



VU PHONG PHU
RICE POLISHING CO., LTD.

VŨ PHONG PHÚ EXPORT

COMPANY PROFILE

Reliable Rice Supply. Built on Trust.

FOR INTERNATIONAL BUYERS

Vietnam · 2026



PREMIUM
VIETNAMESE RICE



CONSISTENT
QUALITY



RELIABLE
PARTNERSHIP



GLOBAL
STANDARDS

WELCOME

Reliable Rice Supply. Built on Trust.



HERO STATEMENT

Helping international buyers build reliable rice supply chains through consistent quality, responsible manufacturing, and long-term partnership.

Welcome

Choosing a rice supplier is more than selecting a product.

It is choosing a partner who will influence your product quality, supply reliability, customer satisfaction, and business reputation.

At Vũ Phong Phú, we understand that international buyers are looking for more than competitive pricing. They seek a manufacturing partner capable of delivering consistent quality, transparent communication, and dependable execution over the long term.

This Company Profile has been prepared to provide a clear overview of who we are, how we work, and what you can expect when partnering with us.

Inside, you will find our manufacturing capabilities, quality management approach, product portfolio, export process, and the principles that guide every customer relationship.

Our objective is simple:

To help you source Vietnamese rice with greater confidence.



“

EXECUTIVE MESSAGE

We believe lasting business relationships are built through consistent actions—not ambitious promises. ”



BUYER TAKEAWAYS

After reading this profile, you will have a clear understanding of:



Our manufacturing capabilities.



Our approach to quality and food safety.



The rice solutions we provide.



Our export process.



The principles that define every partnership.

CLOSING TRANSITION



Let's begin with the story behind Vũ Phong Phú—and the values that continue to shape every shipment we deliver.



A MESSAGE FROM OUR CEO

Building Trust, One Shipment at a Time.

HERO STATEMENT

For more than three decades, we have believed that lasting partnerships are built through integrity, consistency, and responsible execution—not through promises alone.

A Message from Our Founder

When my family began working in Vietnam's rice industry more than three decades ago, our ambition was simple: Do honest work and deliver consistent quality.

Over the years, we have learned that international buyers are not simply purchasing rice. They are choosing a partner who will influence their business, their customers' experience, and the reputation of their brand.

That understanding continues to shape every decision we make at Vũ Phong Phú today.

As our company grows from a trusted manufacturing foundation into an international export partner, our commitment remains unchanged.

We believe that sustainable business is built on transparency, disciplined manufacturing, and the willingness to take responsibility for every commitment we make.

Our goal has never been to become the largest supplier. Our goal is to become a supplier our customers can rely on—shipment after shipment, year after year.

This Company Profile reflects who we are, how we work, and the standards we expect from ourselves every day.

We hope it gives you confidence in our capabilities and, more importantly, confidence in the kind of partnership we strive to build.

“

Thank you for taking the time to learn about Vũ Phong Phú.

We look forward to the opportunity to work with you.



Nguyen Dinh Phong

CEO & Export Director

WHY THIS MATTERS



Behind every reliable company is a leadership team that defines its culture and standards.



At Vũ Phong Phú, our leadership philosophy is based on a simple belief: Trust is earned through consistent action.



That belief influences how we communicate, manufacture, solve problems, and build long-term partnerships with customers.

EXECUTIVE MESSAGE

“

We believe lasting business relationships are built through consistent actions—not ambitious promises.

”

BUYER TAKEAWAYS



After reading this message, you will understand that Vũ Phong Phú is committed to:



- Building relationships before transactions.



- Delivering consistent quality through disciplined manufacturing.



- Communicating openly and responsibly.



- Supporting long-term business growth.



- Continuously improving our operations.

CLOSING TRANSITION



Every partnership begins with understanding the company behind it.

The next chapter provides a closer overview of Vũ Phong Phú's history, capabilities, and manufacturing foundation.



VU PHONG PHU

RICE POLISHING COMPANY LIMITED

VŨ PHONG PHÚ

RICE PROCESSING • DOMESTIC & EXPORT



PREMIUM QUALITY



MEKONG ORIGIN



SUSTAINABLE FUTURE



TRUSTED PARTNER

VŨ PHONG PHÚ AT A GLANCE

**A Trusted Vietnamese Rice Manufacturer.
Ready for the World.**

HERO STATEMENT

Vũ Phong Phú combines more than three decades of experience with modern manufacturing, strict quality management, and a clear commitment to international buyers.




RICE INDUSTRY ROOTS
— SINCE 1990


PROCESSING CAPACITY
500 MT/DAY


ANNUAL CAPACITY
150,000 – 165,000 MT


EXPERIENCED TEAM
200+ PEOPLE


EXPORT MARKETS
20+ COUNTRIES

Who We Are

Vũ Phong Phú is a family-owned rice manufacturer based in the Mekong Delta of Vietnam.

Since 1990, we have been dedicated to one mission: manufacturing high-quality rice and building long-term partnerships with customers.

From paddy selection to final packaging, every step of our process is managed under strict standards to ensure consistent quality, food safety, and reliability.

Today, our rice reaches tables and brands in more than 20 countries, including markets in Asia, the Middle East, Europe, Africa, and North America.

We are proud of our Vietnamese heritage and committed to bringing the best of Vietnam's rice to the world.

OUR LOCATION



Head Office & Main Factory
Cái Bè District, Đồng Tháp Province, Vietnam



WHAT WE DO



Rice Milling & Processing

Modern milling lines ensure high recovery, consistent quality, and efficiency.



Quality & Food Safety

ISO 22000:2018, HACCP, and strict internal control at every stage.



Products & Solutions

A wide range of rice for retail, distribution, food service, and private label.



Partnership Approach

Long-term relationships built on trust, transparency, and mutual growth.

OUR STRENGTHS



Consistent Product Quality



Modern & Well-Maintained Facilities



Strict Quality & Food Safety System



Skilled and Committed Team



Transparent Communication



Reliable Supply & On-Time Delivery



Flexible & Customer-Focused Solutions

OUR PROMISE

“

We are committed to delivering consistent quality, transparent communication, and reliable service—every shipment, every time.

”

BUILT ON THREE DECADES OF MANUFACTURING EXPERIENCE

A journey of growth, discipline, and continuous improvement.

HERO STATEMENT

Our family began rice milling in Vietnam's Mekong Delta, laying the foundation for the manufacturing experience and discipline we continue to build on today.

**1990**

OUR RICE-MILLING ROOTS

The company was founded with a vision to deliver high-quality rice.

**1991–2000**

FOUNDATION & GROWTH

Invested in equipment, built our first factory, and expanded production.

**2001–2010**

EXPANSION & MODERNIZATION

Upgraded technology, improved processes, and strengthened quality systems.

**2011–2018**

PREPARATION FOR EXPORT

Obtained certifications, built export capabilities, and prepared for global markets.

**2019–2025**

ACCELERATION

Increased capacity, expanded product portfolio, and strengthened partnerships.

**2026**

START EXPORT

Officially began exporting Vietnamese rice to international markets.

KEY MILESTONES



- ✓ 30+ years of rice processing expertise
- ✓ Continuous investment in and technology infrastructure
- ✓ Strong quality and food safety culture
- ✓ Growing global market presence
- ✓ Ready for long-term partnerships

EXECUTIVE MESSAGE

“

Our history is built on hard work, discipline, and the trust of our customers and partners.

We continue to build on that foundation every day.



”

BUYER TAKEAWAY

- ✓ You are partnering with a company with over three decades of industry experience.
- ✓ We have a proven track record of growth and modernization.
- ✓ Our export capabilities are built on solid foundations and international standards.
- ✓ We are prepared to support your long-term business growth.

WHY SOURCE FROM VIETNAM

A trusted origin for reliable rice supply

HERO STATEMENT

Choosing the right country of origin is the first step toward building a stable, competitive, and reliable rice supply chain.



VU PHONG PHU
— Where Rice Means More —

ORIGIN – VIETNAM



SOURCING ADVANTAGES



ESTABLISHED GROWING REGION

Vietnam's Mekong Delta is one of the world's most recognized and productive rice regions.



CONSISTENT RAW-MATERIAL SUPPLY

Fertile soil, abundant water resources, and strong sourcing networks ensure stable and consistent supply.



YEAR-ROUND HARVEST CYCLES

Multiple crop cycles throughout the year support reliable production planning and continuous supply.



EFFICIENT EXPORT LOGISTICS

Strategic location, well-developed ports, and global shipping connections enable efficient export.

“

EXECUTIVE MESSAGE

A reliable supplier begins with a reliable origin.

”



BUYER TAKEAWAY

By sourcing from Vietnam through Vũ Phong Phú, you benefit from:

- ✓ Access to one of the world's recognized rice-producing regions.
- ✓ Stable raw material availability.
- ✓ Diverse rice varieties for different market segments.
- ✓ Reliable manufacturing built close to the source.
- ✓ A stronger foundation for long-term supply planning.





WHY BUYERS CHOOSE VŨ PHONG PHÚ

Every supplier can offer rice.

What distinguishes a long-term manufacturing partner is the ability to deliver consistent quality, communicate transparently, and respond responsibly over time.

At Vũ Phong Phú, we have built our business on a simple principle:

Help our customers succeed—not just complete a shipment.

Our role extends beyond manufacturing.

We support buyers through disciplined production, structured quality management, flexible product solutions, and clear communication at every stage of the export process.

Because we understand that every shipment represents your reputation in the market—not just ours.

WHY THIS MATTERS



Choosing a supplier is not simply about comparing specifications or prices.

It is about selecting a partner who can consistently support your operations, protect your brand reputation, and adapt to your business as market demands evolve. That is the role we aim to play for every customer we work with.



EXECUTIVE MESSAGE

Our objective is not to become your next supplier.

Our objective is to become the partner you continue choosing year after year.



BUYER TAKEAWAY

By working with Vũ Phong Phú, you gain:

- Consistent manufacturing you can depend on.
- Transparent communication throughout every project.
- Flexible solutions tailored to your market.
- A disciplined approach to quality and operations.
- A long-term manufacturing partner focused on sustainable business growth.



WHY CHOOSE VŨ PHONG PHÚ

A Manufacturing Partner You Can Build On



HERO STATEMENT

The right supplier does more than deliver products.

They strengthen your supply chain, reduce operational risk, and support your long-term growth.

WHAT MAKES VPP DIFFERENT



CONSISTENT MANUFACTURING

Standardized production procedures help maintain product consistency across recurring orders.

BUYER VALUE

Greater confidence in every shipment and fewer unexpected variations.



TRANSPARENT COMMUNICATION

Clear quotations, timely updates, and responsive support throughout the partnership.

BUYER VALUE

Better planning, faster decisions, and fewer misunderstandings.



FLEXIBLE BUSINESS SOLUTIONS

Support for bulk supply, retail packaging, OEM manufacturing, and private label development.

BUYER VALUE

One manufacturing partner capable of adapting as your business grows.



LONG-TERM PARTNERSHIP

We focus on building sustainable business relationships based on trust, reliability, and shared success.

BUYER VALUE

A partner committed to your business beyond the first order.



TRANSITION

A strong partnership begins with reliable manufacturing. The next chapter shows how disciplined operations and standardized production create the consistency our customers expect.



RELIABLE MANUFACTURING FOR CONSISTENT SUPPLY

Consistency Starts with a Disciplined Manufacturing System

HERO STATEMENT

Reliable supply is not achieved by production capacity alone. It is built through disciplined manufacturing, standardized processes, and consistent execution.

OUR MANUFACTURING PRINCIPLES



STANDARDIZED OPERATIONS

Clearly defined production procedures help maintain consistency across recurring orders.

BUYER VALUE

Greater confidence that future shipments will match approved specifications.



PROCESS DISCIPLINE

Every production stage follows established operating standards and process controls.

BUYER VALUE

Reduced variation and more predictable product quality.



FLEXIBLE MANUFACTURING

Supporting multiple rice varieties, packaging formats, and OEM production requirements.

BUYER VALUE

A manufacturing partner that adapts as your business grows.



CONTINUOUS IMPROVEMENT

Our production systems are continuously reviewed to improve efficiency, consistency, and customer satisfaction.

BUYER VALUE

A supplier committed to becoming more reliable over time.

RELIABLE MANUFACTURING

For international buyers, manufacturing capability is measured by more than equipment or daily production capacity.

The real measure is the ability to produce the same quality, follow the same standards, and deliver the same reliability—shipment after shipment.

At Vũ Phong Phú, our manufacturing approach is built on operational discipline rather than short-term output.

Every production order follows standardized operating procedures designed to support product consistency, production efficiency, and food safety requirements. By combining experienced personnel, structured production planning, and continuous process monitoring, we strive to deliver products that consistently meet agreed specifications while remaining flexible enough to support different market and customer requirements.

For us, manufacturing is not simply about producing rice.

It is about producing confidence.



Reliable manufacturing is the foundation of every successful supply chain. When production is disciplined and standardized, buyers benefit from:

- More consistent product quality.
- Better production planning.
- Fewer unexpected variations.
- Greater confidence in recurring orders.
- A stronger foundation for long-term cooperation.

These operational advantages help reduce supply chain risk while supporting sustainable business growth.



EXECUTIVE MESSAGE

Manufacturing excellence is not measured by how much we produce. It is measured by how consistently we deliver.



BUYER TAKEAWAY

By partnering with Vũ Phong Phú, you gain:

- A disciplined manufacturing system.
- Standardized production procedures.
- Flexible manufacturing capabilities.
- Reliable operational execution.
- A production partner focused on long-term consistency.



TRANSITION

Consistent manufacturing creates the foundation.

The next chapter explains how our quality management system helps ensure every shipment meets the standards our customers expect.





OUR APPROACH TO QUALITY

For international buyers, quality is measured over time. A single successful shipment is important. Consistent performance across every shipment is what builds confidence.

At Vũ Phong Phú, quality is integrated throughout the manufacturing process rather than relying solely on final inspection.

From raw material selection to packaging preparation, each production stage follows standardized operating procedures supported by continuous process monitoring and quality verification.

This systematic approach helps reduce variation between production batches, improve product consistency, and support long-term supply reliability.

For us, quality is not the responsibility of one department. It is a shared responsibility across sourcing, production, quality control, packaging, and shipment preparation.

Because consistent quality is created by disciplined systems—not last-minute inspections.

WHY THIS MATTERS



Consistent quality protects more than a shipment.

It protects:

- ✓ Your brand reputation.
- ✓ Consumer satisfaction.
- ✓ Business continuity.
- ✓ Long-term customer relationships.
- ✓ Confidence in future orders.

A structured quality system helps transform manufacturing capability into dependable business performance.



TRANSITION

A strong quality system requires recognized standards to support it. The next chapter explains how our food safety management systems reinforce the consistency our customers expect.

QUALITY BUILT INTO EVERY SHIPMENT

A System Designed for Consistency, Not Correction



HERO STATEMENT

Quality is most reliable when it is built into every stage of production—not inspected only at the end.

OUR QUALITY SYSTEM



RAW MATERIAL ASSESSMENT

Every production program begins with evaluating incoming raw materials against agreed requirements.

BUYER VALUE

A stronger foundation for consistent product quality.



PROCESS CONTROL

Critical production stages are monitored throughout manufacturing to support operational consistency.

BUYER VALUE

Reduced variation between production batches.



PRODUCT VERIFICATION

Finished products are verified against agreed specifications before shipment.

BUYER VALUE

Greater confidence that products match approved requirements.



CONTINUOUS IMPROVEMENT

Quality performance is regularly reviewed to identify opportunities for operational improvement.

BUYER VALUE

A supplier committed to improving long-term performance—not simply maintaining the status quo.



EXECUTIVE MESSAGE

Quality is not achieved through inspection alone. It is achieved through disciplined systems repeated consistently every day.



BUYER TAKEAWAY

By working with Vũ Phong Phú, you benefit from:

- ✓ A standardized quality management approach.
- ✓ Continuous monitoring throughout production.
- ✓ Reduced product variation.
- ✓ Consistent shipment performance.
- ✓ Greater confidence in long-term supply.



**VU PHONG PHU**
RICE POLISHING CO., LTD.

VERIFIED FOOD SAFETY & QUALITY SYSTEMS

Certified standards. Preventive controls. Buyer confidence.

Vũ Phong Phú maintains ISO 22000:2018 and Halal certifications. HACCP principles are incorporated into our food safety management approach—not presented as a separate certificate.

ISO 22000 + HALAL: CERTIFIED

HACCP: INTEGRATED PRINCIPLES

ACTUAL ISO & HALAL CERTIFICATES



OUR FOOD SAFETY FRAMEWORK

CERTIFICATION STATUS CLEARLY DISTINGUISHED FROM CONTROL METHODOLOGY

01 / CERTIFIED

ISO 22000:2018

FOOD SAFETY MANAGEMENT SYSTEM

Certified food-safety management framework covering rice production operations, supported by documented process controls.

BUYER VALUE Consistent and verifiable procedures.

02 / CERTIFIED

HALAL CERTIFICATION

GHC.219/JAKIM • 9 RICE VARIETIES

Halal certification applies to nine specified rice varieties within the approved scope. Valid through 30 August 2027.

BUYER VALUE Scope clarity for Halal-oriented markets.

03 / INTEGRATED

HACCP PRINCIPLES

PREVENTIVE HAZARD CONTROL

Hazard analysis and preventive control principles are integrated into food safety management; not claimed as a separate certificate.

BUYER VALUE Risk-focused production control.

WHY THIS MATTERS TO BUYERS

Recognized systems create confidence only when backed by disciplined daily execution and transparent documentation.

CERTIFICATION

ISO 22000 and Halal records available for verification.

HALAL SCOPE

Applicable rice varieties are defined in the certificate.

RISK CONTROL

HACCP principles inform preventive process controls.

RICE SOLUTIONS FOR DIFFERENT MARKETS

A Diverse Portfolio. The Right Rice for Every Need.



OUR COMMITMENT

We provide a diverse portfolio of high-quality Vietnamese rice solutions to meet the unique needs of different markets, consumers, and applications. From premium fragrant rice to everyday staples and specialty rice, every product is carefully selected and consistently produced to deliver reliable quality and long-term value.



PREMIUM RICE SOLUTIONS

Exceptional Aroma. Superior Quality.

Our premium rice varieties are carefully selected for their outstanding eating quality, fragrant aroma, and consistent grain appearance. Ideal for high-value retail brands, premium supermarkets, and discerning consumers worldwide.

**ST25**

Vietnam's Flagship
Premium Fragrant Rice

ST21

Premium Everyday
Fragrant Rice

KDM

Refined Premium
Fragrant Rice

IDEAL FOR



HOW WE RECOMMEND PRODUCTS

Before recommending a rice variety, we take time to understand:

- ✓ Your target consumer
- ✓ Your quality expectations
- ✓ Your distribution channels
- ✓ Your culinary or product application
- ✓ Your price positioning
- ✓ Your long-term sourcing objectives
- ✓ Your packaging requirements

Only then do we recommend the products most suitable to your business.



WHY THIS MATTERS

The right product creates more value than a single shipment. It helps you:

- ✓ Improve consumer satisfaction
- ✓ Strengthen your brand positioning
- ✓ Build a more resilient product portfolio
- ✓ Adapt to different market segments
- ✓ Create long-term business growth



EXECUTIVE MESSAGE

"The right rice is not simply the most expensive variety. It is the variety that creates the greatest value for your customers and the strongest fit for your market."



BUYER TAKEAWAY

By working with Vũ Phong Phú, you gain:

- ✓ A diversified portfolio of twelve rice varieties.
- ✓ Solutions across premium, everyday, and specialty segments.
- ✓ Flexible product selection for retail, food service, manufacturing, and private label programs.
- ✓ Consistent quality and stable supply.
- ✓ A manufacturing partner capable of supporting portfolio expansion as your market develops.



EVERYDAY RICE SOLUTIONS

Reliable Quality for Everyday Meals.

Our everyday rice varieties offer a great balance of quality, taste, and value. They are designed to meet the daily consumption needs of households across different markets, with stable supply and consistent quality.

**Jasmine**

Global Everyday
Favorite

Đài Thơm 8

Reliable Everyday
Fragrant Rice

Nàng Hoa

Traditional
Vietnamese Rice

OM5451

Efficient Rice for
High-Volume Supply

IDEAL FOR



SPECIALTY RICE SOLUTIONS

Distinctive Varieties for Diverse Applications.

Our specialty rice varieties are developed for specific culinary applications, ethnic markets, and health-oriented consumers. They offer unique textures, colors, and characteristics to create differentiated products and new market opportunities.

**Japonica**

Premium
Short-Grain Rice

Glutinous Rice

Naturally Sticky Rice
for Versatile
Applications

ST Tím

Vietnamese
Purple Rice

Huyết Rồng

Traditional
Vietnamese
Red Rice

Nếp Than

Black Glutinous Rice
for Asian Cuisine
& Desserts

IDEAL FOR



HELP YOUR PREMIUM BRAND STAND OUT

Premium Rice Solutions for High-Value Markets



HERO STATEMENT

Premium consumers remember exceptional eating experiences—not product specifications. The right rice helps your brand create both.

CREATING VALUE BEYOND THE PRODUCT

Premium consumers expect more than good rice. They expect consistency, aroma, appearance, texture, and a product experience that reflects the quality of the brand they choose.

For retailers, importers, and premium food brands, selecting the right rice is about more than meeting specifications. It is about strengthening market positioning, increasing customer loyalty, and supporting repeat purchases.

At Vũ Phong Phú, our Premium Rice Solutions—featuring ST25, ST21, and KDM—are designed to help customers achieve these objectives through carefully selected Vietnamese rice varieties, disciplined manufacturing, and consistent production standards.

Rather than simply supplying premium rice, we help our customers create premium consumer experiences.

FEATURED PREMIUM SOLUTIONS

ST25

Vietnam's Flagship
Premium Fragrant Rice



- NATURALLY FRAGRANT
- LONG & SLENDER GRAIN
- SOFT, FLUFFY TEXTURE
- EXCEPTIONAL EATING QUALITY

RECOMMENDED FOR

Premium Retail Brands
Premium Supermarkets
Private Label Programs
Gift Packaging

ST21

Premium Everyday
Fragrant Rice



- PLEASANT AROMA
- SOFT & FLUFFY
- CONSISTENT QUALITY
- WIDELY ACCEPTED

RECOMMENDED FOR

Premium Retail
Supermarkets
Private Label Brands
Food Service

KDM

Refined Premium
Fragrant Rice



- REFINED AROMA
- ELEGANT APPEARANCE
- STABLE QUALITY
- PREMIUM EXPERIENCE

RECOMMENDED FOR

Premium Asian Retail
Supermarkets
Private Label
Premium Food Brands

BUSINESS ADVANTAGES



STRENGTHEN BRAND POSITIONING

Premium products help communicate quality and increase perceived brand value.



INCREASE CUSTOMER LOYALTY

A consistently satisfying eating experience encourages repeat purchases.



IMPROVE PRODUCT DIFFERENTIATION

Premium rice helps brands stand apart in increasingly competitive markets.



SUPPORT LONG-TERM GROWTH

Higher-value product categories create opportunities for sustainable business development.

WHY THIS MATTERS

Consumers rarely compare technical specifications. They remember whether a product met their expectations.

Choosing the right premium rice helps strengthen your brand reputation while supporting long-term customer satisfaction.

For businesses, this means creating value that extends far beyond a single shipment.



“ EXECUTIVE MESSAGE

Premium rice is not simply a higher-grade product. It is an opportunity to strengthen your brand through a consistently better consumer experience.



BUYER TAKEAWAY

Working with Vũ Phong Phú, you gain:

Premium rice solutions for high-value markets.
Products that support stronger brand positioning.
Consistent manufacturing across recurring orders.
Flexible packaging and private label opportunities.
A manufacturing partner focused on long-term brand success.



TRANSITION

Not every market requires premium positioning. The next chapter explores everyday rice solutions designed to support stable sales, broad consumer acceptance, and reliable long-term supply.



Premium
Quality



Exceptional
Eating Experience



Consistent
Manufacturing



Trusted
Partnership



Global
Value

EVERYDAY RICE SOLUTIONS FOR EVERYDAY MARKETS

Reliable Quality. Consistent Supply. Everyday Value.



HERO STATEMENT

Not every market is the same. Our everyday rice solutions are made to match real consumer needs with consistent quality and everyday value.



VŨ PHONG PHÚ
Where Rice Means More

Our everyday rice portfolio is carefully selected to support stable demand across global markets. Consistent quality, appealing aroma, and great value—perfect for everyday

OUR EVERYDAY RICE PORTFOLIO

CREATING VALUE BEYOND THE PRODUCT

Everyday rice is at the heart of millions of households around the world.

For retailers, importers, and food service distributors, choosing the right everyday rice means ensuring customer satisfaction, repeat purchases, and long-term trust.

At Vũ Phong Phú, our everyday rice portfolio offers the right balance of quality, aroma, appearance, and affordability to support your business growth and your customers' everyday happiness.

The right everyday rice builds stronger relationships with your customers and creates sustainable success for your business.

JASMINE

Global Everyday Favorite



Pleasant Jasmine Aroma
Soft Texture
Great Value for Everyday Meals
Widely Accepted Globally

IDEAL FOR

Retail • Supermarkets • Food Service • Wholesale

DAI THOM 8

Reliable Everyday Fragrant Rice



Mild Fragrance
Soft & Balanced Texture
Good Cooking Performance
Stable Quality & Supply

IDEAL FOR

Retail • Supermarkets • Wholesale • Traditional Trade

NÀNG HOA

Traditional Vietnamese
Fragrant Rice



Light & Pleasant Aroma
Soft & Tender Texture
Naturally Sweet Taste
Popular in Vietnamese Markets

IDEAL FOR

Retail • Traditional Trade • Food Service • Local Markets

OM5451

Efficient Rice for
High-Volume Supply



Long Grain Appearance
Soft & Slightly Sticky Texture
High Yield & Good Head Rice
Consistent & Cost-Effective

IDEAL FOR

Wholesale • Food Service • Industries • Bulk Supply

WHY PARTNER WITH VŨ PHONG PHÚ?



CONSISTENT QUALITY

Reliable quality in every shipment with strict quality control.



STABLE SUPPLY

Strong production capacity and stable raw material sources.



COMPETITIVE VALUE

Great balance of quality and price to support your business.



FLEXIBLE SOLUTIONS

Various packaging and container options to fit your needs.



LONG-TERM PARTNERSHIP

We grow together with your business for sustainable success.

WHY THIS MATTERS

Everyday rice may be common, but the right choice makes a big difference.

Good everyday rice builds trust, supports volume growth, and keeps your customers coming back.



“ EXECUTIVE MESSAGE

We understand the importance of everyday rice in your business. That's why we focus on consistent quality, reliable supply, and value that supports your growth every single day.



BUYER TAKEAWAY

By choosing Vũ Phong Phú as your rice partner, you gain:

A diverse everyday rice portfolio for different markets
Consistent quality and stable supply
Competitive value for sustainable growth
Flexible solutions to match your market needs
A trusted partner who cares about your success



TRANSITION

Everyday rice feeds the world every single day. In the next chapter, discover our specialty rice solutions designed for specific cuisines and unique market needs.



Premium
Quality



Exceptional
Eating Experience



Consistent
Manufacturing



Trusted
Partnership



Global
Value

SPECIALTY RICE SOLUTIONS

FOR DISTINCTIVE CULINARY & MARKET APPLICATIONS

Unique Varieties. Greater Opportunities.

CREATING VALUE THROUGH SPECIALIZATION

As global food markets become increasingly diverse, specialty rice creates new opportunities for retailers, food service providers, and food manufacturers.

Our specialty rice varieties are carefully selected to meet specific culinary applications, ethnic market demands, and health-oriented consumer trends.

At Vũ Phong Phú, we combine our manufacturing expertise with consistent quality management to deliver specialty rice that meets international standards and customer expectations.

The right specialty rice helps businesses create unique products, enter new market segments, and build stronger brand value.



CULINARY SPECIALTY RICE

Premium Varieties for Diverse Culinary Applications

JAPONICA

Premium Short-Grain Rice



- ✓ Short, round grain
- ✓ Soft and sticky texture
- ✓ Excellent for Japanese cuisine
- ✓ Clean taste and appealing appearance

IDEAL FOR



Sushi Restaurants



Asian Food Service



Food Manufacturing



Premium Retail

GLUTINOUS RICE

Naturally Sticky Rice for Versatile Applications



- ✓ Naturally sticky texture
- ✓ Soft and chewy when cooked
- ✓ Suitable for traditional Asian dishes
- ✓ Wide range of culinary and industrial uses

IDEAL FOR



Traditional Cuisine



Desserts & Sweets



Food Manufacturing



Retail Markets

ST TÍM

Vietnamese Purple Rice



- ✓ Distinctive natural purple color
- ✓ Appealing grain presentation
- ✓ Mild aroma and pleasant texture
- ✓ Ideal for premium & specialty markets

IDEAL FOR



Premium Retail



Health-Oriented Specialty Asian Lines



Stores



Private Label

HUYẾT RỒNG

Vietnamese Red Rice



- ✓ Distinctive red color and appearance
- ✓ Firm grain profile
- ✓ Suitable for specialty and natural foods
- ✓ A traditional Vietnamese variety

IDEAL FOR



Specialty Retail



Natural Food Stores



Asian Markets



Private Label

NẾP THAN

Black Glutinous Rice



- ✓ Naturally dark-colored glutinous rice
- ✓ Characteristic sticky texture
- ✓ Ideal for traditional Asian desserts
- ✓ Expands value-added food applications

IDEAL FOR



Asian Retail



Food Service



Dessert Applications



Food Manufacturing

WHY THIS MATTERS



- ✓ Meet diverse consumer preferences across global markets.
- ✓ Create product differentiation with unique rice varieties.
- ✓ Support the growing demand for ethnic and health-oriented foods.
- ✓ Add value to your product portfolio with specialty rice.
- ✓ Build long-term growth through innovation and market expansion.



EXECUTIVE MESSAGE

Specialty rice is more than a product—it is an opportunity to create new value in today's diverse food market. At Vũ Phong Phú, we are committed to delivering distinctive rice varieties with consistent quality and reliable supply.



BUYER TAKEAWAY

By working with Vũ Phong Phú, you gain:

- A diverse specialty rice portfolio for unique market opportunities.
- Consistent quality and stable supply.
- Products suitable for ethnic, culinary, and health-oriented markets.
- Flexible packaging and private label options.
- A manufacturing partner committed to supporting your growth.



TRANSITION

In the next chapter, discover how our Private Label & OEM solutions help you build your own rice brand for long-term success.



Unique Varieties



Consistent Quality



Global Markets



Value-Added Solutions



Long-Term Partnership

PRIVATE LABEL & OEM RICE SOLUTIONS

Your Brand. Our Experience. A Stronger Partnership.



OUR COMMITMENT

We help international buyers, retailers, and food brands build their own rice brands with consistent quality, flexible packaging, and reliable long-term supply.

BUILD YOUR OWN RICE BRAND

We offer flexible Private Label and OEM solutions, helping you create a rice brand that fits your market and business goals.

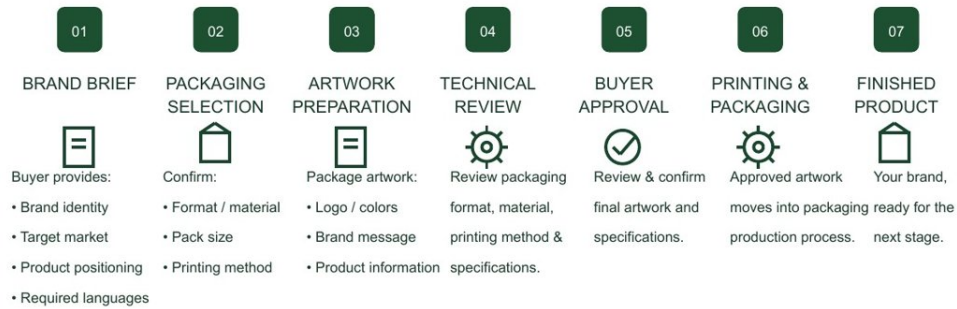
With more than three decades of manufacturing experience, Vũ Phong Phú supports you from product development to final packaging, ensuring consistent quality, food safety, and on-time delivery.

Whether you are a retailer, distributor, importer, or food brand, our team works closely with you to develop the right rice varieties, packaging design, *Your brand, powered by our experience.*

PACKAGING OPTIONS



FROM YOUR ARTWORK TO FINISHED JOURNEY™



WHAT CAN CARRY YOUR BRAND?

01 LOGO Your Brand Mark Apply your approved logo across packaging to reinforce brand identity.	02 BRAND COLORS Your Visual Identity Build a recognizable packaging system using your approved brand color direction.	03 PRODUCT NAME Your Product Architecture • Premium Fragrant Rice • Jasmine Rice • Long Grain Rice	04 PRODUCT STORY Your Market Message Present relevant product positioning and brand communication.
05 LANGUAGE Your Market, Your Audience Prepared for destination-market needsNet weight • Origin • Rice type • Storage	06 PRODUCT INFORMATION Clear Consumer Information	07 COMMERCIAL INFORMATION Market-Ready Details Barcode • Importer/Distributor • QR code	08 CERTIFICATION & REGULATORY MARKS Market-Approved Approved marks aligned to regulations.

WHO DOES WHAT?

BUYER	VŨ PHONG PHÚ
• Provide branding guidelines	• Suggest and recommend
• Brand ownership / authorization	• Product & packaging alignment
• Legal & final approval	• Packaging configuration
• Target-market requirements	• Technical artwork review

ARTWORK CHECKPOINT™

BEFORE PRINTING, CONFIRM:

☐ Logo & Brand name	☐ Nutrition information
☐ Product name	☐ Allergen declaration
☐ Net weight	☐ Barcode / QR code
☐ Country of origin	☐ Website (Optional)
☐ Required languages	☐ Final Artwork approval

IMPORTANT BRAND & LABELING NOTE

Before final approval, revise destination-market labeling requirements and complete local compliance review.

BRAND CONSISTENCY ACROSS YOUR RANGE



ONE BRAND SYSTEM

A consistent visual identity helps your product family remain recognizable.



TRANSITION



A SIMPLE AND TRANSPARENT BUYING JOURNEY

From First Inquiry to Long-Term Partnership



HERO STATEMENT

International sourcing should be predictable, transparent, and easy to manage. Our structured buying journey is designed to reduce uncertainty at every stage.



MAKING INTERNATIONAL SOURCING SIMPLER

Starting a relationship with a new supplier often raises important questions. How quickly will they respond? Will communication be clear? Can production timelines be trusted? Will the final shipment match the agreed specifications?

At Vũ Phong Phú, we have designed our customer journey to answer these questions before they become concerns. Every project follows a structured process that helps align expectations, improve communication, and provide visibility from the first inquiry through shipment and post-delivery support.

Rather than leaving customers to navigate a complex export process, we provide a clear framework that makes international sourcing more efficient and easier to manage.

Because confidence grows when every step is understood.



YOUR BUYING JOURNEY WITH VPP



WHY THIS MATTERS



A structured buying process helps reduce uncertainty for both buyer and supplier. It improves communication, supports better planning, and creates confidence at every stage of the project. For international buyers, this means spending less time solving problems and more time growing the business.

EXECUTIVE MESSAGE

A reliable partnership begins with clear expectations and consistent communication. Every successful shipment starts long before production begins.



BUYER TAKEAWAY

Working with Vũ Phong Phú provides:

A structured and transparent buying process.
Clear communication from inquiry to shipment.
Better visibility throughout production.
Reduced operational uncertainty.
Long-term support beyond the first order.



TRANSITION

A structured process creates confidence. The next chapter explains how we adapt our solutions to different international markets and customer requirements.

UNDERSTANDING YOUR MARKET

Market-Oriented Solutions for International Buyers



HERO STATEMENT

Every market has different expectations.
Understanding those differences is the first step
toward building a successful long-term partnership.

EVERY MARKET IS DIFFERENT

No two international markets are exactly alike. Consumer preferences, regulatory requirements, distribution channels, packaging expectations, and purchasing behavior all influence which rice products will succeed.

A product that performs well in one country may not be the right choice for another.

At Vũ Phong Phú, we believe that recommending the right solution begins with understanding your business—not promoting a particular product.

Before discussing rice varieties, we seek to understand your target customers, sales channels, market positioning, and long-term objectives.

This market-oriented approach enables us to recommend solutions that are commercially relevant, operationally practical, and aligned with your growth strategy.

Because successful partnerships begin with understanding your market before supplying your products.

HOW WE SUPPORT DIFFERENT MARKETS



PREMIUM RETAIL MARKETS

Supporting premium brands through consistent quality, attractive packaging, and carefully selected rice varieties.

BUYER VALUE

Strengthen premium positioning and enhance consumer experience.



MAINSTREAM CONSUMER MARKETS

Providing dependable rice solutions for stable demand and everyday consumption.

BUYER VALUE

Support repeat purchases and sustainable sales growth.



FOOD SERVICE & HOSPITALITY

Products selected for reliable cooking performance and operational consistency.

BUYER VALUE

Improve kitchen efficiency and customer satisfaction.



PRIVATE LABEL PROGRAMS

Flexible manufacturing and packaging tailored to your brand and market strategy.

BUYER VALUE

Develop a stronger brand with a dependable manufacturing partner.



OUR MARKET-FIRST APPROACH

Before recommending any product, we work to understand:

- Your target customer.
- Your quality expectations.
- Your distribution model.
- Your packaging requirements.
- Your price positioning.
- Your long-term sourcing strategy.

Only after understanding these factors do we recommend the most suitable solution.

WHY THIS MATTERS



Selecting the right rice variety is important. Selecting the right product for your specific market is even more important.

A market-oriented sourcing strategy helps improve customer satisfaction, reduce unnecessary product changes, strengthen brand positioning, and support long-term commercial success.

Our role is to help you make that decision with confidence.

“EXECUTIVE MESSAGE

We do not recommend products based on what we produce.

We recommend solutions based on what your market needs.

BUYER TAKEAWAY

Working with Vũ Phong Phú means you benefit from:

- Recommendations based on your market requirements.
- Rice solutions tailored to different business models.
- Flexible manufacturing and packaging support.
- Better product-market alignment.
- A partner focused on your long-term commercial success.



TRANSITION

Understanding your market is the first step. The next chapter explains how our Risk-Free Partnership™ approach helps reduce operational uncertainty and build long-term confidence.



UNDERSTAND



ANALYZE



RECOMMEND



DELIVER VALUE



GROW TOGETHER

REDUCING RISK. BUILDING CONFIDENCE.

The VPP Risk-Free Partnership™ Approach



HERO STATEMENT

Successful partnerships are not built by eliminating every challenge. They are built by reducing uncertainty through transparency, consistency, and responsible execution.



OUR PARTNERSHIP PHILOSOPHY

Every international purchase involves risk.



Delivery
schedules



Product
consistency



Communication



Documentation



Supply
continuity

For importers, distributors, and retail brands, choosing the right manufacturer partner is ultimately a decision about managing these risks.

At Vũ Phong Phú, we believe strong partnerships are built by reducing uncertainty—not by making unrealistic promises.

This philosophy is the foundation of our Risk-Free Partnership™ approach.

For us, Risk-Free does not mean that challenges never occur. It means working proactively to prevent problems where possible, communicating openly when issues arise, and responding responsibly to protect the long-term relationship.

Our objective is simple:

Help our customers convert risk into greater confidence, shipment after shipment.

THE FOUR PILLARS OF RISK-FREE PARTNERSHIP™



1. TRANSPARENT COMMUNICATION

We provide clear, timely communication throughout every stage of the partnership.

BUYER VALUE

Better visibility, faster decisions, and fewer misunderstandings.



2. CONSISTENT EXECUTION

Every order follows standardized manufacturing and quality procedures.

BUYER VALUE

Reliable product consistency across recurring shipments.



3. RESPONSIBLE PROBLEM SOLVING

When unexpected situations arise, we communicate early, take ownership, and work toward practical solutions.

BUYER VALUE

Reduced disruption and greater confidence in your supply chain.



4. LONG-TERM COMMITMENT

We focus on relationships that create sustainable value for both businesses.

BUYER VALUE

A manufacturing partner invested in your long-term success—not only your next order.



WHAT RISK-FREE PARTNERSHIP™ MEANS



Our Risk-Free Partnership™ approach is built on one simple belief: The greatest risk in international sourcing is uncertainty. By improving communication, standardizing operations, and acting responsibly, we help reduce that uncertainty at every stage of cooperation. The choice defines the quality of the partnership.

WHY THIS MATTERS



Choosing a supplier is not only a commercial decision. It is also a risk management decision. A partner who communicates early, manufactures consistently, and responds responsibly helps protect:

- Your supply chain
- Your customer relationships
- Your brand reputation
- Your operational planning
- Your long-term business growth.



EXECUTIVE MESSAGE

Trust is not built because nothing goes wrong. Trust is built because every commitment is handled with professionalism, transparency, and responsibility.

BUYER TAKEAWAY

Working with Vũ Phong Phú means partnering with a company committed to:

- Reducing operational uncertainty.
- Maintaining transparent communication.
- Delivering consistent execution.
- Solving problems responsibly.
- Building long-term business relationships.



TRANSITION

Partnerships become stronger when expectations are clear. The next chapter outlines the commitments that guide every decision we make and every relationship we build.



1. TRANSPARENT COMMUNICATION



2. CONSISTENT EXECUTION



3. RESPONSIBLE PROBLEM SOLVING



4. LONG-TERM COMMITMENT

WHAT YOU CAN EXPECT FROM VPP

Five Commitments That Guide Every Partnership



HERO STATEMENT

Strong partnerships are built on consistent expectations. These five commitments define how we work with every customer, every order, and every shipment.

OUR COMMITMENT TO EVERY CUSTOMER

Business relationships are strengthened through consistency. While products, markets, and customer requirements may differ, the principles that guide our work remain the same.

At Vũ Phong Phú, these commitments are not marketing messages. They are the standards we use to guide our daily decisions, measure our performance, and build long-term partnerships.

They represent what our customers can consistently expect when working with us.



QUALITY



COMMUNICATION



DELIVERY



IMPROVEMENT



PARTNERSHIP

OUR FIVE COMMITMENTS



1. CONSISTENT PRODUCT QUALITY

We manufacture according to standardized procedures to help ensure products consistently meet agreed specifications.

WHAT THIS MEANS FOR YOU

Greater confidence in repeat orders and long-term supply.



2. TRANSPARENT COMMUNICATION

We communicate openly, respond promptly, and keep customers informed throughout the partnership.

WHAT THIS MEANS FOR YOU

Clear expectations and fewer unexpected surprises.



3. RELIABLE DELIVERY COMMITMENT

We plan production and coordinate shipments responsibly to support agreed delivery schedules.

WHAT THIS MEANS FOR YOU

Better planning and improved supply chain reliability.



4. CONTINUOUS IMPROVEMENT

We continuously review our operations, manufacturing systems, and customer feedback to improve the way we work.

WHAT THIS MEANS FOR YOU

A supplier committed to becoming more efficient and more valuable over time.



5. LONG-TERM PARTNERSHIP

We measure success by the strength of lasting customer relationships rather than individual transactions.

WHAT THIS MEANS FOR YOU

A partner focused on sustainable business growth—not short-term sales.



WHY THIS MATTERS



Reliable partnerships are built when expectations remain consistent over time. These commitments help create: Better communication. More predictable operations. Stronger business relationships. Greater confidence in future cooperation.



EXECUTIVE MESSAGE

*Promises build expectations.
Consistent actions build trust.*



BUYER TAKEAWAY

When working with Vũ Phong Phú, you can expect:

Consistent manufacturing standards.
Open and transparent communication.
Responsible production planning.
Continuous operational improvement.
A long-term partnership mindset.



TRANSITION

Long-term partnerships also require long-term responsibility. The next chapter explains how we are building a business that grows responsibly—for our customers, our people, and the future.



BUILDING A RESPONSIBLE BUSINESS

Creating Long-Term Value Through Responsible Manufacturing



HERO STATEMENT

Sustainable business is built through responsible decisions made every day—protecting product quality, strengthening partnerships, and continuously improving the way we work.

GROWING RESPONSIBLY

At Vũ Phong Phú, we believe responsible business is not defined by a single initiative or certification. It is reflected in the way we operate every day.

For us, responsibility means producing safe food, maintaining consistent quality, respecting our business commitments, improving our operations, and building relationships that create lasting value for everyone involved.

As international markets continue to evolve, customer expectations extend beyond product specifications. Buyers increasingly look for manufacturers, partners who operate responsibly, communicate transparently, and demonstrate a commitment to continuous improvement. That is the direction we are committed to.

Rather than pursuing short-term recognition, we focus on strengthening the operational foundations that support long-term, sustainable growth for our customers, our employees, and our business.



SAFE FOOD
PRODUCTION



CONSISTENT
QUALITY



RELIABLE
PARTNERSHIPS



SUSTAINABLE
GROWTH

OUR RESPONSIBLE BUSINESS PRIORITIES



1. FOOD SAFETY FIRST

Maintaining disciplined manufacturing systems that support safe and consistent food production.

BUYER VALUE

Greater confidence in product integrity and consumer safety.



2. CONTINUOUS OPERATIONAL IMPROVEMENT

Regularly reviewing production processes and operating procedures to improve efficiency and consistency.

BUYER VALUE

A manufacturing partner that becomes more reliable over time.



3. RESPONSIBLE PARTNERSHIPS

Building relationships based on transparency, mutual respect, and long-term cooperation.

BUYER VALUE

More stable business relationships and better collaboration.



4. INVESTING IN OUR PEOPLE

Supporting employee development, operational discipline, and a culture of continuous learning.

BUYER VALUE

A skilled and committed team dedicated to delivering consistent results.



5. PREPARING FOR THE FUTURE

Continuously strengthening our systems to meet evolving customer expectations and international market requirements.

BUYER VALUE

A supplier committed to growing alongside your business.



WHY IT MATTERS



WHY IT MATTERS

Responsible business practices create value beyond compliance. They help build:

- Stronger customer confidence.
- More reliable operations.
- Better long-term planning.
- Sustainable business relationships.
- Greater resilience in changing markets.



EXECUTIVE MESSAGE

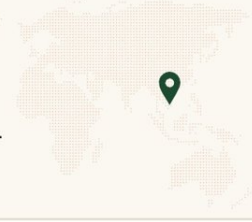
Responsibility is not demonstrated through ambitious statements. It is demonstrated through consistent actions repeated every day.



BUYER TAKEAWAY

Working with Vũ Phong Phú means partnering with a company committed to:

- Safe and responsible manufacturing.
- Continuous operational improvement.
- Transparent and ethical business practices.
- Long-term partnership.
- Sustainable business development.



TRANSITION

Every successful partnership begins with a conversation. The final chapter is an invitation to explore how we can build long-term value together.



CONVERSATION



UNDERSTANDING



SOLUTION



PARTNERSHIP



GROWTH TOGETHER

LET'S BUILD SOMETHING LASTING

Your Trusted Manufacturing Partner in Vietnam



HERO STATEMENT

Every successful business relationship begins with a conversation. We look forward to understanding your goals and exploring how we can create long-term value together.



AN INVITATION TO CONNECT

Thank you for taking the time to learn about Vũ Phong Phú. We understand that selecting a manufacturing partner is an important business decision—one that goes beyond comparing products, prices, or production capacity.

It is about choosing a partner you can trust to support your business consistently, communicate transparently, and grow together over the long term.

Throughout this Company Profile, we have shared our manufacturing philosophy, quality systems, product solutions, and partnership approach.

If these principles align with your business objectives, we would welcome the opportunity to learn more about your market, understand your sourcing requirements, and discuss how we can support your future growth.

Every successful partnership starts with a single conversation. We hope this is the beginning of ours.

HOW WE CAN SUPPORT YOU

Whether you are looking to:

-  Source premium Vietnamese rice.
-  Develop a private label brand.
-  Expand your product portfolio.
-  Secure a reliable long-term manufacturing partner.
-  Explore opportunities in new markets.

Our team is ready to support your business with practical solutions and responsive communication.

CONTACT OUR EXPORT TEAM



VU PHONG PHU
RICE POLISHING CO., LTD.

- Head Office & Manufacturing Facility
Cái Bè, Đồng Tháp, Vietnam

Export Department

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WhatsApp | WeChat | Viber

Scan to Save Contact



WHY CONTACT VPP?

Your first conversation with us is an opportunity to:

- Discuss your market requirements.
- Explore suitable rice solutions.
- Review packaging and private label options.
- Understand our manufacturing capabilities.
- Receive a tailored commercial proposal.

Our goal is not simply to provide a quotation.

EXECUTIVE MESSAGE

*We are not looking for our next customer.
We are looking for our next long-term business partner.*



FINAL BUYER TAKEAWAY

After reading this Company Profile, we hope you leave with three lasting impressions about Vũ Phong Phú:

- We manufacture with consistency.
 - We communicate with transparency.
 - We build partnerships for the long term.
- These principles define who we are and how we work.



VU PHONG PHU
Where Rice Means More

Reliable Rice Supply.

Built on Trust.

