

PRIVATE LABEL SOLUTIONS

YOUR BRAND. OUR RICE EXPERTISE.

Build your rice brand with an integrated OEM partner.



YOUR MARKET. YOUR BRAND. OUR COMMITMENT.

OEM BROCHURE



VU PHONG PHU

Where Rice Means More

V Û P H O N G P H Û • V I E T N A M

OEM & PRIVATE LABEL RICE SOLUTIONS™

Build Your Rice Brand.

Backed by Reliable Manufacturing.

From rice selection and product specifications to
packaging, production, quality management,
and export support.



OEM
Manufacturing



PRIVATE LABEL
Solutions



CUSTOM PACKAGING
Options



EXPORT
Worldwide

Your Brand Deserves More Than a Supplier.

Building a successful rice brand requires more than choosing a rice variety and adding a logo to a package.

The right product must fit your market, your consumers, your price positioning, and your distribution strategy.

At Vũ Phong Phú, we bring these elements together through an integrated OEM and Private Label approach—from rice selection and product specifications to packaging, manufacturing, quality management, and export support.

Our role is not simply to manufacture rice under your brand. Our role is to help you build the right **product for your** market—and support you as your business grows.

“

We don't simply put your brand on a product.

We help build the product behind your brand.

”

THE VPP OEM ECOSYSTEM™



YOUR MARKET-READY PRODUCT



ONE PARTNER. ONE INTEGRATED JOURNEY.

From understanding your market to delivering your finished product, Vũ Phong Phú brings rice, specifications, packaging, manufacturing, quality, and export support together into one coordinated OEM solution.



Market-First Approach



Flexible Rice Portfolio



Integrated Packaging Solutions



Disciplined Manufacturing



Because the right OEM partnership doesn't start with what the factory can produce. It starts with understanding what your market needs.

NEXT >

We Don't Start With Rice.
We Start With Your Market.



VU PHONG PHU
Where Rice Means More

01 | START WITH YOUR MARKET

WE DON'T START WITH RICE.

WE START WITH YOUR MARKET.

The right OEM product begins with understanding where it Will compete, Who Will buy it, and What those consumers expect.

Every market has different expectations for rice quality, eating characteristics, price positioning, packaging, and presentation.

That is why Vŭ Phong Phú takes a market-first approach to OEM and Private Label development.

Before recommending a rice variety or packaging format, We work to understand your target consumers, sales channels, commercial positioning, and product requirements.

The goal is simple: build a rice product that fits your market—not simply a product that fits our factory.



THE FIVE QUESTIONS WE START WITH™

01



WHO ARE CONSUMERS?

Who will ultimately choose and eat your product?

- Households
- Premium Consumers
- Asian Communities
- Food Service

02



WHERE WILL YOU SELL?

Which channels will bring your product to market?

- Supermarkets
- Retail Chains
- Distributors
- Restaurants
- E-Commerce

03



HOW WILL YOUR BRAND BE POSITIONED?

What value and price position should the product represent?

- Premium
- Everyday Premium
- Mainstream
- Value
- Specialty

04



WHAT DOES YOUR MARKET EXPECT?

Which product characteristics matter most to your consumers?

- Aroma
- Texture
- Grains
- Stickiness
- Cooking Performance

05



HOW SHOULD IT BE PACKAGED?

Which packaging format supports your market and distribution model?

- Retail
- Vacuum
- Food Service
- Wholesale
- Custom

Understand the market first.
Then build the product around it.

03



MARKET-FOCUSED APPROACH



LONG-TERM PARTNERSHIP



RELIABLE MANUFACTURING

FROM MARKET INSIGHT TO PRODUCT DIRECTION

BUILT AROUND YOUR BUSINESS MODEL.

Different businesses require different rice specifications, packaging formats, and commercial strategies.

Vũ Phong Phú helps translate your business model into a practical product direction—creating a stronger starting point for OEM development.



01 PREMIUM RETAIL BRAND	02 MAINSTREAM & RETAIL	03 WHOLESALE & DISTRIBUTION	04 FOOD SERVICE	05 SPECIALTY ASIAN MARKET
Your Priority Premium positioning and consumer experience	Your Priority Consumer acceptance, consistency, and competitive value	Your Priority Reliable supply, operational efficiency, and competitive economics	Your Priority Consistent cooking performance and operational reliability	Your Priority Authentic eating characteristics and specific culinary applications
Rice Direction ST25 • ST21 • KDM	Rice Direction Jasmine • Đài Thơm 8 Nâng Hoa	Rice Direction OMS451 • Đài Thơm 8 Jasmine	Rice Direction Jasmine • Đài Thơm 8 OMS451 • Japonica	Rice Direction Japonica Glutinous Rice
Packaging Direction Premium Vacuum Kraft Bag Kraft Premium Pouch	Packaging Direction PE Bag Laminated Retail Bag BOPP	Packaging Direction PP Woven BOPP Laminated Woven	Packaging Direction PE Bag PP Woven Food-Service Formats	Packaging Direction Vacuum Premium Retail PE Bag Custom Packaging
Typical Pack Sizes 1 kg • 2 kg • 5 kg	Typical Pack Sizes 2 kg • 5 kg • 10 kg	Typical Pack Sizes 10 kg • 25 kg • 50 kg	Typical Pack Sizes 5 kg • 10 kg • 25 kg	Typical Pack Sizes 1 kg • 2 kg • 5 kg • 10 kg
				
Best For Premium Supermarkets Specialty Retail High-End Private Labels	Best For Supermarkets Grocery Chains Family Retail Brands	Best For Importers Wholesalers Distributors Traditional Trade	Best For Restaurants Hotels Catering Institutional Kitchens	Best For Japanese & Korean Cuisine Asian Retail Specialty Food Food Manufacturing

MARKET → PRODUCT MATCH



THE RIGHT PRODUCT STARTS
WITH THE RIGHT QUESTIONS.

Instead of asking only "Which rice would you like?", we begin by asking —What does your market need?" This allows Vũ Phong Phú to recommend a more relevant combination of rice, specification, packaging, and positioning for your OEM program.

NEXT >

02 CHOOSE YOUR RICE

Now That We Understand Your Market,
Let's Find the Right Rice.



The Right Brand Starts With the Right Rice.

Different consumers value different aromas, textures, grain characteristics, cooking experiences, and price points.

Vũ Phong Phú offers a diversified portfolio of Vietnamese rice solutions designed to support different market positions, consumer preferences, and business applications.

From flagship premium fragrant rice to reliable everyday varieties and specialty Asian rice, our role is to help you identify the right product foundation for your OEM or Private Label program.



OUR RICE PORTFOLIO™

01 PREMIUM FRAGRANT COLLECTION

ST25

Flagship Premium
Fragrant Rice



- ✓ Naturally fragrant
- ✓ Soft & tender
- ✓ Long slender
- ✓ Slightly sticky

BEST FOR:
Premium Retail
Premium Private Label
Gift & Specialty Markets

ST21

Premium Everyday
Fragrant Rice



- ✓ Mild natural aroma
- ✓ Soft & fluffy
- ✓ Balanced everyday eating quality

BEST FOR:
Premium Retail
Supermarkets
Family Premium Brands

KDM

Premium Fragrant Rice



- ✓ Delicate aroma
- ✓ Soft & gentle
- ✓ Great fluffy texture

BEST FOR:
Premium Asian Retail
Private Label
International Retail

02 EVERYDAY FRAGRANT COLLECTION

JASMINE

International
Fragrant Rice



- ✓ Pleasant natural fragrance
- ✓ Long slender
- ✓ Soft & fluffy

BEST FOR:
Supermarket Retail
Food Service
Private Label

ĐÀI THƠM 8

Reliable Everyday
Fragrant Rice



- ✓ Pleasant aroma
- ✓ Soft & fluffy
- ✓ Strong commercial versatility

BEST FOR:
Retail Chains
Food Service
Trade Users

NÀNG HOA

Traditional Vietnamese
Fragrant Rice



- ✓ Natural aroma
- ✓ Soft texture
- ✓ Reliable everyday eating experience

BEST FOR:
Local Retail
Traditional Markets

03 COMMERCIAL LONG GRAIN

OM5451

Efficient Long
Grain Rice



- ✓ Clean grain
- ✓ Stable cooking
- ✓ Cost-effective performance

BEST FOR:
Wholesale
Food Service
High-Volume Programs

03 ULTRAFAST EATS™ COLLECTION

JAPONICA

Premium Short
Grain Rice



- ✓ Short & round grains
- ✓ Sticky, soft texture when cooked

BEST FOR:
Sushi Cuisine
Asian Cuisine
Premium Markets

GLUTINOUS RICE

Naturally Sticky
Specialty Rice



- ✓ Glossy
- ✓ Highly sticky
- ✓ Rich & sweet texture

BEST FOR:
Asian Cuisine
Desserts
Premium Authentic



**ONE PORTFOLIO.
MULTIPLE MARKET OPPORTUNITIES.**

Whether you are developing a premium retail brand, an everyday family product, a food-service line, or a specialty Asian range, Vũ Phong Phú can help you identify the rice solution that best fits your market strategy.



Find the Right Rice for Your Brand.

There is no single "best" rice for every market. The right choice depends on your consumers, positioning, sales channel, eating expectations, and commercial objectives.

use this guide as a starting point for discussion with the Vũ Phong Phú OEM team.

OEM RICE SELECTION MATRIX™

RICE VARIETY	PREMIUM POSITIONING	FRAGRANCE	SOFT TEXTURE	FOOD SERVICE	PRIVATE LABEL	VOLUME DISTRIBUTION	SPECIALTY USE
ST25	★★★★★	★★★★★	★★★★★	★★★★☆	★★★★★	★★★★☆	★★★★☆
ST21	★★★★☆	★★★★☆	★★★★★	★★★★☆	★★★★★	★★★★☆	★★★★☆
KDM	★★★★☆	★★★★☆	★★★★★	★★★★☆	★★★★★	★★★★☆	★★★★☆
JASMINE	★★★★☆	★★★★★	★★★★★	★★★★☆	★★★★★	★★★★☆	★★★★☆
ĐÀI THƠM 8	★★★★☆	★★★★☆	★★★★★	★★★★☆	★★★★★	★★★★★	★★★★☆
NÀNG HOA	★★★★☆	★★★★☆	★★★★★	★★★★☆	★★★★☆	★★★★★	★★★★☆
OM5451	★★★★☆	★★★★☆	★★★★☆	★★★★☆	★★★★☆	★★★★★	★★★★☆
JAPONICA	★★★★★	★★★★☆	★★★★★	★★★★★	★★★★★	★★★★☆	★★★★★
GLUTINOUS RICE	★★★★☆	★★★★☆	★★★★★	★★★★☆	★★★★★	★★★★☆	★★★★★

* Indicative commercial suitability guide. Ratings represent recommended market/application fit rather than product quality grades.

QUICK MATCH™

PREMIUM PREMIUM POSITIONING?	ST25
PREMIUM EVERYDAY FRAGRANT RICE?	ST21 • KDM
GLOBAL FRAGRANT RETAIL APPEAL?	JASMINE
EVERYDAY RETAIL + FOOD SERVICE VERSATILITY?	ĐÀI THƠM 8 • NÀNG HOA
HIGH-VOLUME COMMERCIAL SUPPLY?	OM5451
JAPANESE & KOREAN APPLICATIONS?	JAPONICA
STICKY RICE & SPECIALTY FOOD APPLICATIONS?	GLUTINOUS RICE

THE VARIETY IS THE STARTING POINT. THE SPECIFICATION DEFINES THE PRODUCT.

Once the right rice variety has been identified, the next step is to define the product requirements that matter to your market—from grain characteristics and lipper percentage to moisture, milling degree, cooking performance, and other agreed quality parameters.



NEED MORE TECHNICAL DETAILS?

Detailed grain characteristics, quality parameters, cooking characteristics, storage conditions, and commercial specifications are available in the VPP Technical Data Sheet® series.

MARKET → PRODUCT MATCH



- RIGHT RICE
Right Market Fit
- RIGHT QUALITY
Consistent & Reliable
- RIGHT PACKAGING
Market-Ready Solutions
- RIGHT PARTNER
Long-Term Growth



READY TO FIND THE RIGHT
RICE FOR YOUR BRAND?
Contact the VPP OEM team
to start your project today.



VU PHONG PHU

Where Rice Means More

03 | DEFINE YOUR PRODUCT

Your Product. Your Requirements.

Choosing the rice variety is only the beginning. The next step is defining the product characteristics and quality parameters **required for your market.**

Every OEM program may have different expectations for grain characteristics, quality parameters, cooking performance, and commercial specifications.

Vũ Phong Phú works with buyers to review these requirements and establish an agreed product specification before commercial production.

The Objective is clear: both buyer and manufacturer work from the same defined product standard.



FROM RICE VARIETY TO AGREED PRODUCT™



WHAT CAN BE DEFINED?



CUSTOMIZATION WITHIN TECHNICAL REALITY

Product specifications may be customized subject to rice variety technical feasibility, raw material characteristics, contractual agreement, and destination-market requirements.



Define It. Confirm It. Produce It Consistently.

A successful OEM program requires clarity before production begins.

Vũ Phong Phú follows a structured specification review process to align product expectations, technical feasibility, and commercial requirements before the product moves into production.



VPP STANDARD SPECIFICATION

Best when buyer needs:



Faster Product Selection

Use established parameters for efficient development



Established Commercial Preferences

Based on proven market performance



Straightforward OEM Development

Simpler process for quicker time-to-market



Proven Product Direction

Tested and trusted in existing markets

VS.

AGREED CUSTOM SPECIFICATION

Best when buyer has:



Specific Market Requirements

Unique quality or performance needs



Defined Quality Parameters

Detailed specification beyond standard range



Existing Product Benchmarks

Match specific reference products



Contractual Specifications

Meet buyer-defined standards and agreements

The appropriate approach depends on the rice variety, market requirements, technical feasibility, and commercial agreement.



DOCUMENTED PRODUCT INFORMATION

The VPP Technical Data Sheet™ series provides detailed information for individual rice varieties, including:



Grain Characteristics



Quality Parameters



Cooking Performance



Storage Conditions



Shelf Life



Applicable Certifications



CLARITY BEFORE PRODUCTION. CONSISTENCY AFTER APPROVAL.

By establishing an agreed product specification before production, both Vũ Phong Phú and the buyer work from the same clarity-defined quality reference throughout the OEM program.

MARKET → PRODUCT MATCH



NEXT

04 | CHOOSE YOUR PACKAGING

Your Product is Defined.
Now Let's Build the Package Around It.





One Product. Multiple Packaging Possibilities.

Packaging is more than a container. It influences product positioning, shelf presentation, handling, distribution, and the way consumers experience your brand.

Once the rice and product specification have been defined, Phong Phi helps buyers explore packaging formats that fit their target market, sales channel, product positioning, and operational requirements.

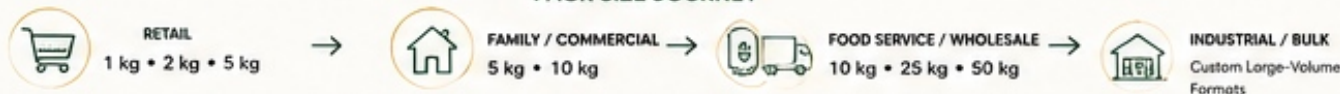
From compact retail packs to wholesale formats, our OEM packaging solutions provide a flexible foundation for building products across different market segments.

Same rice. Different markets. Different packaging Strategies.

VPP PACKAGING ECOSYSTEM™

01 VACUUM BAG PREMIUM PRESENTATION  Typical Applications Premium Rice Specialty Rice Asian Retail Gift-Oriented Products Common Sizes 1 kg • 2 kg • 5 kg Key Value Compact • Premium Product-Focused	02 PE / FLEXIBLE BAG EVERYDAY RETAIL FLEXIBILITY  Typical Applications Retail Brands Supermarkets Family Packs Private Label Common Sizes 1 kg • 2 kg • 5 kg • 10 kg Key Value Flexible • Practical Retail-Friendly	03 PREMIUM LAMINATED BAG STRONG SHELF PRESENCE  Typical Applications Premium Retail Private Label International Supermarkets Common Sizes 2 kg • 5 kg • 10 kg Key Value Premium Appearance Print Quality Brand Visibility	04 KRAFT PAPER BAG NATURAL PREMIUM POSITIONING  Typical Applications Premium Rice Organic-Inspired Concepts Specialty Retail Gift & Lifestyle Brands Common Sizes 1 kg • 2 kg • 5 kg Key Value Natural Look Differentiated • Premium
05 BOPP LAMINATED WOVEN BAG RETAIL + COMMERCIAL STRENGTH  Typical Applications Large Retail Packs Distribution Wholesale Export Common Sizes 5 kg • 10 kg • 25 kg Key Value Strong • Printable Commercially Versatile	06 PP WOVEN BAG HIGH-VOLUME RELIABILITY  Typical Applications Wholesale Food Service Distribution Traditional Trade Common Sizes 10 kg • 25 kg • 50 kg Key Value Durable • Efficient Volume-Oriented	07 BULK / INDUSTRIAL FORMAT LARGE-SCALE SUPPLY  Typical Applications Industrial Buyers Food Manufacturing Bulk Distribution Repacking Programs Key Value Efficient Handling Large-Volume Supply	

PACK SIZE JOURNEY



Available configurations depend on product, packaging material, supplier capability, order requirements, and commercial agreement.

Packaging Built Around Your Market.

The right packaging format depends on where the product will sold, **how it will be handled, who will buy it, and how the brand should be positioned.**

Vũ Phong Phú helps buyers evaluate packaging direction as part of the broader OEM product strategy.



01 PREMIUM RETAIL

POSITIONING

Premium • Refined • Consumer-Focused



RECOMMENDED FORMATS

Vacuum Bag
Premium Laminated Bag
Kraft Paper Bag

TYPICAL SIZES

1 kg • 2 kg • 5 kg

SUITABLE RICE

ST25 • ST21 • KDM • Japonica

BEST FOR

Premium Supermarkets
Specialty Retail
Premium Private Label
Gift-Oriented Products

PACKAGING OBJECTIVE

Create strong shelf differentiation and reinforce premium product positioning.

02 MAINSTREAM RETAIL

POSITIONING

Accessible • Practical • Brand-Driven



RECOMMENDED FORMATS

PE / Flexible Bag
Laminated Retail Bag
BOPP Format

TYPICAL SIZES

2 kg • 5 kg • 10 kg

SUITABLE RICE

Jasmine • Đài Thom 8 • Nàng Hoa • ST21

BEST FOR

Supermarkets
Grocery Chains
Family Brands
Everyday Private Label

PACKAGING OBJECTIVE

Balance shelf presence, practical handling, and commercial efficiency.

03 FOOD SERVICE

POSITIONING

Accesional • Reliable • Operational



RECOMMENDED FORMATS

PE Bag
PP Woven Bag
BOPP Woven Format

TYPICAL SIZES

5 kg • 10 kg • 25 kg

SUITABLE RICE

Jasmine • Đài Thom 8 • OM5451 • Japonica

BEST FOR

Restaurants
Hotels
Catering
Institutional Kitchens

PACKAGING OBJECTIVE

Support efficient handling and recurring professional use.

04 WHOLESALE & INDUSTRIAL

POSITIONING

Efficient • Durable • Volume-Oriented



RECOMMENDED FORMATS

PP Woven
BOPP Laminated Woven
Bulk Format

TYPICAL SIZES

25 kg • 50 kg • Bulk

SUITABLE RICE

OM5451 • Jasmine • Đài Thom 8

BEST FOR

Importers
Wholesalers
Distributors
Food Manufacturers
Repacking Programs

PACKAGING OBJECTIVE

Support efficient logistics, volume distribution, and commercial-scale supply.

BUILD YOUR PACKAGING CONFIGURATION™



WHAT CAN BE CUSTOMIZED?

FORMAT

Retail • Food Service • Wholesale

SIZE

Subject to selected packaging configuration

MATERIAL

According to packaging format and product

PRINTING

Brand artwork and approved package information

LANGUAGE

According to destination-market requirements

LABEL CONTENT

Product information • Nutrition • Cooking Instructions
Barcode • Importer information

BRAND IDENTITY

Logo • Colors • Product Name • Brand Elements

PACKAGING AVAILABILITY & MOQ



Packaging options, minimum order quantities, printing requirements, lead times, and customization availability vary according to packaging material, size, artwork, supplier conditions, and order volume.

Final packaging configuration is confirmed during the OEM development process.

PACKAGING QUESTIONS?

Scan to contact Brian



THE RIGHT PACKAGE CONNECTS YOUR PRODUCT TO YOUR MARKET.

Vũ Phong Phú helps bring rice, packaging format, pack size, commercial positioning, and brand requirements together into one coordinated OEM packaging direction.

NEXT >

05 | BUILD YOUR BRAND

You've Chosen the Package. Now Make It Yours.





VU PHONG PHU
Where Rice Means More

05 | BUILD YOUR BRAND

Your Brand. Your Identity.

Private Label Solutions Tailored to You.

Private Label is more than placing a logo on a package. It is about your product is presented, perceived, and trusted by consumers.

Once the rice, specification, and packaging format have been defined, the next step is bringing your brand to life.

Vũ Phong Phú supports buyers in translating approved brand requirements into a practical, production-ready packaging configuration—while considering packaging specifications, required product information, and destination-market requirements.

You Own the Brand.

We Help Bring the Product Behind It to Market.



VU PHONG PHU
Where Rice Means More



ONE BRAND • MULTIPLE PACK SIZES • ONE CONSISTENT IDENTITY

WHAT CAN CARRY YOUR BRAND?

01 LOGO Your Brand Mark



Apply your approved logo across packaging to selected packages, format and printing techniques.

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
- Short Grain Rice

04 PRODUCT STORY Your Market Message



Present relevant product positioning and brand communication for your target consumers.

05 LANGUAGE Your Market, Your Audience



Your language selection may be prepared according to requested destination-market and buyer requirements.

06 PRODUCT INFORMATION Clearer Consumer Information



- Net Weight
- Origin
- Rice Type
- Storage Information
- Cooking Instructions

07 COMMERCIAL INFORMATION Market-Ready Details



- Barcode
- Importer / Distributor
- QR Code
- Batch / Production Information – where applicable

08 CERTIFICATION & REGULATORY MARKS Market-Approved



Provide only approved marks in line with destination-market certification and regulatory requirements.

BRAND CONSISTENCY ACROSS YOUR RANGE



1 kg



2 kg



5 kg



10 kg



25 kg

**ONE
BRAND
SYSTEM**

A consistent visual identity helps your product family remain recognizable across different pack sizes and market applications.

From Your Artwork to the Finished Package.

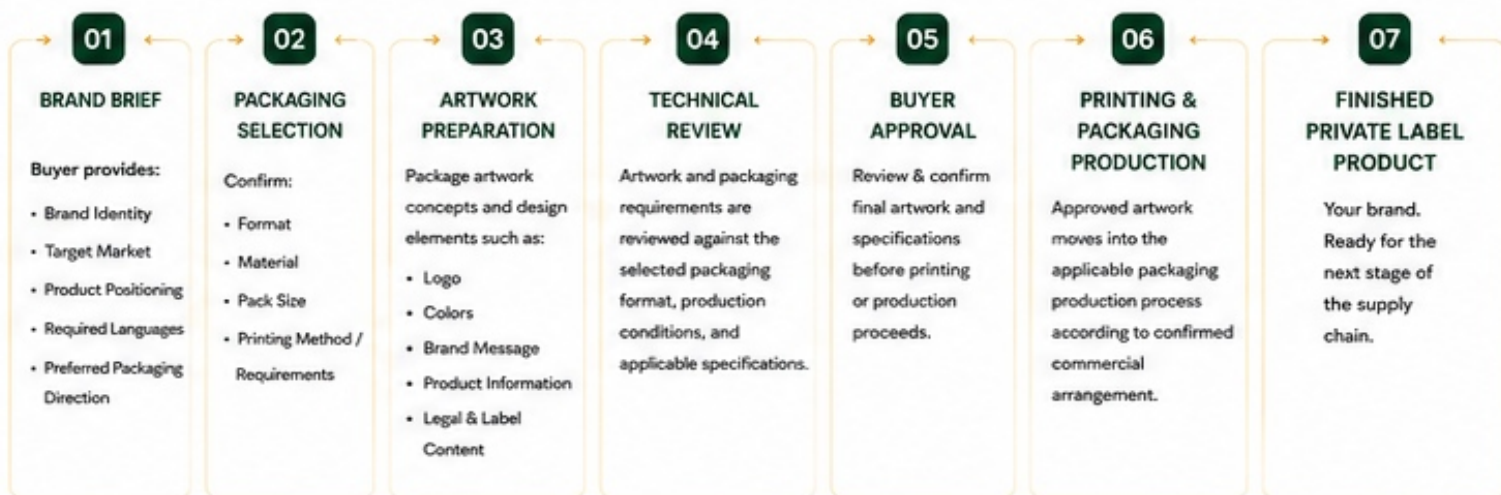
A structured process ensures accuracy, consistency, and a smooth path to market.

Vũ Phong Phú coordinates packaging development through a clear review and approval process designed to align brand requirements with packaging specifications and production conditions.

This helps reduce misunderstandings and Creates a clear reference for the approved OEM package.



VPP PRIVATE LABEL PACKAGING JOURNEY™



WHO DOES WHAT?

BUYER

- Provide Branding Guidelines
- Brand Ownership / Authorization
- Legal & Final Approval
- Target-Market Requirements
- Required Label Information
- Importer / Distributor Details
- Final Artwork Approval

VU PHONG PHU

- Suggests and Recommends
- Product & Packaging Alignment
- Packaging Configuration
- Technical Artwork Review
- Applicable Market Requirements
- Packaging Coordination
- OEM Production Management

**CLEAR
INFORMATION
•
CLEAR
APPROVAL
•
BETTER
EXECUTION**

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 | ✓ Importer / Distributor Details – where required |
| ✓ Product Information | ✓ Applicable Regulatory Information |
| ✓ Cooking / Storage Information | ✓ Final Artwork Approval |



IMPORTANT BRAND & LABELING NOTE

Before final approval, we strongly recommend reviewing the buyer's latest destination-market labeling requirements—such as nutrition table, ingredient declaration, allergen claims, or country-of-origin labeling regulations—to ensure compliance with local legislation and smooth import clearance.



YOUR BRAND INFORMATION MATTERS

All trademarks, names, specifications, and OEM partner materials are handled as part of the buyer-supplier agreement and are not shared with other parties during the agreed commercial process unless approved in writing.



**BRAND &
PACKAGING**

Talk to Brian

**YOU OWN THE BRAND.
WE HELP BRING IT TO LIFE.**

By combining your brand identity with an agreed rice product, specification, and packaging configuration, Vũ Phong Phú helps transform your OEM concept into a production-ready private label solution.

NEXT →

**06 | MANUFACTURING
BEHIND YOUR BRAND**

Your Brand is Ready.
Now Meet the Manufacturing Behind It.





Your Name Is on the Package. Our Responsibility Is Behind It.

When your brand is on the package, manufacturing consistency becomes part of your brand reputation.

Behind every successful Private Label product is a manufacturing system capable of delivering reliable quality, consistent execution, and dependable supply.

Vũ Phong Phú brings more than three decades of rice processing experience together with established production capacity, structured quality control, and export-oriented operations to support long-term OEM programs.

Our responsibility goes beyond producing rice.

It is to consistently deliver the product Standard agreed with our partners.



BUILT FOR RELIABLE SUPPLY™



30+ YEARS RICE PROCESSING EXPERIENCE

Manufacturing experience developed through more than three decades in Vietnam's rice industry.



500 MT / DAY PROCESSING CAPACITY

Production capability designed to support recurring commercial and OEM supply programs.



150,000+ MT / YEAR ANNUAL CAPACITY

Scalable manufacturing capacity for domestic and international business requirements.



MEKONG DELTA • VIETNAM STRATEGIC RICE ORIGIN

Located within one of Vietnam's most important rice-producing regions.

CORE MANUFACTURING CAPABILITIES

01



RICE PROCESSING Controlled Processing

Rice processing and polishing according to defined product requirements and production standards.

02



PRODUCT CONFIGURATION Flexible Solutions

Production aligned with the agreed rice variety, product specification, and commercial requirements.

03



OEM PACKAGING Multiple Packaging Formats

Integration of approved packaging configuration into the OEM production program.

04



QUALITY CONTROL Process Discipline

Quality checks are incorporated throughout working stages of production and product verification.

05



EXPORT PREPARATION Shipment-Ready Coordination

Finished products are prepared according to agreed packing, documentation, and shipment requirements.

**Capacity Matters.
Consistency Matters More.**

For OEM buyers, manufacturing capacity creates opportunity—but disciplined execution is what protects long-term supply.



Consistency Built Into Production.

Reliable OEM manufacturing requires control across the entire production journey—not only inspection at the end.

Vũ Phong Phú follows a structured production approach designed to maintain alignment between incoming rice, processing requirements, agreed product specifications, packaging, and final product verification.

Each stage contributes to one objective:

Deliver the agreed product as consistently and reliably as possible.



VPP OEM PRODUCTION FLOW™



FROM AGREED STANDARD TO FINISHED PRODUCT™



WHAT WE CONTROL



OEM PRODUCTION PRINCIPLE™

- **AGREED STANDARD**
- **CONTROLLED EXECUTION**
- **CONSISTENT PRODUCT**

The three principles shape our production approach. It is not simply to complete an order—it is to reproduce the agreed product standard across every supply program.

BUILT FOR THE FIRST ORDER. DESIGNED FOR THE ORDERS THAT FOLLOW.

Successful Private Label programs depend on repeatability. By establishing clear procedures, structured production requirements, and strong quality discipline, we deliver consistency that supports consistent execution across recurring OEM demand.



YOUR BRAND NEEDS MORE THAN PRODUCTION CAPACITY.

It needs a manufacturing partner that understands the agreed product, follows the approved requirements, and works toward consistency from one order to the next.

NEXT →

07 | QUALITY THAT PROTECTS YOUR BRAND
Manufacturing Builds the Product. Quality Protects the Brand.





Quality Is Built In. Not Added at the End.

For Private Label products, quality is not only about passing a final inspection. It is about maintaining control **throughout the production journey.**

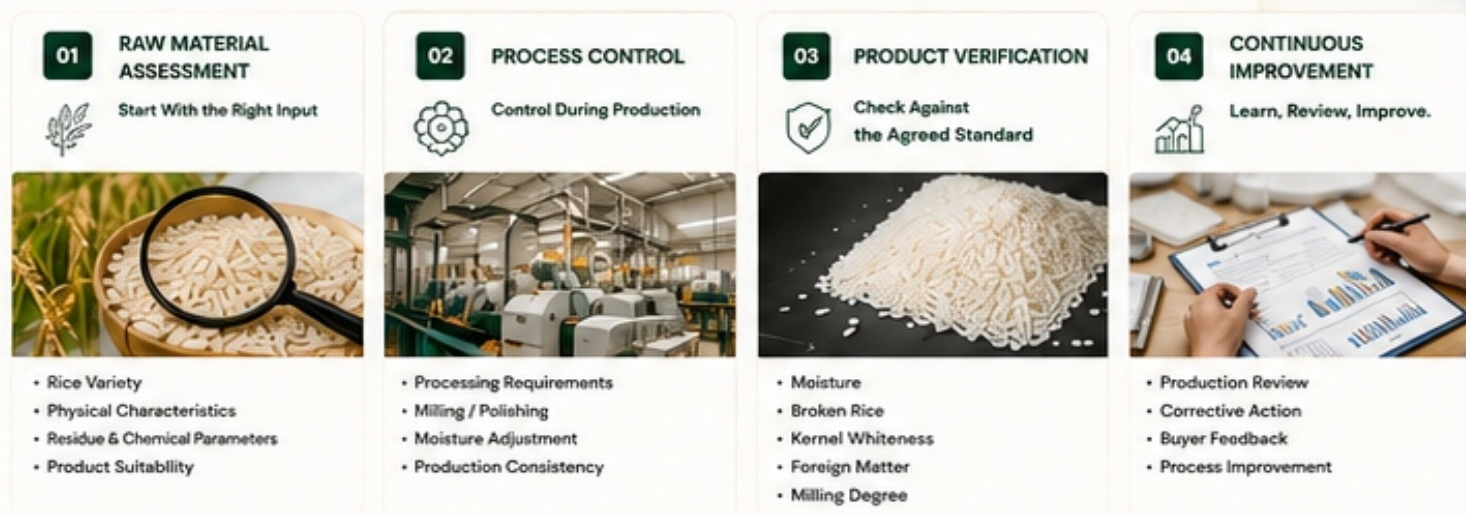
At Vŭ Phong Phú, quality management begins with understanding the agreed product requirements and continues through raw material assessment, processing control, product verification, and finished product review.

This structured approach helps maintain alignment between what has been agreed with the buyer and what is produced for the market.

Because When Your Brand IS on the package,
Consistency Inside the package Matters Just as Much.



VPP QUALITY CONTROL FRAMEWORK™



QUALITY CONTROL IS A JOURNEY



The agreed product specification provides the reference point connecting buyer expectations with production and product verification.

PRODUCT QUALITY PARAMETERS



Applicable parameters and limits depend on rice variety, agreed product specification, contractual requirements, and destination-market requirements.



Standards Behind Every Partnership.

Reliable OEM manufacturing requires control across the entire production journey—not only inspection at the end.

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Each stage contributes to one objective:

Deliver the agreed product as consistently and reliably as possible.



QUALITY MANAGEMENT FOUNDATION



ISO 22000:2018
FOOD SAFETY
MANAGEMENT SYSTEM

Supports a structured approach to food safety management across relevant operations.



HACCP
HAZARD ANALYSIS & CRITICAL CONTROL POINTS

Provides a systematic framework for identifying and managing relevant food safety hazards.



VIETNAM FOOD
SAFETY COMPLIANCE

REGULATORY FOUNDATION

Operations are carried out managed in accordance with applicable Vietnamese food safety requirements.

FROM PRODUCT STANDARD TO DOCUMENTED REFERENCE™

01

TECHNICAL
DATA SHEET™
PRODUCT REFERENCE



Includes reviewed:

- Grain Characteristics
- Quality Parameters
- Storage Conditions
- Scope & Confirmation
- Shelf Life

02

AGREED PRODUCT
SPECIFICATION
OEM COMMERCIAL
REFERENCE



Defines relevant product requirements under the agreed OEM program.

03

APPROVED
PACKAGING
ARTWORK



PACKAGING
REFERENCE
Establishes the approved visual and informational reference for the finished package.

04

COMMERCIAL /
EXPORT
DOCUMENTATION
SHIPMENT REFERENCE



Prepared according to applicable contractual and shipment requirements.

THREE LEVELS OF OEM QUALITY CONFIDENCE™

01

PRODUCT
WHAT ARE WE PRODUCING?



- Rice Variety
- Agreed Specification
- Packaging Configuration

02

PROCESS
HOW ARE WE PRODUCING IT?



- Raw Material Assessment
- Processing Control
- Product Verification

03

DOCUMENTATION
WHAT DEFINES THE AGREEMENT?



- Technical Information
- Agreed Specification
- Approved Artwork
- Commercial Requirements



ONE
COORDINATED
OEM STANDARD



YOUR PRODUCT
Consistency



YOUR BRAND
Reputation



QUALITY PROTECTS
MORE THAN RICE.

A disciplined quality approach helps protect the product your customers receive. The reputation your brand earns—and the continuity your business depends on.



IMPORTANT QUALITY NOTE

Product parameters, testing requirements, inspection methods, documentation, and applicable standards may vary according to rice variety, agreed specification, contractor/ buyer requirements, destination-market regulations, and shipment conditions.



YOUR BRAND REPUTATION
TRAVELS WITH EVERY SHIPMENT.

Vũ Phong Phú combines defined product requirements, structured production control, quality management systems, and documented reference to support reliable OEM execution from one order to the next.

NEXT →

08 | YOUR OEM JOURNEY

Everything Is Defined.
Now Let's Bring It Together.





From Your First Inquiry to Your First Shipment.

Starting an OEM rice program does not need to be complicated. A clear process helps turn your market requirements into a defined, approved, and production-ready product.

Vũ Phong Phú works with buyers through a structured OEM development journey—from understanding the initial business requirement to product selection, specification alignment, packaging development, approval, production, and shipment preparation.

One Journey. Clear Checkpoints. A Product Built Around Your Market.



THE VPP OEM JOURNEY™

01

TELL US YOUR MARKET



Business Requirement

- Target Country / Market
- Sales Channel
- Target Consumers
- Product Positioning
- Estimated Volume

Every OEM program starts with understanding where the product needs to succeed.

02

CHOOSE YOUR RICE



Product Selection

Select the appropriate rice selection based on:

- Consumer Preference
- Market Positioning
- Cooking Characteristics
- Commercial Requirements

Examples:

ST25 • ST21 • Jasmine
OM5451 60 • Japonica
Đà Lạt 8 88 • Nàng Hoa
Glutinous Rice

03

DEFINE YOUR SPECIFICATION



Product Standard

Align relevant requirements such as:

- Grain Characteristics
- Broken Rice
- Moisture
- Quality Parameters
- Milling
- Cooking Characteristics

The objective is to establish a clear product reference before commercial production.

04

CHOOSE YOUR PACKAGING



Packaging Configuration

Confirm the appropriate:

- Packaging Format
- Material
- Pack Size
- Commercial Application

Examples:

Vacuum • PE • Laminated
Kraft • BOPP • PP Woven
Bulk

05

BUILD YOUR BRAND



Private Label Development

Bring your idea to life:

- Brand Concept
- Brand Colors
- Product Name
- Languages
- Label Information



06

REVIEW & APPROVE



Confirmation Checkpoint

Relevant elements are reviewed and confirmed before production proceeds:

- Product Specification
- Packaging Configuration
- Artwork
- Commercial Requirements

BUYER APPROVAL

07

PRODUCTION & QUALITY CONTROL



OEM Execution

The approved product moves into production according to refined quality requirements:

- Processing
- Quality Control
- Packing
- Finished Product Verification



08

SHIPMENT PREPARATION



Ready for Delivery

Finished products proceed through:

- Packing Completion
- Completed Documentation
- Container / Shipment Preparation
- Delivery Coordination



YOUR OEM PRODUCT READY FOR MARKET

DEFINE BEFORE WE PRODUCE™



CLEAR PRODUCT

+



CLEAR PACKAGE

+



CLEAR APPROVAL

=

BETTER OEM EXECUTION

The more clearly the product and packaging requirements are defined before production, the more effectively both parties can manage execution, expectations, and commercial risk.

Clear Checkpoints. Better Execution.

Successful OEM development depends on timely information, clear responsibilities, and confirmation at the right stages.



CLARITY
BEFORE COMMITMENT



APPROVAL BEFORE
PRODUCTION



QUALITY THROUGH
EVERY STEP



PARTNERSHIP FOR
LONG-TERM SUCCESS

THREE PHASES OF YOUR OEM PROJECT™



YOUR KEY APPROVAL CHECKPOINTS™



WHAT WE NEED FROM YOU TO START YOUR OEM PROJECT, PREPARE:

- TARGET MARKET**
Country / Region
- BUYING OBJECTIVE**
Positioning, consumer profile, usage
- ESTIMATED PACK SIZE**
1 kg • 2 kg • 5 kg • 10 kg • 25 kg • 50 kg
- ESTIMATED ORDER VOLUME**
Initial order volume and annual requirements

DON'T HAVE EVERYTHING YET?

That's Okay.
Start With Your Market.

If you're early in development, preliminary, or exploring options, that's not a problem. Send us what you have. We'll help you build the right rice product step by step.

WHO LEADS EACH STAGE?

STAGE	BUYER	VPP
Market Requirement	LEAD	Support
Rice Selection	Confirm	Support
Specification	Confirm	Develop / Align
Packaging	Confirm	Coordinate
Brand & Artwork	Provide / Approve	Coordinate
Production	—	LEAD
Quality Control	—	LEAD
Shipment Preparation	Support	Coordinate

EVERY OEM PROJECT IS DIFFERENT.

VPPO packaging requirements, regulatory needs, product use and tests, commercial terms, documentation, and shipment schedules are designed on each project specifically. Both parties work together to create a clear, realistic, and commercially successful OEM agreement.

FROM FIRST ORDER TO REPEAT BUSINESS™



YOU DON'T NEED TO START WITH EVERY ANSWER.

START WITH YOUR MARKET.

WE'LL BUILD THE CONVERSATION FROM THERE.

Our job is to help you get to where you want to be. Your market is where we start, and experienced OEM direction together is where we finish.



VU PHONG PHU
Where Rice Means More

09 | WHY VU PHONG PHU

More Than an OEM Supplier. A Partner Behind Your Growth.

Choosing an OEM partner is not only about finding a manufacturer that can produce your rice. It is about choosing the expert who will stand behind your product, your supply, and your brand as your business grows.

Vũ Phong Phú combines more than three decades of rice experience with flexible OEM capabilities, reliable production, strict quality control, and export-oriented solutions, structured quality management, and expert-oriented support.

From the first product discussion to recurring commercial orders, our approach is built around one objective:

Help Our Partners Build Rice Products They Can Confidently Take to Market.



WHY PARTNERS CHOOSE VPP™

01

RICE EXPERTISE 30+ YEARS IN RICE PROCESSING



More than three decades of experience in Vietnam's rice industry provide strong operational foundation behind every partnership.

VALUE TO YOU

- ✓ Practical Product Knowledge
- ✓ Established Processing Experience
- ✓ Long-Term Industry Understanding

02

PRODUCT FLEXIBILITY ONE PARTNER. MULTIPLE RICE DIRECTIONS.



From premium fragrant rice and everyday rice to specialty, short grain, and customized varieties, we offer diverse rice types supports diverse product positioning.

VALUE TO YOU

- ✓ Multiple Rice Varieties
- ✓ Different Market Segments
- ✓ Flexible Product Direction

03

OEM CAPABILITY BUILT AROUND YOUR PRODUCT.



Rice selection, specification alignment, labeling, configuration, and private label structure are thought together into one coordinated OEM development process.

VALUE TO YOU

- ✓ OEM Manufacturing
- ✓ Private Label
- ✓ Packaging Solutions

04

MANUFACTURING CAPACITY



500 MT / DAY
PROCESSING CAPACITY



150,000+ MT / YEAR
ANNUAL CAPACITY

In-house rice processing with designed to support large-scale commercial and OEM supply programs.

05

QUALITY DISCIPLINE DEFINED STANDARDS. STRUCTURED CONTROL.



Agreed specifications, relevant production controls, product verification, and food safety management systems provide the stability partners behind OEM execution.

ISO 22000:2018

HACCP-based controls

Halal: confirm listed product scope

06

EXPORT-ORIENTED SUPPORT FROM FACTORY TOWARD YOUR MARKET.



VPP supports review packaging, documentation, shipment preparation, and commercial alignment according to the requirements of the target OEM program.

ONE PARTNER



RICE

+



SPECIFICATION

+



PACKAGING

+



BRAND

+



MANUFACTURING

+



QUALITY

→



**ONE COORDINATED
OEM PARTNERSHIP**

Instead of working with many suppliers, a single partnership with VPP brings the key elements of your rice product together into one coordinated manufacturing relationship.

Built for the Partnership That Follows.

A successful OEM relationship should become clearer, more efficient, and more dependable with every order.

The first shipment is only the beginning. Long-term Private Label success depends on maintaining product references, understanding buyer expectations, coordinating recurring requirements, and responding as market needs evolve.

Vũ Phong Phú's partnership approach is designed to support continuity beyond the initial transaction.

THE VPP PARTNERSHIP MODEL™

01

CLARITY BEFORE COMMITMENT

Product requirements, specifications, packaging, artwork, and expectations are discussed and aligned before production proceeds.

WHY IT MATTERS

- ✓ Fewer Misunderstandings
- ✓ Clearer Expectations
- ✓ Better Execution

02

CONSISTENCY AFTER APPROVAL

Approved product sets packaging style, processing profile, and reference specs for production and recurring OEM orders.

WHY IT MATTERS

- ✓ Product Continuity
- ✓ Stable Quality
- ✓ Brand Confidence

03

COMMUNICATION THROUGH THE JOURNEY

Clear communication supports schedule coordination, updates, development progress, and quick response to changes or adjustments.

WHY IT MATTERS

- ✓ Faster Alignment
- ✓ Better Coordination
- ✓ Fewer Surprises

04

FLEXIBILITY AS YOUR MARKET EVOLVES

If new requirements may be needed such as packaging style updates, new spec, or sourcing adjustments, VPP adapts with buyers build together.

WHY IT MATTERS

- ✓ Portfolio Development
- ✓ Market Adaptation
- ✓ Growth Flexibility

05

PARTNERSHIP BEYOND ONE SHIPMENT

VPP aims to develop OEM relationship that support recurring supply, improved programs, and long-term cooperation.

WHY IT MATTERS

- ✓ Supply Continuity
- ✓ Long-Term Alignment
- ✓ Scalable Cooperation

FROM FIRST ORDER TO LONG-TERM VALUE™



The strongest OEM relationship is one that built around a shared alignment. They are built through consistent execution, execution, communication, and trust across the orders that follow.

WHAT THIS MEANS FOR YOUR BUSINESS



LESS COMPLEXITY
One Coordinated OEM Partnership.



FREE CLARITY
Defined Before Production.



GREATER CONFIDENCE
Built for Repeat Orders.



ROOM TO GROW
Develop With Your Market.

THE VPP PARTNERSHIP PROMISE™

**"We Don't Just Ask,
'What Do You Want to Buy?'
We Ask,
'What Are You Trying to Build?'"**

Understanding your market, product positioning, and commercial objectives help us move relevant OEM direction—from the beginning.

EVERY OEM PROJECT IS DIFFERENT.

VPP's packaging requirements, regulatory needs, product use, and tests, commercial terms, documentation, and shipment schedules are designed on each project specifically. Both parties work together to create a clear, realistic, and commercially successful OEM agreement.



PARTNERSHIP PRINCIPLE



**Your Brand Deserves
More Than a Supplier.
IT DESERVES A PARTNER
THAT UNDERSTANDS
WHAT YOU'RE BUILDING.**

Have a Market in Mind?

Let's Build the Product.



Tell us what you're planning to build.

A few key details are enough to Start the conversation.

THE 5-MINUTE OEM BRIEF™

Start with what you know. We'll build from there.

01

TARGET MARKET

Where will the product be sold?



UAE · EU · USA · Canada
Australia · Asia · Other

02

RICE REQUIREMENT

What kind of rice are you looking for?



ST25 · ST21 · Jasmine ·
Đài Thơm 8 · Japonica ·
OM5451 · KDM · Other

03

PACK SIZE

What size do you need?



1 kg · 2 kg · 5 kg · 10 kg ·
25 kg · 50 kg · Custom

04

PACKAGING DIRECTION

How should your product be packed?



Vacuum · PE · Laminated ·
BOPP · PP Woven · Custom

05

ESTIMATED VOLUME

What is your expected requirement?



Initial Order · Trial Program ·
Recurring Supply

06

BRAND STATUS

Where are you in the branding process?



Existing Brand · New Brand ·
Private Label Concept

07

TARGET TIMELINE

When are you planning to launch?



Expected Launch /
Shipment Timeline

08

SPECIAL REQUIREMENTS

Anything else we should know?



Specification · Labeling ·
Documentation · Destination
Requirements



DON'T HAVE EVERYTHING YET?

That's Okay.
Start With Your Market.

Tell us where you want to sell, who you want to serve, and what kind of rice product you want to build. We can begin the OEM discussion from there.



**START THE
CONVERSATION**

VŨ PHONG PHÚ · OEM & PRIVATE LABEL SOLUTIONS

YOUR BRAND. YOUR MARKET. OUR MANUFACTURING.

Together, Let's Build
What's Next.

From rice selection and product specification to packaging, manufacturing, quality control, and shipment preparation, Vũ Phong Phú is ready to support the next step of your OEM journey.



READY TO BEGIN?

START YOUR OEM PROJECT



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SCAN WHATSAPP



VU PHONG PHU
Where Rice Means More



Your Market. Your Brand. Our Commitment.