

Tues, 10 Oct 2017

Estimate Time	Site Visits	Website	Company Information
12.15 PM	Lion City Restaurant @ District 1 Central Kitchen @ District 10 Owned by: MultiTrust Vietnam Co Ltd	http://lioncity.com.vn/	<p>Brands: Lion City Restaurant 5 outlets Cuisine: Singapore</p> <p>What started as a quaint little shop named “Original Singapore Frog Porridge” in May of 2006 is now the biggest Singapore restaurant chain in Vietnam, consisting of 5 outlets in 2 of its biggest cities and soon overseas.</p> <p>With over 10 years of food and beverage experience, our menu has evolved from the humble original frog porridge to the most authentic Singapore Chilli Crab Vietnam has ever tasted. Our simple philosophy to “Bring the Best Singapore dining experience to the Guests” is a true guarantee that every single customer are served the best Singapore food and will receive a non-intrusive service from all of our welcoming staff with your satisfaction as the main goal.</p> <p>Founder Harry Ang Comments: “ There’s no secret to success of Lion City, you just must be honest, you must have the passion, you must love to eat and must love what you’re doing”.</p>
2:30 PM	ABC Bakery	http://abcbakery.co/	<p>Brands: ABC Bakery Outlet: more than 30 outlets Cuisine: Bakery (western / traditional viet)</p> <p>Asia Bakery & Confectionery Pte Ent(Also known as ABC Bakery) is a home-grown bakery chain based in Ho Chi Minh City, Vietnam. We are well known for our high-quality range of bakery products such as bread, pastries, cakes and many more.</p> <p>ABC Bakery first started as a small store in an ally in District 11 and have since developed into a chain of bakeries all over Ho Chi Minh City, Nha Trang & Can Tho. ABC Bakery’s presence is also felt internationally in Cambodia.</p>
4:30 PM	The Crab Shack	http://www.thecrabshack.vn/	<p>Brands: The Crab Shack Outlet: 2 Cuisine: Western fusion</p> <p>The Crab Shack is a chain of European and American-style restaurants specializing in seafood dishes with typical Cajun sauce. When taking about The Crab Shack, you can think about a party on the coast, with fresh seafood and cold beer. This is a summer party – endless relaxing season. And, Crab Shack wants to bring the flavor and color to your table where you can share feelings with your family and friends: “The meal is not only the meal but also a friendly, warm and funny chat.”</p>

6:00 PM	Ashima Mushroom Hotpot Owned by: Golden Gate Group	http://ggg.com.vn/vi	<p>Brands: 22 brands Outlets: 190 Cuisine: Mixture (fashion)</p> <p>Founded in 2005, Golden Gate is the pioneer in applying the restaurant chain model in Vietnam. Golden Gate now owns 20 brands and 190 multiform restaurants nationwide and is constantly expanding.</p> <p>With a mission to lead the growing F & B market in Vietnam, Golden Gate is committed to providing our customers with the best possible experience through unique culinary and quality service "from the heart"</p>
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Wed, 11 Oct 2017

Estimated Time	Activity	Website	Site Info
12.00 PM	<p>Little Red Dot - Location at Parkson Food court</p> <p>Parkson shopping mall</p>	NIL	<p>Brands: Little Red Dot Outlets: 2 Cuisine: Singapore</p> <p>Established it's first outlet in 2008 at Tu Xuong District 3 Ho Chi Minh City by a 2 Singaporeans – Brother & Sister team and his Vietnamese wife. They specialized in Singapore popular food like wanton noodles, chicken rice, char siew rice, roast pok rice, tim sum, minced pork noodles, desserts like chengtng, chendol, chinchow, soya bean, etc.</p> <p>Later they started their 2nd outlet in Parkson 1st Shopping Mall Food Court in Vietnam – Ho Chi Minh City District 1. Parkson has total 5 Shopping Malls in Ho Chi Minh City and Little Red Dot have set up their outlets in all 5 Parkson Shopping Malls. Established its first outlet in 2008 at Tu Xuong District 3 Ho Chi Minh City by a 2 Singaporeans – Brother & Sister team and his Vietnamese wife. They specialized in Singapore popular food like wanton noodles, chicken rice, char siew rice, roast pok rice, tim sum, minced pork noodles, desserts like chengtng, chendol, chinchow, soya bean, etc.</p> <p>Later they started their 2nd outlet in Parkson 1st Shopping Mall Food Court in Vietnam – Ho Chi Minh City District 1. Parkson has total 5 Shopping Malls in Ho Chi Minh City and Little Red Dot have set up their outlets in all 5 Parkson Shopping Malls.</p>

2:30 PM	Pho Ong Hung - Huy Vietnam Group	http://www.huyvietnam.com	<p>Brands: Mon Hue, Com Tho Chay, Pho Ong Hung, Great Banh Mi & Cafe, Pho 99 Outlets: 140 restaurants Cuisine: Vietnamese</p> <p>Founded in 2006, Huy Vietnam, in just a few short years, has grown rapidly to become the largest self-managed, local Vietnamese food restaurant company in Vietnam — Asia’s newest economic tiger.</p> <p>At present, Huy VietNam is operating about 140 restaurants, staying in prime locations with high-traffic in Ho Chi Minh city, including four famous brands – Mon Hue, Pho Ong Hung, Com Tho Chay, Great Banh Mi & Cafe – attracting a huge number of familiar and frequent customers. Mon Hue serves various flavor of Vietnamese cuisine, an authentic royal style called Hue cuisine. Pho Ong Hung has been a favourite brand in cuisine community for years. With a lot of experience in cooking delicious and nutritious food, Com Tho Chay is also known as the restaurant serving high quality meal at a good price. Great Banh Mi & Cafe is a new brand of Huy VietNam but it receives many support from customers and become popular in the community, which is developing quickly and widely. Pho 99 is a very familiar brand to the expatriates, positioning in high-end luxurious style with an extensive menu, rich of Vietnamese culinary tradition, bringing a special experience to the diners.</p> <p>Unlike other restaurateurs serving Vietnamese food in the country, we are pioneers, being the first international and professionally managed restaurant company with established brand recognition in Vietnam. Moreover, besides our professionalism and multi-brand strategies, our unique business model is a true reflection of the management’s experience, spanning over two decades, in the food and beverage industry in the US, the PRC and Vietnam. Their in-depth knowledge regarding our target market’s culinary tastes and preferences is also an important factor contributing to our success to date. Our unique approach extends to direct food sourcing and the utilization of central kitchens, which ensure economies of scale, and consistency in taste, safety and quality of our food throughout all our restaurants.</p>
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4:30 PM	Hoang Yen Restaurant	http://hoangyengroup.com	<p>Brands: Hoang Yen Vietnamese Cuisine, Lau Hoang Yen, Hoang Yen Buffet, Stix, Juice Gone Wild</p> <p>Outlets: more than 10</p> <p>Cuisine: Vietnamese</p> <p>Hoang Yen start as a small restaurant on Ngo Duc Ke street. Hoang Yen aimed at medium and premium segment. Hoang Yen brand name has long become a familiar destination for Vietnamese traditional food lovers. Unforgettable features of Hoang Yen are created by the soul in each dish, drawn from the passion of discovering the culinary delicacies of the founder's three regions and preserving culture in each work. Hoang Yen always conquered the customers even the most difficult with their own dishes such as chicken wings fried fish sauce, coconut milk store, vegetable crab meat soup, fried fish ... to the luxury dishes of steamed prawn steamed rice, steamed crab ginseng, crab vermicelli hand grilled, La Vong fish fry, Ha Long squid paste ...</p> <p>Diners can discover the charm of Vietnamese cuisine through traditional dishes as well as dishes created from simple and pure Vietnamese ingredients at Hoang Yen Vietnamese Cuisine.</p> <p>During more than 30 years of establishment and development, from the passion of national cuisine, Hoang Yen Vietnamese Cuisine has continuously expanded and developed more new branches with the desire to bring to their customers The dishes are not only traditional but also very special.</p>
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