Color of Vietnam

UPDATED OCTOBER 2026

COLOR OF VIETNAM

COMPANY PROFILE

Developing Vietnamese food brands, snacks, and nutrition products.



Sac Mau Viet Nam Holding Co., Ltd.

colorvietnam.com

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COMPANY INFORMATION.

TRADE NAME	Color of Vietnam
HEAD OFFICE	No. 36, Louis 2 Street, Louis City, Dai Mo Ward, Hanoi, Vietnam
HOTLINE	0907 055 455
WEBSITE	colorvietnam.com
LEGAL ENTITY	Sac Mau Viet Nam Holding Co., Ltd.
MANUFACTURING FACILITY	Partner facilities in Thach That – Quoc Oai Industrial Zone, Hanoi
EMAIL	support@colorvietnam.com

OPERATING MODEL

HOW WE OPERATE.

We pair brand innovation and recipe development with specialized manufacturing lines at partner facilities. This model maintains operational agility while enforcing batch-by-batch quality control.

01

BRAND AND PACKAGING

We study consumer preferences to shape clear, distinctive brand identities. Packaging designs balance shelf appeal, everyday convenience, and dependable product protection.

02

RECIPES AND STANDARDS

We formulate proprietary recipes and establish rigorous technical specifications, standardizing all criteria before manufacturing begins.

03

PARTNER MANUFACTURING

Production takes place at qualified partner facilities. Both teams coordinate closely to verify quality on every batch, from line inspections to retained samples and traceability records.

ABOUT US

ONE HOME, DISTINCT BRANDS.

Color of Vietnam is an emerging enterprise developing Vietnamese snack and food brands. We own the brands, develop proprietary recipes, and set product standards. All goods are manufactured at partner facilities in Thach That – Quoc Oai Industrial Zone, Hanoi.

Our portfolio focuses on snacks and nutrition bars packaged in colorful, engaging designs. Each brand carries a distinct personality, such as Let's PLAY jars featuring a built-in Vietnamese board game for family playtime. We find fresh ways to bring familiar local ingredients into daily snacks.



MISSION

We find fresh ways to bring familiar Vietnamese flavors into convenient, enjoyable everyday snacks.

VALUES WE UPHOLD.

01 **KEEP IT HONEST**

Every statement is verified through actual recipes, technical specifications, and partner facility records.

02 **GIVE BRANDS THEIR VOICE**

Each brand is built with its own flavors, packaging identity, and character suited to specific consumption occasions.

03 **LET THE FUN FOLLOW**

Joy begins with delicious food, vibrant packaging, and simple moments shared with others.

OUR BRANDS

BRANDS WITH CHARACTER.

Color of Vietnam develops food brands with distinct flavors and lively personalities, offering convenient snacking options for everyday routines.



LET'S PLAY

Your turn.

Let's PLAY is for families who enjoy a snack and a little time together. Rice crackers join movie night, while Cheese Ball and Maize Ball jars bring a game to the table. The jars' printed ô ăn quan board lets the snacks double as playing pieces.

Rice crackers in 4 flavours and pouches of 8; Cheese Ball and Maize Ball Ô ăn quan in 100 g jars.



PLAY NUTRITION

Ready for active days.

PLAY Nutrition is made for active routines. The PLAY Energy Bar 2.0 offers three flavours, easy to pack for workouts, walks or outdoor trips.

PLAY Energy Bar 2.0 in 3 flavours, boxes of 6 or 12.



NATURAL & HEALTHY

Vietnamese cashews take the lead.

Natural & Healthy highlights the rich taste of Vietnamese cashews. These 25 g nut bars are compact and easy to carry daily.

25 g cashew nut bars in 3 flavours, boxes of 6.



PLAY PROTEIN BAR

Pause and pick a flavour.

PLAY Protein Bar is a convenient daily snack. The range comes in four distinct flavours, including peanut butter and apple cinnamon.

45 g protein bars in 4 flavours, boxes of 12.



BRAKA

Vietnamese coffee biscuits.

BRAKA brings the bold taste of Vietnamese coffee into a crisp biscuit. It pairs well with tea or iced coffee during your break.

Coffee biscuits in a carton.

MANUFACTURING

MADE WITH OUR PARTNERS.

All products are manufactured at partner facilities equipped with modern processing, baking, and automated packaging lines.

01

RICE CRACKERS AND CRACKERS

Partner facilities operate automated dough rolling lines and continuous tunnel ovens, delivering uniform baking and consistent crispness.

02

SNACK AND NUTRITION BARS

Energy bars, protein bars, and nut bars are portioned, shaped, and pressed on dedicated production lines at partner facilities.

03

AUTOMATED PACKAGING

Automated lines handle packaging according to each SKU's specifications, sealing finished goods into pouches, boxes, or jars.

04

STORAGE AND DISPATCH

Warehousing at partner facilities maintains standard storage conditions and supports efficient container loading. Every outbound shipment includes comprehensive batch traceability files.

QUALITY AT EVERY STEP.

We coordinate closely with partner facilities to monitor quality throughout production. Every stage—from raw material intake to finished packaging—follows strict inspection protocols.

01

INCOMING INGREDIENTS

All incoming ingredients undergo origin verification and quality checks prior to processing, strictly matching formulations set by Color of Vietnam.

02

IN-LINE MONITORING

Quality parameters are checked directly on active lines during dough rolling, baking, and bar forming. Sealing and labeling integrity are continuously verified.

03

TESTING AND SAMPLES

Finished products undergo regular microbiological testing in accordance with Vietnamese regulatory standards. Retention samples from every batch are archived at the facility.

04

TRACEABILITY RECORDS

Detailed production logs track each batch from ingredient staging through to finished packaging, enabling rapid and precise data retrieval.







CREDENTIALS

FACILITY CREDENTIALS.

We are pleased to provide copies of partner facility credentials for your partner evaluation and audits. Please contact us to request full documentation.



ISO 22000:2018

ISO 22000:2018

Issued by	Quality Registrar Systems (QRS), ASCB-accredited
Scope	Production of biscuits, confectionery and nutritional cereal products



MS 1500:2019 · JAKIM

HALAL MS 1500:2019

Issued by	Halal Certification Agency – HCA Vietnam
Valid until	19.11.2026
Scope	Crackers · cookies · biscuits · snacks · cereal products



FDA · FSMA

FDA FOOD FACILITY REGISTRATION

Issued by	U.S. Food and Drug Administration; verified by Vexim Global (U.S. Agent)
Valid until	31.12.2026
Scope	Food facility registration for export to the United States

These credentials belong to the partner manufacturing facility, not Color of Vietnam.

SALES CHANNELS

TAILORED FOR YOUR MARKET.

Color of Vietnam provides adaptable product options suited to diverse business models. We support commercial partners from portfolio selection through to final delivery.

RETAIL AND SUPERMARKETS

We collaborate to select flavors and pack sizes matching your shopper base, aligning on order volumes, rollout timing, and sales materials such as product imagery and spec sheets.

DISTRIBUTORS

We discuss distribution territories, sales channels, and replenishment cycles. Both sides agree on samples, minimum order quantities (MOQs), and lead times before scheduling shipments.

IMPORTERS

We readily accommodate secondary labeling, export packaging standards, and shipment paperwork, reviewing technical criteria together to ensure full compliance with destination market regulations.

OUR COOPERATION PROCESS.

01 **SELECT RANGE**
Partners select suitable product lines and packaging formats tailored to their sales channels.

02 **PRODUCT SAMPLES**
We provide finished product samples for your team to evaluate taste, texture, and pack design.

03 **SPECIFICATIONS AND LABELS**
Both sides finalize carton specifications, labeling artwork, and required compliance paperwork.

04 **PRODUCTION AND INSPECTION**
Orders are manufactured at partner facilities with strict batch inspections and quality controls.

05 **ORDER DELIVERY**
Finished goods are dispatched with full batch release documentation and delivered safely to your designated destination.

CONTACT

YOUR SHELVES, OUR BRANDS.

We welcome discussions on product samples, custom packaging, and compliance files for your market. Contact Color of Vietnam today to explore partnership opportunities.

SUPPORT · 7 DAYS A WEEK

0907 055 455
support@colorvietnam.com

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