



# Company Profile

Western Foods Company Limited



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# About Us



## Welcome Message

Western Foods Co., Ltd (WEFCO) is a trading company specializing in **agricultural and food products sourced from Asia, with a strong focus on Vietnam**. We are dedicated to delivering high-quality goods from trusted regional suppliers and local Vietnamese farms to customers both domestically and internationally.

At WEFCO, we strive to build sustainable partnerships based on **transparency, efficiency, and a shared goal of achieving the most optimal, reasonable, and realistic pricing** for all parties.

**MR. PHAM TRUNG KIET**  
CEO - Founder Of WEFCO

WEFCO ensures strict adherence to **quality and food safety standards**, and we work closely with production plants to manage every stage of the cooperation process — from **factory visits and contract negotiations** to establishing **long-term collaboration frameworks**.

At WEFCO, we also place strong emphasis on professional communication and reliable service, aiming to foster long-lasting trust with our customers and partners.

As a member of Fox Group, we aim to make progress not only in the business field but also in minimizing negative impacts on the environment, paying attention to annual social work about people. Each day, WEFCO Vietnam is steadfast in its commitment to excellence across the board.



NO: 18307482512



**Fox Group**



**FLS**  
KEEP MOVING FORWARD



# We are in every step of the supply chain!



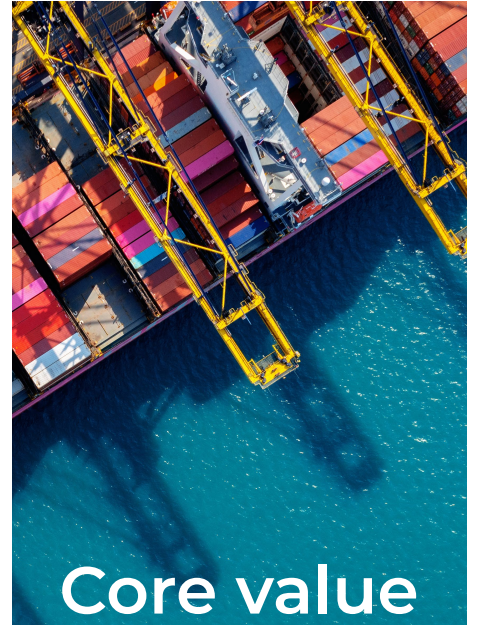
## Vision

Pursuing delicious, wholesome, and safe meals, we aim to be a reliable source of food, bringing joy and satisfaction to all customers. Our focus is on becoming a leading export trading company specializing in foodstuff, especially seafood and frozen fruits.



## Mission

We are committed to building long-term partnerships, creating value for the community, and ensuring customer satisfaction through each product we distribute



## Core value

Safe - Dedicated - Sustainable.  
Quality of products and services  
is the core for sustainable  
development

# Vision Mission Core value



# From farm to table



## Farm to table – Wefco brings nature's best to your plate.

With care, integrity, and a deep respect for the land, we source only the finest ingredients from trusted farms. Every product we create reflects our commitment to freshness, sustainability, and the joy of natural flavor.



# Our Services

1

## Food Procurement & Distribution

- Food Procurement & Supplying raw materials (agricultural products, processed foods)
- Domestic & international food distribution
- Providing food supplies for factories, restaurants, and supermarkets Distribution

2

## Food Import & Export

- Sourcing high-quality products from different countries
- Exporting food to international markets
- Managing food supply chains & logistics

3

## Quality Control & Certification

- Ensuring compliance with food safety standards (HACCP, ISO, FDA, etc.)
- Quality inspection before delivery
- Guaranteeing product traceability

4

## Market Consulting & Product Development

- Consulting & negotiating food trade contracts
- Supporting international payments & trade finance
- Connecting suppliers with potential buyers



# Import Product



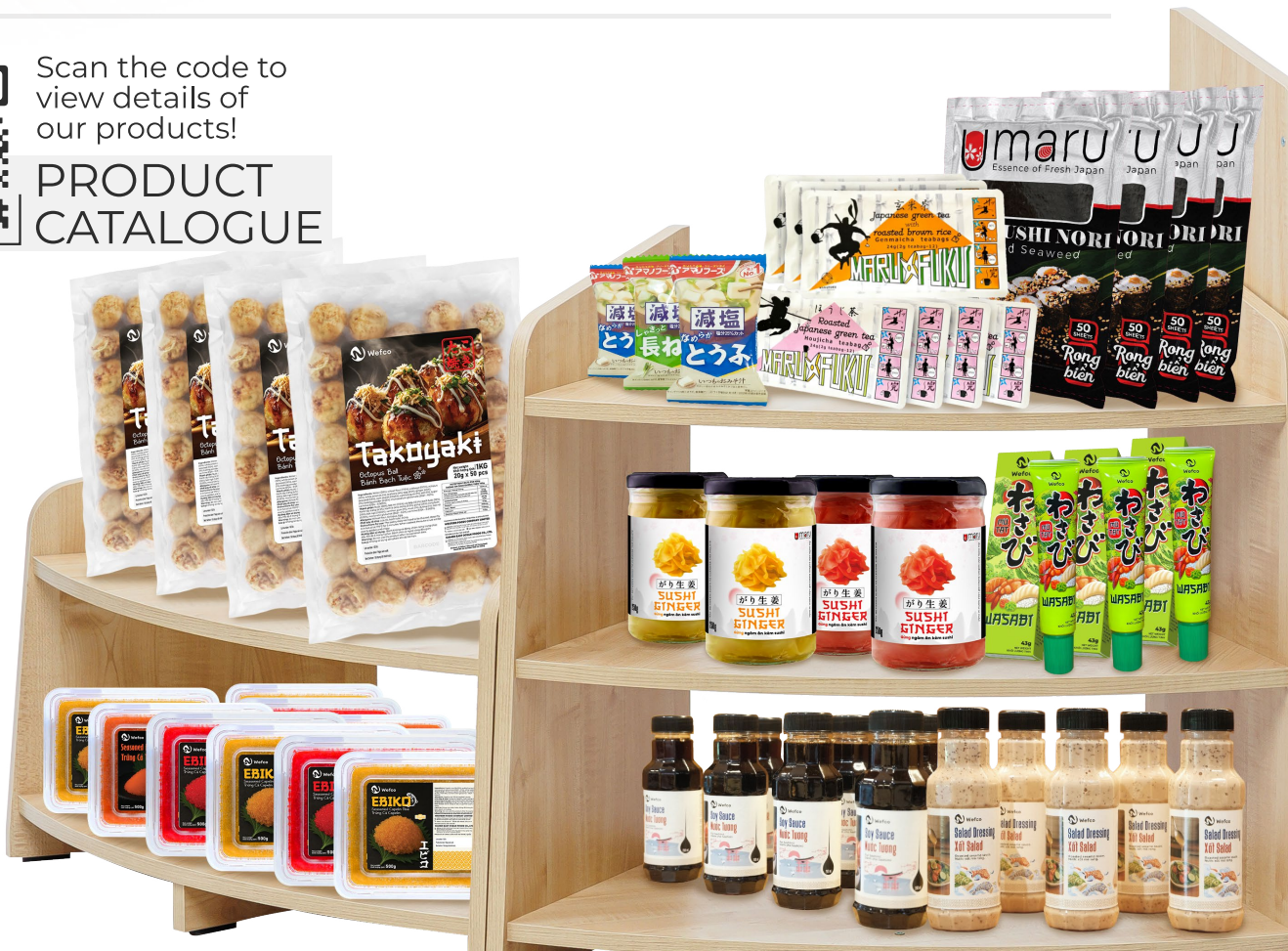
As part of our sustainable development strategy and supply chain expansion, WEFCO not only focuses on domestic sourcing but also **actively imports a wide range of premium food products** from reputable global markets. We carefully select each imported item — from frozen meats and seafood to grains, fruits, and specialty spices — to provide customers in Vietnam with **high-quality, fresh, and absolutely safe ingredients**. Every imported shipment by WEFCO strictly complies with international food hygiene and safety standards and undergoes **thorough inspection before distribution**, ensuring the preservation of flavor and nutritional value in every product.

## Commitment



Scan the code to  
view details of  
our products!

PRODUCT  
CATALOGUE



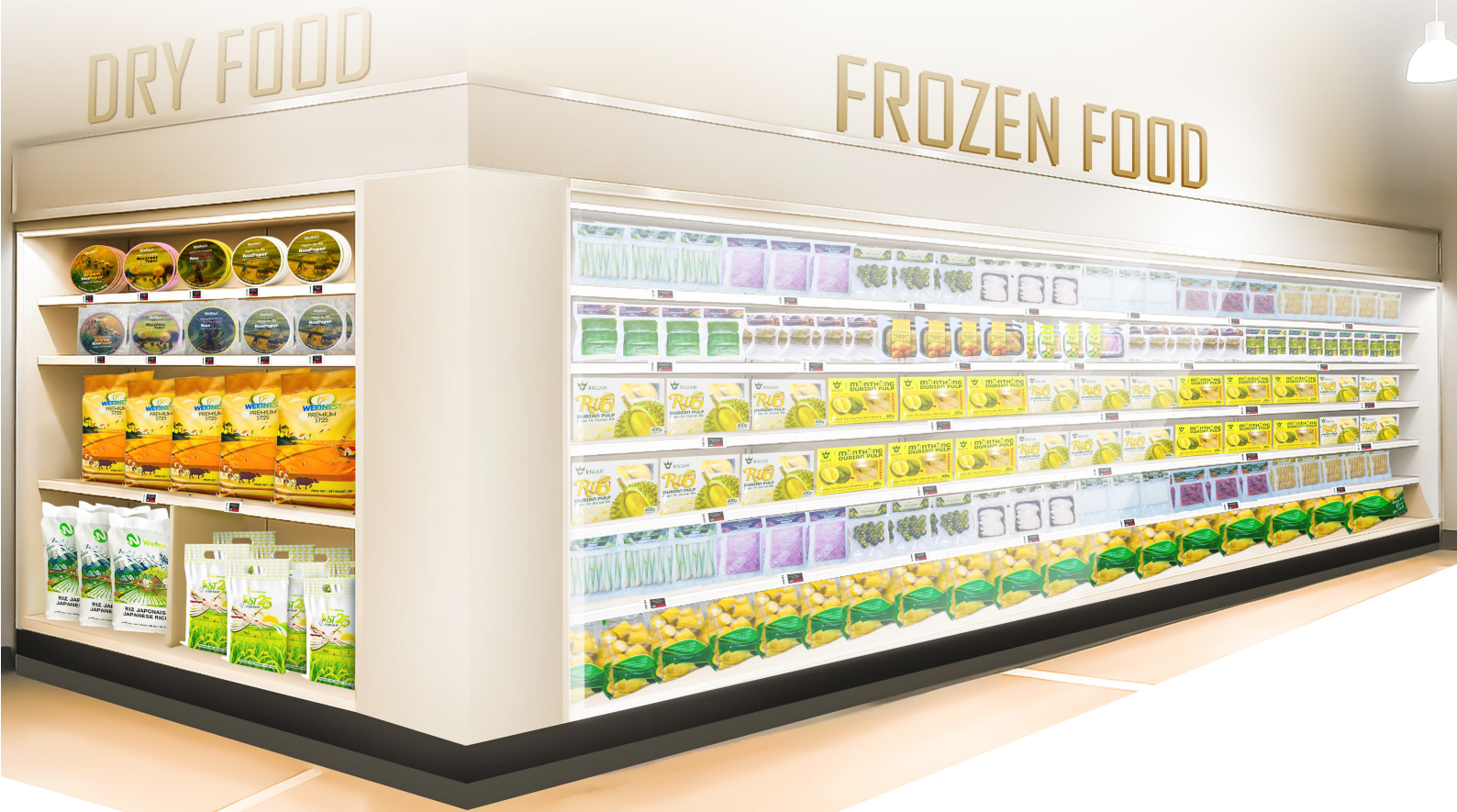


# Export Product



## Commitment

As part of our commitment to **delivering the finest Vietnamese products** to the global market, WEFCO actively exports a **diverse range of high-quality food items**, including rice, ginger, spices, coconut products, and seafood. Each export product is **carefully sourced and processed** under strict quality control procedures to ensure it meets **international standards of food safety, freshness, and nutritional value**. With a **professional and experienced team**, WEFCO takes pride in promoting **Vietnam's rich agricultural heritage** and bringing **trusted, premium ingredients** to customers around the world.



and more frozen delights to explore  
and more frozen delights to explore  
and more frozen delights to explore



Scan the code to  
view details of  
our products!

PRODUCT  
CATALOGUE





# Our Brand



**Wefinest** represents the essence of Vietnam's finest rice — where purity, aroma, and tradition meet modern quality. Specializing in **premium rice varieties such as ST25, ST24, Jasmine, and Fragrant Rice**, Wefinest reflects WEFCO's commitment to authentic taste and international standards. Each grain carries the pride of Vietnamese heritage to global tables.



**"We"** from WEFCO and **"Roll"** from rice paper — WeRoll symbolizes the rolling of tradition into modern culinary art. The sun-inspired logo represents warmth and connection, embodying Vietnamese craftsmanship. Offering **rice paper and flour-based rolls**, WeRoll preserves authentic flavor while achieving export-grade quality for global kitchens.



**Sweetora** is a world of refined sweetness — sharing joy through taste and tradition. More than candy, it's an experience of warmth, family, and celebration. The brand offers **candies, jams, sweetened fruits, and festive cakes**, perfect for **Tet gifts and joyful gatherings**, combining Asian soul with global standards.



**Stillness** is inspired by the beauty of silence — a gentle pause in the rhythm of daily life. More than just a cup of tea, it is a ritual that restores balance and serenity to the mind. Made from **natural flower teas such as butterfly pea, jasmine, chrysanthemum, and sophora**, Stillness brings the essence of calmness into every sip, allowing you to reconnect with yourself and embrace peaceful living.



**Chefry** merges "Chef" and "Fry," expressing trust in a chef's hand and the crisp perfection of fried foods. With a modern yet homemade spirit, Chefry delivers **fried shallots, garlic crisps, and savory toppings** that add aroma and texture to every dish. It's where convenience meets authentic flavor.



**"Verve"** for energy and **"Vegan"** for a plant-based lifestyle — Vervegan celebrates vibrant vegetarian cuisine. It offers **vegan dishes, tofu-based items, and plant-based snacks** full of creativity and balance. Vervegan reflects enthusiasm for wholesome living and sustainable Vietnamese food.



**Wefarm** stands for "From farm to freezer" capturing the freshness of Vietnam's agriculture at its best. It offers **frozen fruits, vegetables, and herbs** such as durian, mango, passion fruit, and lemongrass — all traceable to local farms. Wefarm is WEFCO's core line, ensuring natural flavor and consistent quality worldwide.



**Regan** combines Regal (royal) and Organic — symbolizing natural luxury. The brand presents **premium tropical fruits like durian** - representing the "royal fruits" of Vietnam. Regan celebrates purity, excellence, and the pride of tropical origins.



Inspired by the bright, joyful hue of tangerines, **Tangerinefood** embodies celebration and nostalgia. Using the simplest local ingredients, it crafts **traditional Vietnamese cakes** such as cassava cake, sticky rice with gac fruit, and banana cake. Cheerful, colorful, and deeply cultural, Tangerinefood brings familiar flavors to modern consumers.



**Golden Cradle** symbolizes warmth, heritage, and the nurturing cradle of Vietnamese traditions. Each cake tells a story of family and countryside love. **Featuring specialty Northern and Central Vietnamese cakes — sticky rice, mung bean, and savory rice cakes, tapioca dumpling**, flat rice dumpling, Golden Cradle carries cultural soul wrapped in care.



Where **"Frozen"** meets **"Sea"** — Frostsea preserves ocean freshness at its purest. The brand provides **frozen fish, featherback fish paste, mackerel, shrimp, and assorted seafood**, maintaining natural texture and flavor. Frostsea delivers the taste of the sea — safe, nutritious, and ready for export.



**Umaru** embodies Japanese balance — refined, fresh, and harmonious. It brings **Japanese condiments and accompaniments** such as wasabi, pickled ginger, roasted seaweed, and fish roe. Rooted in precision and quality, Umaru ensures every meal carries the spirit of authentic Japanese dining.





# Thank you for viewing!



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