

Fami soymilk expands product line in China and Japan

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After the success of being sold on the top 4 eCommerce platforms of China in June 2020, Fami soymilk of Vinasoy continues to expand its presence strongly in various supermarkets of China and Japan. This can be considered as a big milestone of Vinasoy on the journey to bring its soymilk to the world.

In China, Fami soymilk has appeared on 11 leading eCommerce platforms including Tmall, Tmall Global, 1688, Taobao, JD, Ping Duo Duo, etc. Fami has also appeared in 14 store systems including 13 supermarket systems and 01convenience store chains systems, with a total number of 420 POS as in modern channel and nearly 300 POS as in traditional channel. Significantly, Fami has been distributed at the Hema Shanghai supermarket system and at the center of the East China area. Hema is the smart supermarket chain operated under a new retail model of Alibaba Group, which is favored by Chinese consumers. Hema is smoothly combined between offline and online sales forms, thanks to the

application of digital technology, providing many conveniences to consumers.

In Japan, Vinasoy's products have been mostly distributed to all parts of the country, with nearly 1.000 Asian stores and supermarkets in 45 out of 47 provinces.

The export of healthy nutritional products made from selected and non-GMO pure Vietnamese soybeans to China and Japan in the midst of the pandemic is hoping to promptly provide consumers with an additional healthy plant-based nutritional supplement.