

MamaPho

The Home of Pho



INTERNATIONAL

FRANCHISE

OPPORTUNITY

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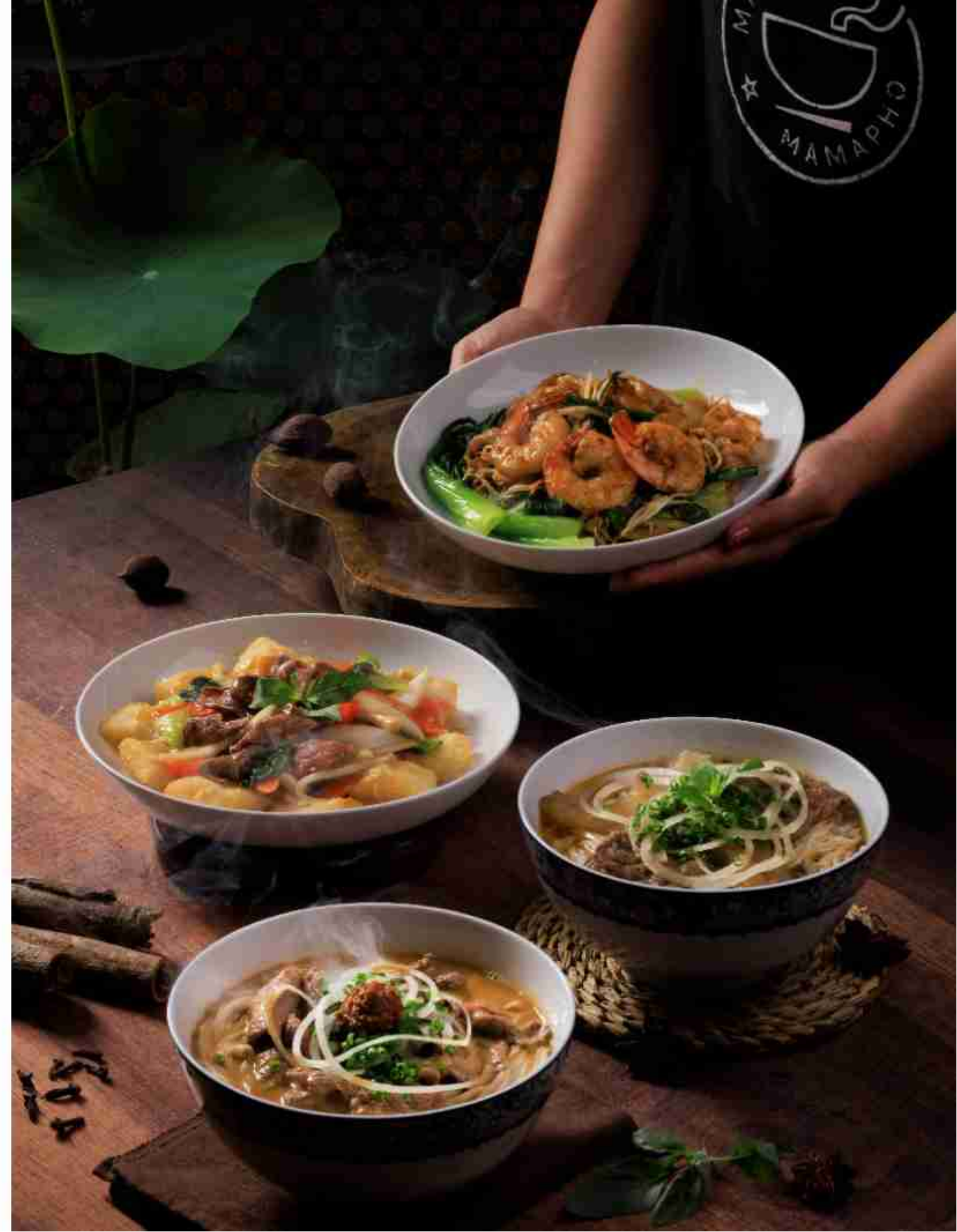
LOCATIONS



CONCEPT

**A FIRST OF ITS KIND PHO-FOCUSED CASUAL DINING
CONCEPT SPOTLIGHTING AUTHENTIC PHO CULTURE**

- ❑ **Sharing authentic recipes and Vietnamese heritage:** Our Vietnamese founder and experienced restaurateur, Diep Nguyen, not only grew up in Vietnam but also travelled the whole country for many years to learn about all the different types and styles of Pho
- ❑ **Over 15 different types of Pho:** From North to South Vietnam, our Pho focused menu offers a wide range of delicious Pho recipes appealing to all tastes
- ❑ **Made fresh daily:** Our ingredients are freshly sourced and prepared in house
- ❑ **Modernised to make Pho accessible to today's consumer:** From our trendy and sleek interiors to our food preparation methods
- ❑ **Multiple store formats:** Full dining, express, take away and delivery
- ❑ **Easy preparation systems and high margins:** Minimise training requirements and reduce operating risks



MISSION, VISION
VALUES



“OUR MISSION

To share authentic Vietnamese Pho recipes and culture with the world

“OUR VISION

To be the leading and most loved Pho company in the world

OUR VALUES



BE AUTHENTIC

We use recipes researched from the kitchens, communities and mamas throughout Vietnam to deliver not just authentic flavours and types of Pho but also stories, facts and history.

- ❑ We offer more than 15 different types of Pho from all over Vietnam
- ❑ Our Pho Speciality Soup broth is simmered for 18 hours using traditional techniques and ingredients
- ❑ Our soup Pho noodles are freshly made in-house – Not factory made or dried
- ❑ We work with Vietnamese artists to feature their art and paintings in our restaurants

BE DEDICATED

We are committed to excellence and are passionate about our work. Our dedication means empowering people, fostering joy and making a meaningful difference in the lives of others. This commitment drives us to exceed expectations and deliver exceptional service.

- ❑ We strive to understand our customers' needs and try to exceed their expectations in every interaction
- ❑ We show genuine care and attention to detail in every customer engagement
- ❑ We actively seek and value customer feedback
- ❑ We go above and beyond to surprise and delight customers

BE HEALTHY

We pride ourselves in using high quality and clean ingredients that are not only delicious but also good for you. By doing so, and enforcing strict hygiene standards, we are able to bring Pho from the street corners of Vietnam to the world and make it accessible to everyone.

- ❑ No MSG
- ❑ Freshly prepared food
- ❑ Menu choices highlight healthy options
- ❑ Vegetables delivered fresh daily from trusted suppliers
- ❑ Central kitchen standardises food preparation and storage
- ❑ In Vietnam we will use 100% imported beef until beef industry standards improve

BE TRUE

At MamaPho we believe that integrity is a foundation of our success. Being true means committing to honesty, authenticity and ethical behaviour in all aspects of our work. In everything, we strive to be open, reliable and trustworthy.

- ❑ We always act with honesty and transparency
- ❑ We value open and clear communication. We speak truthfully and listen actively to understand others
- ❑ We maintain reliability in our actions and decisions
- ❑ We treat our customers, partners and each other with the utmost respect and consideration
- ❑ Our open plan kitchens allow customers to see everything we do

THE SECRET SAUCE



ONE DISH, MASS APPEAL: WE CATER FOR EVERYONE

Unlike other Vietnamese restaurants, MamaPho is a pho-focused concept that focuses on showcasing authentic Pho culture and displaying our craft to ensure our customers have the best taste, experience and value.

- ❑ Pho-focused concept with wide range of choices but limited SKUs
- ❑ More than 15 different types of Pho
- ❑ Vegetarian options available
- ❑ Pork-free (suitable for many religions and Halal certification)
- ❑ Appealing to all ages
- ❑ Can be enjoyed for breakfast, lunch or dinner
- ❑ Seasonal specials are rotated every 3 months to stay fresh and add variety



**TAILORED FOR TODAY'S
MODERN AND
DISCERNING CONSUMERS**

Our MamaPho founder spent seven years creating MSG free good-for-you Pho that focuses on high-quality ingredients.

- ❑ No MSG – More than 90% of Pho restaurants around the world use MSG. MSG is used as a shortcut to create deeper flavours but has questionable side effects. MamaPho instead creates the rich and intense flavours of Pho using traditional 18 hour broth simmering techniques
- ❑ Homemade soup noodles
- ❑ Vegetarian options available





**OUR WINNING FORMULA:
HOMEMADE 18-HOUR
SIMMERED BROTH
MADE FROM SCRATCH**

Our speciality Pho uses Vietnamese noodle soup made from beef bones, ginger, onions, and lots of aromatic spices. It's nothing short of Souperfection!

The way all the spices, aromas and flavors from star anise, cardamom, fennel seeds, and cinnamon come together is truly unique to MamaPho. Coupled with an 18-hour broth simmering process and broiled and charred onion for that extra tinge of flavour - the result is MamaPho's signature broth.

Our signature broth is uniquely loved by both Vietnamese and foreign customers.



SWEET DREAMS ARE MADE OF THESE: OUR SNACKS, BEVERAGES AND DESSERTS

MamaPho features a range of uniquely Vietnamese desserts and beverages such as MamaPho Cola (made from Coke and pickled limes) and Fried Banana Fritters drizzled with hot melted chocolate

- ❑ All fresh beverages are made in-house
- ❑ Menu mix is continuously reviewed
- ❑ Alcoholic beverages complement the Pho offerings and can be offered where appropriate
- ❑ Beverages are easily adapted to international tastes and include Vietnamese beers such as Saigon Special





ATTRACTIVE, COMFORTABLE AND UNIQUE RESTAURANT DESIGN

Our MamaPho stores are designed to pay tribute to Vietnam while remaining modern, sleek and fresh. Built for families, large groups as well as solo diners, our stores promise a welcoming and relaxing dining experience.

Authentic design choices

- ❑ Hoi An blue and yellow colours
- ❑ Indochina colonial shutters
- ❑ Quintessentially Vietnamese geometric floor tiles
- ❑ Rustic wooden ceiling panels
- ❑ Photos and prints of Vietnam and Pho culture

Artwork by local Vietnamese artists

We work with Vietnamese artists to create art pieces that depict the sights, scenes and sounds of Vietnam as well as Pho culture.

Open Kitchen

Guests are welcome to witness the action in our open kitchen. From our signature 18-hour simmered broth to our smoke-kissed wok-fried Pho Xao, our cooking is open and honest and we love to showcase our techniques for our guests.





WHAT IS PHO?

Pho is best known as a Vietnamese noodle soup that typically consists of a clear beef broth, rice noodles (called Pho), herbs and thinly sliced beef. Other ingredients including bean sprouts, lime wedges, herbs, chilis and sauces are often served on the side, allowing diners to customize the flavor and spiciness of their soup.

Well known as Vietnam's national dish, Pho is considered to be a relatively new addition to Vietnamese cuisine. It is believed to have originated in the early 20th century in northern Vietnam, but its exact origins are somewhat unclear.

One popular theory is that Pho was created as a fusion of French and Vietnamese cuisine. During the French colonial period, the French brought various culinary techniques and ingredients to Vietnam, including the use of beef, which was not commonly eaten in Vietnam at the time. This may have led to the creation of Pho bo, or beef Pho, which is now the most common type of Pho.



WHERE DOES PHO COME FROM?

OTHER TYPES OF FAMOUS PHO

Include Work-fried Pho, Dry Pho, Crispy golden Pho puffs and Pho rolls. Come to the Home of Pho at MamaPho and try out all these types of Pho.



DO YOU WANT TO KNOW MORE ABOUT THE CULTURE OF PHO

THE DIFFERENT TYPES OF PHO

HANOI PHO

In the bowl:
Noodle, Stir-fried beef & Beef broth, Green onion

To add:
Dough Fritters

Matching sauce:
Chili sauce, Vinegar



SAIGON PHO

In the bowl:
Rare lean beef & noodle with beef broth, Onion

To add:
Bean sprout, basil

Matching sauce:
Lemon, Chili sauce, Black bean sauce, Sate sauce



WHY IS MSG OFTEN USED TO MAKE PHO



In pho broth, MSG can help to enhance the savory, umami flavor of the beef or chicken, making the broth taste richer and more satisfying.

At MamaPho we have chosen not to use any MSG as we do not consider it an authentic ingredient in Vietnamese Pho. In addition, some people may be sensitive to MSG and experience symptoms such as headaches or nausea. We want our Pho to be as healthy as possible and prefer to stick to the authentic and time consuming methods of Pho preparation that can create the depth and complexities of flavors without using MSG.

HOW TO PRONOUNCE PHỞ?

Pho (more correctly written as Phở) is actually pronounced "fuh" with a rising and enquiring like tone. Think along the lines of the French word "Feu" which means fire and you are almost there.



THERE'S NO ONE LIKE US: HIGH BARRIERS TO ENTRY LIMIT COMPETITION

Besides our unique concept, menu offering and recipes as well as trendy-designed restaurant space, we also have other unique selling points that ensure high barriers to entry that limit competition.

- Unique branding
- Vietnamese roots helmed by a Vietnamese founder
- Authentic recipes created without MSG – It took our founder more than seven years to perfect these and to be endorsed by both Vietnamese and foreign tastes
- Our expanding Vietnamese restaurant network reaffirms the Vietnamese authenticity of the MamaPho brand

OUR CUSTOMERS



OUR CUSTOMERS

- ❑ Health conscious and educated
- ❑ Focused on the quality of ingredients and the dining experience
- ❑ Passionate foodies with a love for discovering new types of food
- ❑ Urban and contemporary
- ❑ Value-focused
- ❑ Families, tourists and office workers

OUR SEASONAL PRODUCTS, BRANDING AND MARKETING IS MODERN AND TRENDY TO CONTINUOUSLY ATTRACT AND ENGAGE OUR CONSUMERS



CHẤT > ẨM THỰC

Gặp gỡ người phụ nữ đang hiện đại hóa Phở Việt và đưa nó đến thế giới

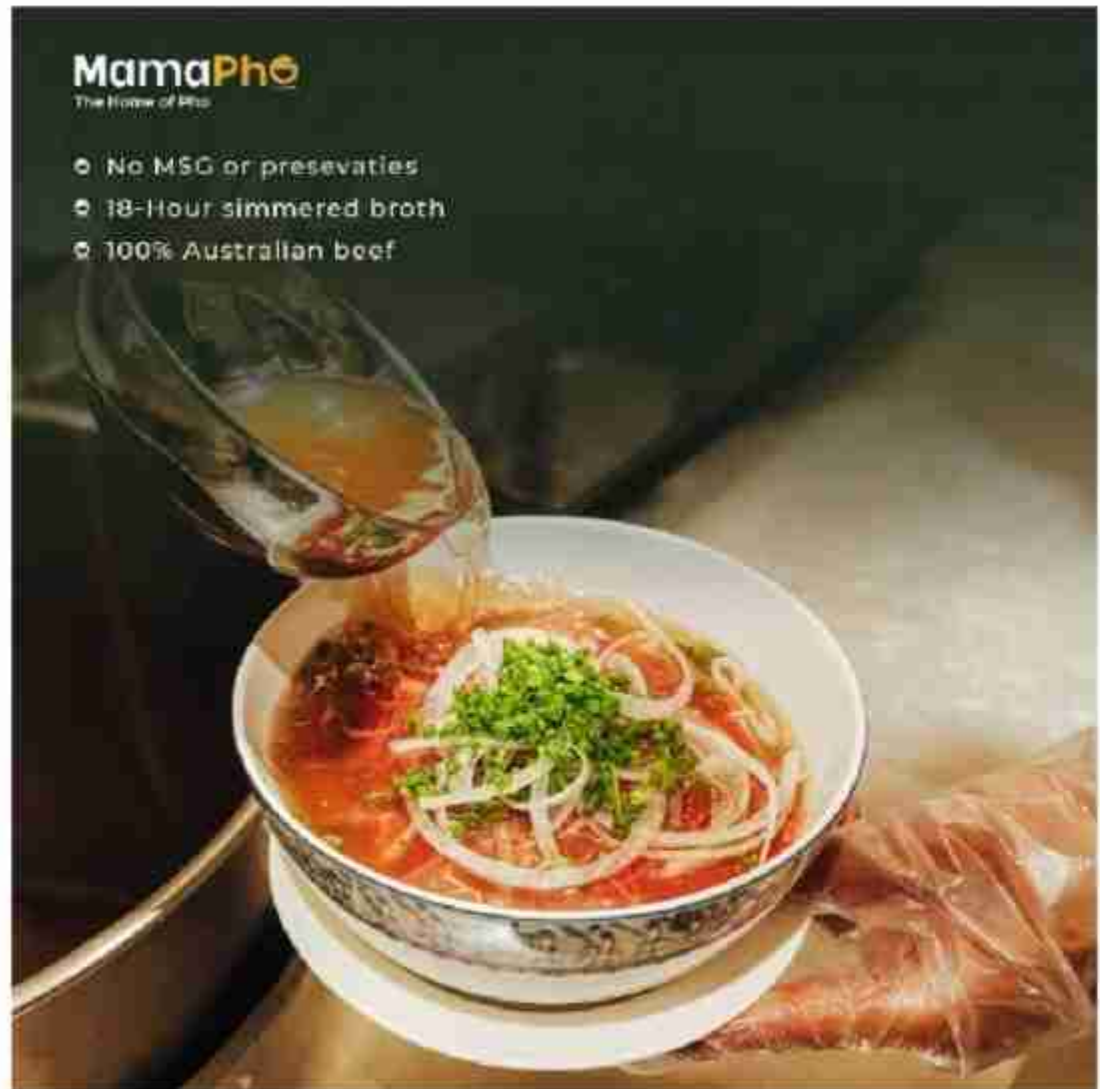
09:00 31/08/2023

Like Share

"Phở là món ăn quốc gia được yêu thích ở Việt Nam nhưng thường bị hiểu lầm do được coi là 'món ăn đường phố' và phương pháp chuẩn bị và phục vụ cũ - Tôi muốn thay đổi điều đó."

Thành lập vào năm 2017, MamaPho ra đời từ tình yêu của người sáng lập Diệp Nguyễn dành cho Phở Việt Nam và đam mê chia sẻ món ăn quốc gia này với phần còn lại của thế giới.

Với Diệp, Phở Việt Nam là một phần thiết yếu của văn hóa Việt Nam nhưng chưa thể khai thác hết tiềm năng thật sự của nó. Các tiêu chuẩn địa phương trên đường phố Việt Nam bị hạn chế bởi các kỹ thuật chuẩn bị thực phẩm cơ bản, thành phần và tiêu chuẩn an toàn thực phẩm. Tuy nhiên, với nền kinh tế Việt Nam phát triển nhanh chóng và tầng lớp trung lưu mới nổi ngày càng giàu có, kỹ năng phân biệt và quan tâm đến sức khỏe, Phở đang đối mặt với nguy cơ bị bỏ lại phía sau. Vì vậy, Diệp quyết định hiện đại hóa Phở để điều chỉnh nó với các thay đổi về tiêu dùng của người tiêu dùng Việt Nam và toàn cầu mà cô đã nhận thấy đang diễn ra.



Tiêu chí khác biệt của MamaPho

- No MSG or preservatives
- 18-Hour simmered broth
- 100% Australian beef

STT	CHỖ	TRƯỜNG	ĐIỂM SỐ
1	ĐẠI HỌC QUỐC GIA HÀ NỘI	TRƯỜNG ĐẠI HỌC CÔNG NGHỆ	100
2	TRƯỜNG ĐẠI HỌC KHOA HỌC VÀ CÔNG NGHỆ	TRƯỜNG ĐẠI HỌC CÔNG NGHỆ	95
3	TRƯỜNG ĐẠI HỌC CÔNG NGHỆ	TRƯỜNG ĐẠI HỌC CÔNG NGHỆ	90

MamaPho vượt qua khó khăn từ đại dịch Covid và mở nhà hàng thứ tư tại Sài Gòn

09:00 11/08/2023



"Tâm nhìn của MamaPho là trở thành ngôi nhà của Phở Việt Nam. Covid và việc phải đóng cửa nhà hàng của chúng tôi trong một thời gian dài đã gây tổn thương nặng nề nhưng sau khi mở nhà hàng thứ tư tại thành phố Hồ Chí Minh, trên đường Ngô Đức Kế, chúng tôi cảm thấy đã hồi phục và mong chờ một tương lai tươi sáng."

Khi Covid bùng phát ở Việt Nam, việc đóng cửa sớm của tất cả nước cho phép cuộc sống bắt đầu tiếp tục trong điều kiện thường. Khi Covid bắt đầu lan rộng, tác động vô cùng của nó đến tương lai một ngày nào đó của ngành F&B trên tất cả các nhà hàng phải đóng cửa trong thời gian không xác định.

THIẾT THẠO VĂN HÓA

09:00 11/08/2023

Gặp gỡ người phụ nữ đang hiện đại hóa Phở Việt và đưa nó đến thế giới

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- No MSG or preservatives
- 18-Hour simmered broth

WE UNDERSTAND OUR CONSUMERS AND WE ACTIVELY ENGAGE WITH THEM THROUGH ONLINE MEDIA AND KEY OPINION LEADERS

"MamaPho is doing what no other Pho brand is doing - it's elevating and modernising Pho while still keeping true to its roots."
- VN Express





MAMAPHO IS FOR EVERYONE

Location, location, location: Our concept is perfect for both **high footfall commercial hubs** and **residential buildings** catering to office workers, families and tourists.

Size doesn't matter: From kiosks to shophouses spanning two floors - MamaPho is able to operate efficiently regardless of size.

Something for everyone: Our **accessible pricing** coupled with an offering that caters for today's modern consumer across breakfast, lunch and dinner and desserts makes it a viable concept for all to enjoy.

TEAM WORK MAKES
THE DREAM WORK

FOUNDER /CEO

HUMAN
RESOURCES

FINANCE

MARKETING

TRAINING

CENTRAL
KITCHEN
OPERATIONS

STORE
OPERATIONS

PRODUCTION

WAREHOUSE

FRANCHISING

R&D

OUR PASSIONATE LEADERSHIP TEAM IS COMPRISED OF EXPERIENCED INDIVIDUALS WITH THE EXPERTISE AND KNOW-HOW TO BUILD AND SCALE THE BUSINESS INTERNATIONALLY

- ❑ More than 15 years of experience in F&B
- ❑ International knowledge and work experience from Canada, Europe and the United States
- ❑ Founder is supported by a deep bench of industry professionals
- ❑ External consultants complement the established management team for specialised functions

WHY MAMAPHO?

- Unique and proven F&B concept with multiple location formats
- An international team with local insight and global expertise
- Ongoing world-class support, training and product development functions
- Unique product lines and recipes
- Flexible and adaptable to different locations and market conditions
- Engaging and fun brand that aligns with today's modern consumer



ARE WE
THE **ONE PHO YOU?**



WHAT ARE WE LOOKING FOR?

MamaPho is looking for master franchise partners to expand into new territories outside Vietnam. We are looking for ideally one partner to grow each territory.

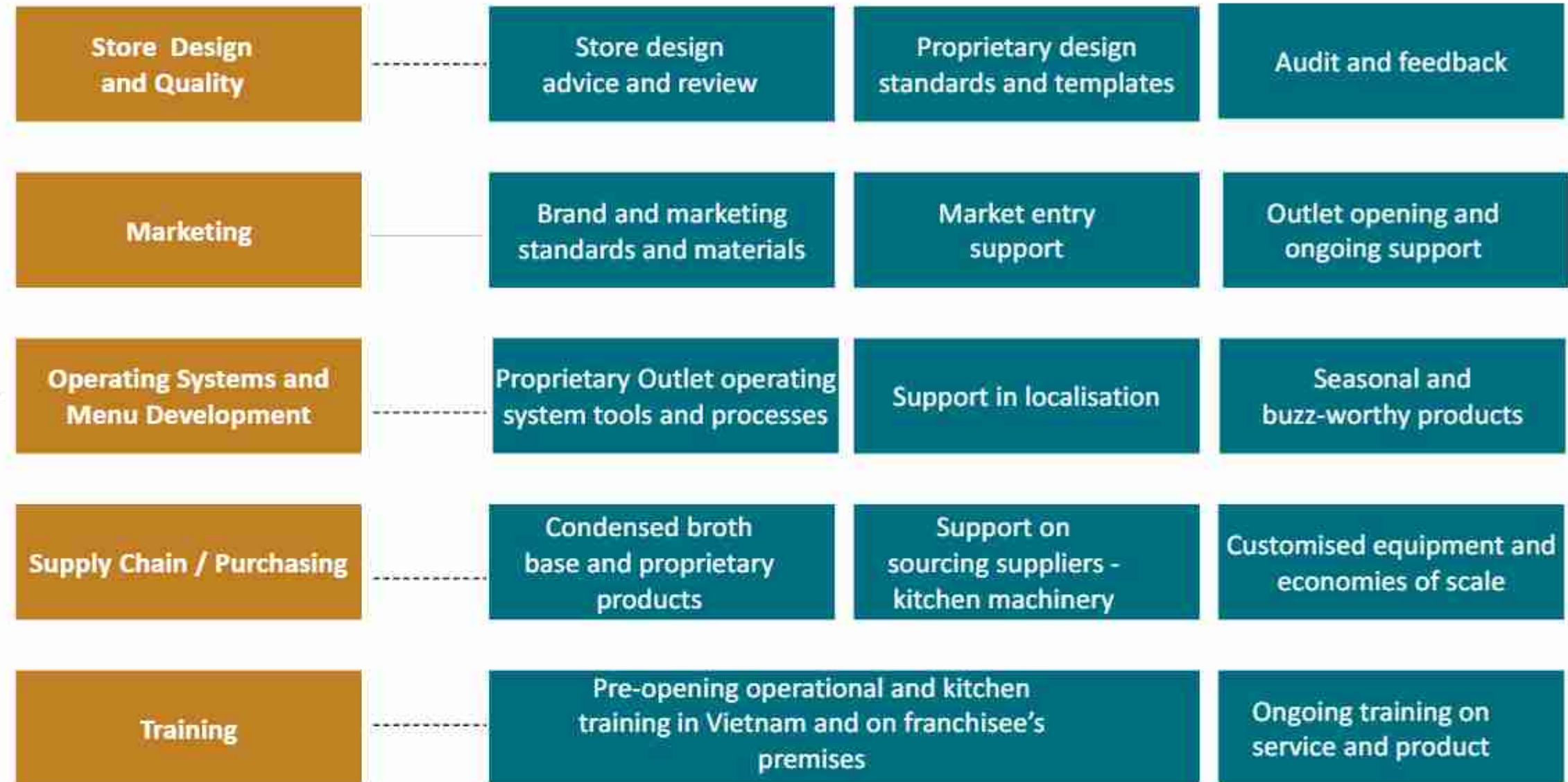
What we are looking for:

- ❑ Track record of successful launch and operation of multiple F&B concepts
- ❑ Existing operator with an expanding portfolio of restaurants
- ❑ Familiar with franchising systems
- ❑ Well-capitalised and staffed to support multiple restaurant openings
- ❑ Proven access to high quality real estate
- ❑ Enthusiasm for the MamaPho brand and for Pho
- ❑ A commitment to our Vision, Mission and Values

WHAT WE BRING TO THE TABLE



What we provide





LET'S GET IN TOUCH

FOR FRANCHISING OPPORTUNITIES, PLEASE
CONTACT:

John Campbell – Franchising Team Leader

e: john.campbell@mamapho.vn

Our Locations:

- D1: 134 Lê Thánh Tôn, Bến Thành, District 1, HCMC D1: 70
- Ngô Đức Kế, Bến Nghé, District 1, HCMC
- Bình Thạnh: GF-07A Sapphire, Saigon Pearl, 92 Nguyễn Hữu Cảnh, Bình Thạnh, HCMC

www.mamapho.vn | [@mamapho.vn](https://www.instagram.com/mamapho.vn)

OUR
LOCATIONS

MamaPho

The Home of Pho

OPEN

PULL OPEN





PHỞ CUÓN
SATE TÔM
58,000đ



Cách chợ Bến Thành với phớt đi bộ, nghỉ đến Mariamman (tên gọi là đền Bà An hay chùa Bà)
 Phố này một chốn yên bình giữa lòng thành phố sôi động của Sài Gòn. Đây là ngôi đền dành cho cộng đồng người
 Tamil Ấn, chủ yếu là người Tamil đến từ vùng Tamil Nadu. Đền nằm ở số 42 đường Trương Định, Quận 5, gần
 chợ Bến Thành và số 20' đường Nguyễn Huệ. Phượt qua đền Mariamman với đền Bà An. Đền được xây dựng theo
 kiến trúc năm 1930-1932 và được bảo tồn nguyên vẹn và ngày 14/11 hàng năm có lễ hội.

Sanjiv Kumar

MARIAMMAN

dēnbān





70

MUSEUM
OF THE
CITY OF HO CHI MINH



