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## **Kinh Do's New Brand Identity – Together with Vietnam heading towards the Future**

- Kinh Do's New Image, modernized whilst retaining traditional values
- Understanding and connecting generations of consumers through best-in-class portfolio

HOCHIMINH CITY, July 20, 2021 - Mondelez Kinh Do Vietnam held an event to launch Kinh Do's new Brand Identity. The launch was held online with the participation of Mr. Hemant Rupani, General Director of Mondelez Kinh Do Vietnam; Mr. Simon Crowther, Marketing Director of Mondelez Kinh Do Vietnam; Ms. Loi Hong Thanh, Marketing Manager of Mondelez Kinh Do Vietnam, and representatives of press and media.

The introduction of the new Kinh Do Brand Identity is a strategic move since Mondelez International acquired Kinh Do in 2015 and made it part of of Mondelez's global family of brands.

Kinh Do is a brand that has been familiar with generations of Vietnamese consumers both in daily moments or important occasions such as Lunar New Year or Mid-Autumn Festival. The launch of new brand identity is aligned with Kinh Do's values and commitment to accompany Vietnamese consumers throughout their daily lives and during special occasions.

### **Kinh Do is a delicate blend of past and present values.**

Kinh Do began as a bakery in Ho Chi Minh City in 1993, with the ambition of starting a new trend in the industry. During the past 2 decades, Kinh Do has provided Vietnamese consumers with remarkable memories and pleasant surprises through innovations.

Kinh Do has constantly strived to create unique product experiences and tastes for consumers - from traditional to modern, from local recipes to global secrets.

Kinh Do have always carried the love, the endless inspiration, the admiration as well as deep belief in the permanence of traditional values and the Vietnamese culture of humanity. Kinh Do also wears the crown

as the pioneer in the baking industry, and is committed to keep the brand at the forefront of Vietnamese consumers lives as the country progresses and modernizes.

**Kinh Do – Accompany you in every moment of life with a brand new look.**

Nowadays, Vietnamese consumers especially young millennials are seeking and welcoming new trends from the modern world and Western culture, however Kinh Do knows that consumers still strive to maintain their own identity and values. Kinh Do realizes this insight and recognizes that young millennials are their present and future core consumer group. Therefore, Kinh Do strives to be the connector between the past, the present, and the future. With the determination to catch up with the young generation, Kinh Do has strongly invested for a modern look and visibility, great innovations, and higher product quality standard. This is an initial proof for the brand commitment to accompany Vietnamese consumers in their daily moments with the best-in-class portfolio.



In new logo, Kinh Do still retains the crown image as a distinctive identity. In addition to continuously raising the standards to become better, Kinh Do also aspires to preserve and connect the traditional values of Vietnam. This can be seen through the innovation, also the pride of Kinh Do – the Crown of the logo. With the crown symbolizing the pioneer as ever, at the same time keeping up with the new generation of Vietnamese consumers in 5 VALUES: PRIDE, PASSION, QUALITY, CONNECTION , YOUTHFULNESS. And, what stands out is a clearer sense of sophistication, classiness, youthfulness, modernity and creativity.

“With the dedication to serve and with the deep understanding of consumers’ desire, Mondelez Kinh Do team is very proud to be the leading manufacturer and distributor of quality bakery products in Vietnam (\*). Personally, I am very touched and grateful to be here to review the impressive journey of Mondelez Kinh Do with you. I am also honored to announce that, today, here, Mondelez Kinh Do will join you to turn a new page of history, with more creativity, freshness, connection and greater success,” said Mr. Simon Crowther – Marketing Director, Mondelez Kinh Do Vietnam.



### **New Brand Identity and the improvement of the Fresh Cake – “Stay Fresh Everyday”**

As the new brand identity, Kinh Do is committed to upgrade its packaging, taste, as well as the quality and nutritional values in their products. Among Kinh Do master brand portfolio, Fresh breads and cakes are pioneer to offer Vietnamese consumer these wonderful values.

In terms of quality improvement, Kinh Do Fresh has a strong commitment in using quality ingredients, upgrade recipes for tastier products that meet the sophisticated taste of new Vietnamese consumer generation, and enhance health and well being agenda with sugar reduction, nutrient fortified recipe to ensure bringing not only a tasty product but also a good-for health product in the context of busy modern life and raising concern on health.

Besides, Kinh Do continuously invest in R&D to introduce new products and flavors to offer consumer a wider choice. Recent new product for example Kinh Do Fresh Pizza Bread or upcoming Kinh Do Fresh Thai Spicy bread are initial proof for commitment on innovations. In the context of fast moving F&B trend, this pillar is very important to catch up with young millennials. Vietnamese consumers can expect not only traditional recipe, local taste but also very inspiring combination from international cuisine bringing in Kinh Do Fresh portfolio.

New packaging, new quality, new fresh taste - all are "mixed" by Kinh Do into the Fresh portfolio for Vietnamese consumer to “Stay Fresh Everyday”.



*New packaging, new quality, new fresh taste*

### **Kinh Do Fresh products gives a hand in fighting Covid-19**

Corporate social responsibility becomes more important in difficult times, especially the Covid pandemic that we are all facing.

“In August this year, Mondelez Kinh Do Vietnam will launch a campaign to raise funds for the Vaccine Fund of Covid-19 Control and Prevention, supporting the Vietnamese government and contributing to the fight against the pandemic. For each Fresh product of Mondelez Kinh Do sold in the two weeks of August, the company will deduct 1,000 VND to contribute to the Vaccine Fund, with a commitment to contribute 3 billion VND to the fund. We call on Vietnamese consumers and Mondelēz Kinh Do Vietnam to join us in supporting the government to give a hand to the fight against Covid19,” Mr. Hemant Rupani, Managing Director, Mondelez Kinh Do Vietnam.

(\*) Mondelez Kinh Do ranked first in terms of both value share and volume share based on Biscuit category (\*) in Total Vietnam from May 2020 to April 2021 – according to AC Nielsen.

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### **About Mondelēz International**

Mondelēz International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2020 net revenues of approximately \$27 billion, MDLZ is leading the future of snacking with iconic global and local brands such as *OREO* cookies and *LU* biscuits; *Cadbury Dairy*, *Milk* chocolate, *Milka* chocolate and cookies, *Toblerone* chocolate, *Sour Patch*, *Kids* candy, *Trident* gum and many more. Mondelēz International is a member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit [www.mondelezinternational.com](http://www.mondelezinternational.com) and follow us on Twitter at [www.twitter.com/MDLZ](https://www.twitter.com/MDLZ).

### **About Mondelez Kinh Do Vietnam**

**Mondelez Kinh Do** is part of Mondelēz International, Inc. We are a global snacking powerhouse which aims to lead the future of snacking with iconic global and local brands such as *Cosy* biscuits, *Kinh Do* mooncakes, *Solite* cakes, *Slide* potato chips, *AFC* crackers, *OREO* cookies, *RITZ* crackers, *LU* biscuits, *Toblerone* chocolate, *Cadbury Dairy Milk* chocolate, *Tang* powdered beverage, *Halls* gum and candy, *Trident* gum and many more. From wholesome to indulgent bites, consumers can enjoy the right snack, for the right moment, made the right way.

In Vietnam, we are now operating in three locations with more than 3,000 employees: the head office in Ho Chi Minh City, two plants in Binh Duong and Hung Yen, Vietnam

Mondelez Kinh Do has been awarded "Best Places to Work in Vietnam" title by Anphabe.com, CSR Awards by Amcham Vietnam for our tireless and bold endeavors to perform the breakthrough product innovation, to build a better workplace for our people, and to advance a positive impact on the environment and society.

For more information, please visit the website [www.mondelezinternational.com/Vietnam](http://www.mondelezinternational.com/Vietnam)

