprised of multiple trays (or plates) stacked on top of each other, with each tray condensing a portion of the vapor rising through it. The condensed portion flows back down and continues to evaporate, while the remaining vapor moves up to the next tray and repeats the process of evaporation and condensation.



The aging equipment serves as a replacement for traditional cellar aging methods, while also addressing residual toxins in the wine, resulting in improved taste and aroma.



Quality control is implemented in a standard laboratory to ensure the output quality of Mam's products.

# DISTRIBUTION PARTNERS

- Horeka

SOFITEL  
SAIGON PLAZA

GRAND MERCURE  
HOTELS AND RESORTS

CAPELLA  
HANOI

SUPER HOTEL  
CANDLE

PULLMAN  
HOTELS AND RESORTS

HN  
HOANG AN NHIEU  
GROUP

FLAMINGO  
RESORTS

PERIDOT  
GRAND  
LUXURY BOUTIQUE HOTELS

REPUBLIC COMPLEX  
HAIPHONG CITY

THE ANN  
HANOI

PRESS  
Club



- Modern Trade



genki  
plaza

KINGFOODmart

BRGMART  
HUONG VI CUOC SONG

MENAS

JOLYmart



foodmap.asia

tomo  
tomo mart



2.1  
SIÊU THỊ ĐẶC SẢN 2.1

jo  
cooking  
class &  
homestore

- Điểm dừng chân

IPP  
TRAVEL  
RETAIL

CHAMSTONE  
Sa Pa

MÂY  
LANG THANG

# OEM'S PARTNERS



*tiệm kỹ gửi nỗi buồn*



# MÂM'S OEM SERVICES

Mâm Distillery also offers OEM (Original Equipment Manufacturer) services for businesses looking to create their own unique branded liqueur.

- Diverse flavor options
- Attractive discounts
- Modern production processes
- High-quality, standard-compliant products
- Experienced team of experts
- Support for marketing and product training
- Assistance with design concepts and bottle label printing



Mâm's OEM ensures that the final product maintains high quality, uniqueness, and is tailored to the preferences of each business, helping partners successfully build their own liquor brands.

# OEM'S PARTNERS



*tiệm kỹ gửi nỗi buồn*







— SINCE 2010 —

*Thank you for taking the time to follow the journey of  
Mâm Distillery Vietnam*