



**2019 - 2020**



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CATALOGUE E-FOODS 2019

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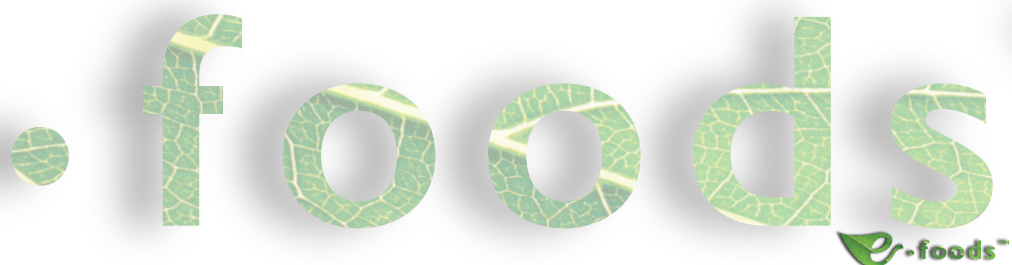
# ABOUT E-FOODS

## E-FOODS.,LTD

is the importer and distributor of European Union product that are high quality standard and safe for customer's health.

E-FOODS are well-known by fresh apples from Polish suppliers (Gala Royal, Pinova, Golden Delicious, Red Sweet, etc) grown by the most creditable apple orchards.

All apples provided by E-FOODS.,LTD come from stable quality check control and already certified by international standards like GlobalGAP, HACCP, BRC, IP and IFS.



# OUR FOUNDATION

Since the first years of business operation, E-FOODS.,LTD has successfully promoted the APPOLONIA apple brand to nominate the market of Polish apple in Vietnam. Relatively, other brands that we represent in Vietnam such as Witamina, Basstion, etc., also gained their stable position mark in the Vietnamese import apple market.

Since 2017, we applied logo  to our whole product line as the quality commitment to the customers. In addition to the development of distribution system, E-FOODS also focused on the Logistics capacity to meet strict requirements on shipment and storage. As the result, we achieved not only the credibility of partners but also the honor to be chosen as the exclusive distributor in Vietnamese market by many European brands.



# VISION OF E-FOODS

With a diverse network of suppliers and a high priority set for product quality, E-FOODS desires to become a brand ambassador of high quality European food. Furthermore, we would like to establish a close cooperation relationship with partners to jointly work as an import - distribute system for food that are safe for Vietnamese consumers.

# MISSION OF E-FOODS



Starting from the European corporate culture, E-FOODS operates on the principle development. We always respect the idea as well as the interest of business partners. On each stage, partners always have the support and companionship of E-FOODS.

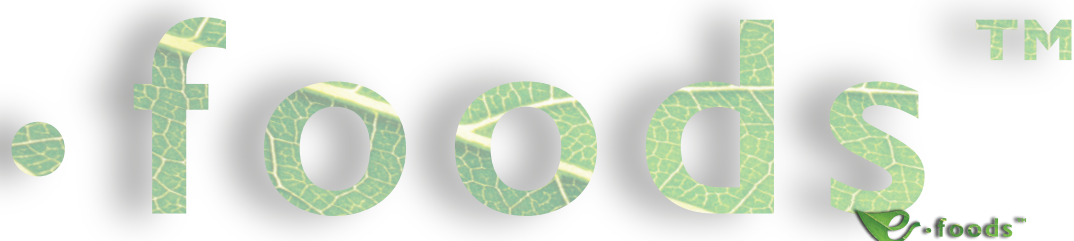
Founded with the enthusiasm of Vietnamese expatriates, E-FOODS considers connecting and promoting trade relations between Vietnam and European countries. With the main field of agriculture and “green” food, we will bring the essence of the world cuisine to Vietnamese consumers, directing consumers to “green” lifestyle.





# COMPANY INFOMATIONS

Name of company	CÔNG TY TRÁCH NHIỆM HỮU HẠN E-FOODS
Name of company in English	E-FOODS LIMITED COMPANY
Abbreviated name	E-FOODS., LTD
Headquarter	No. 113 Phan Dang Luu, Quynh Hoang, Nam Son Commune, An Duong District, Hai Phong City
Representative office Hanoi	Floor 9, R2A, Royal City Residential Area. 72A Nguyen Trai, Thanh Xuan, Ha Noi
Representative office HCM	B01-01, New Saigon Plaza, Phuoc Kien, Nha Be, Ho Chi Minh
Phone	(+84) 985 250 110
Website	<a href="http://www.e-foods.vn">www.e-foods.vn</a>
E-mail	<a href="mailto:contact@e-foods.vn">contact@e-foods.vn</a>
Business code	0201741287
Bank account	19130640071666 – Vietnam Technical and Commercial Joint Stock Bank – Thang Long Branch



# MEANING OF BRAND NAME AND LOGO

## LOGO



## MEANING



The main colors used in E-FOODS logo are green and white. Green represents freshness, environmental friendliness. White shows purity and the aim towards perfection. E-FOODS wishes to provide is consumers with non-preservative, natural and safe foods.

# LOGISTICS CAPACITY

E-FOODS understands that logistics is one of the key factors determining fruits product's quality. Therefore, to ensure that the goods are always intact throughout the whole shipment process from factory to the customers, E-FOODS has seriously, intensively invested in the quality control process, complying with European standards of storage technology and facilities.



# PROCESS

E-FOODS participates in the quality inspection process at apple orchards from cultivation through harvest time. Each container imported goes with a quality control report (Quality Control Report).

Using standard storage system from 0 - 5°C, Loading and unloading - Selecting - Sorting - Packing goods. Pick up export goods on demand, including accepting small orders daily (Picking).



# STORAGE SYSTEM



Regarding warehousing system, E-FOODS has cooperated and has been using storage system of partners such as Swire Cold, Newlands VJ, ABA Cooltrans, etc,. All of them are of international standards. Equipped with a cooling system, the storage temperature is always maintained from  $-40^{\circ}\text{C}$  to  $22^{\circ}\text{C}$  and a 24/7 security camera to monitor the goods. Cold storage area, each can hold up to 20,000 pallets.

In addition, the ante-room is also designed to ensure that goods are not affected by outdoor temperatures during distribution process.

E-FOODS is committed to using refrigerated transport vehicles from 500kg to 10 tons in form of containers to transport goods. Each vehicle is equipped with a temperature monitoring system, a continuous data storage thermometer, GPS/GSM positioning. That wide and flexible logistics network enables E-FOODS to meet the most stringent demands of the type, quality and quantity of products from a wide range of customers (Hypermarket, chain stores, etc.,)



# LOGISTICS PARTNERS



Swire Cold Storage - Emergent Cold Vietnam is the largest and most advanced cold storage facility in Vietnam. Built in 1998, Emergent Cold Vietnam satisfies international standards for capacity and product quality. Swire Cold storage has a capacity of over 45,000 pallets, each room can hold up to 5000 pallets. Storage temperature of goods is from 22°C to -25°C.



Newland VJ Logistic is a joint venture between two Japanese partners: Sojitz and Kokubu, and Newland Vietnam Company. The major emphasis is on providing high quality standard transport services. Newland warehouse is located in Binh An, Binh Duong province with an area of about 20,000 square meters, storage capacity of up to 15,500 pallets including frozen warehouse, cool storage and dry warehouse invested equipment.



Carry at the right temperature

ABA Cooltrans provides leading services in the integrated cold supply chain, serving customers in Vietnam and operating nationwide. In 2016, ABA Cooltrans started its cold storage business through its merger with the largest cold storage unit in Hanoi with about 15,000 pallets locations.



Interserco My Dinh is a professional logistics service provider, playing an important role in domestic and international scope. Located in the heart of Hanoi, Interserco owns and operates the largest inland port in North Vietnam - My Dinh ICD, including 10,000m<sup>2</sup> of yard and 22,000m<sup>2</sup> of area for lease.



Preferred Freezer Service Vietnam officially operated in March 2010 with a capacity of 24,000 pallets, is considered the largest frozen warehouse in Southeast Asia. Located between Cat Lai port and neighboring ports, Preferred Freezer Service Vietnam assures their customers of a convenient transport.



APECTRANS is known as the current leading transport service company in Hai Phong. Established since 2007, APECTRANS has gradually become a high quality transport service company, a modern equipment system with more than 65 tractors, 5000 containers and 2 bonded warehouses.



Adecon Logistics specializes in providing Polish multi-transportation shipment services and is widely known in Europe. Adecon currently owns the largest warehouse in Poland. Unit 2018, Adecon has completed more than 10,000 orders and more than 4,000 containers vessel shipment.





# PRODUCT QUALITY STANDARDS

Product quality inspection prior to the import process is one of the key determinants that E-FOODS takes into consideration when selecting a business partner. We absolutely do not import and distribute products of undefined origin, without certification of reliable global foods testing. In addition, each imported container has a quality control report as well as food hygiene and safety regulations from the Ministry of Health. For products, before each partner shipment, we conduct quality inspection by the third unit in accordance with the standards set by E-FOODS.

From cultivation / husbandry to harvesting / processing and final selection, processing and packaging.



# INTERNATIONAL CERTIFICATION



**GLOBALG.A.P:** Standard synchronized system for good agricultural practices, ensuring maximum safety for users, producers and the natural environment.



**HACCP:** Analyzing and controlling food hygiene for consumers, preventing the hazards in the production process, protecting products from contamination from biological, chemical and physical.

**BRC:** The global standard for food safety issued by the British Retail Association.



**IFS:** International food safety standards issued by Global Food Safety International (GFSI).



**IP:** The integrated production cycle controlled by the Ministry of Agriculture with the use of technology and biology, chemicals in cultivation are within the safety level for consumers.

# DISTRIBUTION SYSTEM

Currently, E-FOODS products are being distributed widely from South - North regions in hypermarkets, mini supermarket chains, systems of clean food stores and wholesale-markets.



High the consumption trend of Vietnamese people and following to the expansion plan, in the season of 2017/2018, E-FOODS has started to distribute products in the following channels: supermarkets, imported fruit shops and clean food stores.

The first step of progression is the cooperation with VinMart supermarket chain and the 3,000 convenient VinMart+ supermarkets (both North and South). Following to the Tmart supermarket system and reputable clean food chain stores in the region.



VinMart is a supermarket system belonging to VinGroup, Vietnam. According to statistics of Vietnam Report, until November 2017, VinMart and VinMart+ chain stores are at the top of 2 retailers that are most loved by consumers and top 4 on 10 prestigious retailers.



T-Mart is a large supermarket system in Hanoi (with more than 30 stores) concentrated in many densely populated areas. T-Mart is trusted by people in product quality, offering a wide range of products at affordable prices.



Hello Mam, the provider of clean and home - delivered food, is widely trusted and appreciated by many families.



TOMITA FARM., JSC is the short name of Tomita Vietnam Farm Joint Stock Company established in July 2016 in Hanoi. TOMITA FARM owns two main brands: TOMITA MART - Super premium food market, TOMITA PRO - FARM - Organic agricultural farm.



Uncle Tom - The chain of clean food stores, has been in operation since 2010, since then, Uncle Tom has been continuously expanded in scale (21 stores across Hanoi city) and the variety of products.



Tam Dat is a member of the Vietnam Association of Organic Agriculture, which is a pioneer company in the field of organic food production and distribution. Tam Dat belongs to one of the clean food chain, that is trusted by many families and appreciated for quality.

# PRODUCTS & BUSINESS PARTNERS



With the principle:  
"Vietnamese family health care",  
E-FOODS is always cooperating and  
looking for with reputable suppliers  
whose products are fully certified  
internationally.





Accompanying with E-FOODS in the whole previous time comes the great and reputable apple factories in Poland such as Witamina, Appolonia, Bastion, etc,. Together, we have selected the best apples and varieties suitable for consumer demand in Vietnam.



Witamina was established and put into operation in January 2004. Up to now, Witamina owns a farm about 200 hectares, a yearly output of more than 10,000 tons of mainly apples and over 1,000 tons of Pears.





Appolonia is an union of 22 large apple manufacturing companies in Poland. Including 4 companies established and operating: Twój Owoc, Applex, Sadeks and Polsad and 18 other companies member. The Appolonia Union currently owns about 6,000 hectares of cultivated land.



Basstion Fruit is a 3 generation family company with extensive in producing apples and pears in Poland. Basstion currently owns cold storage up to 5,000m<sup>2</sup> and can store up to 6,500 tons of fruits.

## GOLDEN BAY FRUIT

— NEW ZEALAND —

Golden Bay Fruits is based on the Alliance of Apple Growers in Motueka, New Zealand. The company owns more than 350 hectares of apple orchards, 90 hectares of Kiwi.





# APPLES



## GALA ROYAL

Low acidity, sweet aroma, nice crunch.  
Great for snacking, salads and cooking.



## LIGOL

Quite large in size compared to other types,  
the fruit is usually red, yellow to green,  
looking quite eye-catching.



## PINOVA

Size of Pinova apples are usually from small  
to medium size. Color will gradually turn  
from green, light yellow to dark yellow  
mixed with smooth dark red streaks. Long,  
thin stalks, hollow, even stalk mouth.



## RED SWEET

Taste sweet reminds and its deep red color is  
obtained by Red Jonathan apple. This type of  
apple is quite large in size with extremely  
charming taste.



## GOLDEN DELICIOUS

Features a small oblong shape in the middle  
and large sides of the fruit stalks/ pods that are  
yellow and natural black dots on the surface.



## CRISPIN

Juicy with a tart, acid tang and firm flesh.  
Perfect for snacks, salads and desserts.



Continuing with the success of the fresh fruits, E-FOODS is going on to expand to high quality European products from large corporations such as Activ, Karmello, Mieszko, Scarlino, etc., to meet the market demand. The format of consumers as well as contributing to promoting trade activities between Vietnam and the European Union.





Established in 2010 in Bielsko Biala - Poland, Karmello has quickly gained the trust of consumers by the richness of flavor and its excellent quality of products.



## Karmello Standard Box with Band



Caramel Heart



Cappucino



Chilli Vodka



Malibu Rum



Cosmopolitan



Passion Fruit



Mojito



Tequila Sunrise



Whisky



Cognac



White Gianduja



Crunchy Gianduja

## Truffles Set



Advocat



Bailey's



Cherry



Coconut



Ginger Strawberry



Latte



Raspberry



Spicy Gingerbread



Tropical Nut

## Exclusive Collection with Brand



Caramel - Orange



Porto



Caramel - Cranberry



Chilli



Creamy Peanut



Italian Coffee



Roasted Cocoa



Cardamon



Mango with Saffron



Passion Fruit



Green Apple with Caramel



Fromage

# MIESZKO



Mieszko is a Polish brand from Racibórz with a tradition going back more than 100 years. Mieszko specialises in the production of confectionery, especially chocolate pralines. The company began operating under the brand of Mieszko in 1993, continuing a half century long tradition of confectionery production in the Ślązak and Raciborzanka plants. Today Mieszko has 2 production facilities in Racibórz.

Mieszko is a renowned expert in the production of pralines and chocolates for any occasion. It offers innovative products based on good quality natural ingredients. The most popular Mieszko brands include Cherrissimo, Amoretta, Magnifique, Chocolororro and the well known Michaszki.



## WAFER



Marco Polo Classic



Marco Polo Coconut



Marco Polo Hazelnut

## GIFTING





# MIESZKO

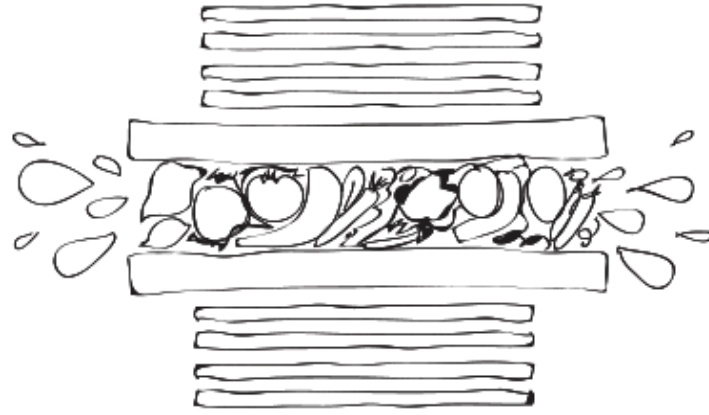






Founded in 1996, Activ started as a family - owned company specializing in fruit trees, mostly apples. After years of development, by 2011, Activ began to expand into manufacturing a pure fresh fruit juice called Royal Apple.





Apple Juice



Apple + Carrot Juice



Apple + Kiwi Juice



Apple + Cherry Juice



Apple + Pear Juice



Apple + Raspberry Juice



Scarlino has been exclusively producing frankfurters since 1971. With a range of more than 100 items on sale, the company can now boast a specialized competence in the sector, which makes it one of the top Italian producers in terms of quantity with over 30,000 tons per annum, thanks to the potentiality of its two manufacturing locations that Scarlino has available which one in Italy and one in Poland. This result is due to the ongoing commitment to research into quality, product innovation and staff training, makes Scarlino a top-level company.

In January 2017, thanks to the experience gained during over 45 years of history, Salumificio Scarlino has entered the world of cooked hams with a range characterized by the exclusive use of whole fresh pork thighs, able to satisfy extensively market needs.







Besides imported products from Europe, E-FOODS also brings Vietnamese traditional flavours to foreign costumers. Furthermore, we would like to establish a close cooperation relationship with partners to jointly work as an export - import system for food that are safe for consumers.





Da Xanh Pomelo



Nam Roi Pomelo



Rambutan



Mangosteen



Dragon Fruit



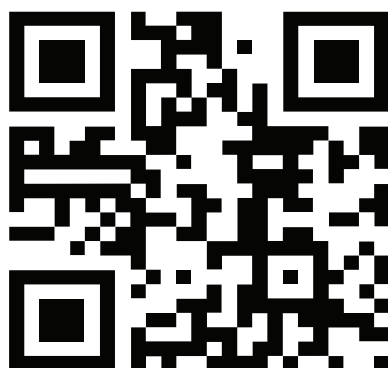
Longan



Mango



Passion Fruit



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