



BRAND 36

Authentic Taste of Vietnam in Every Bite



CHUYÊN CÁC DÒNG SẢN PHẨM VỀ BÚN



INTRODUCTION

34 is a rice noodle brand under the company Phuong Hong Dieu Co., Ltd, based in Ho Chi Minh City, Vietnam. We specialize in the production and export of traditional Vietnamese foods, including rice vermicelli, rice noodles, and other products.

With a strong commitment to quality, food safety, and authentic Vietnamese flavor, we offer both fresh and dried products, all made from carefully selected raw ingredients and processed using modern, hygienic techniques.

At 34, we aim to bring the genuine taste of Vietnam to customers around the world.



DANH MỤC CÁC DÒNG SẢN PHẨM PRODUCT PORTFOLIO



1. Bún Khô 36



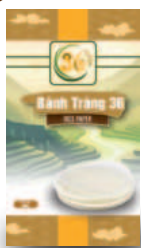
2. Bún Tươi 36



3. Bánh Phở 36



4. Bún Bò Huế 36



5. Bánh tráng 36



6. Hủ Tiếu 36



Bún Khô 36

Dried Rice Vermicelli

Overview:

Dried Rice Vermicelli, or Bún Khô in Vietnamese, is a traditional rice noodle made from finely milled white rice. It is a pantry staple across Southeast Asia, known for its delicate texture, easy preparation, and versatility in various dishes from soups to stir-fries and salads. Our product is made with high-quality rice and dried under hygienic conditions to ensure long shelf life while maintaining its natural flavor.



Key Features:

rice-based

Gluten-free, vegan-friendly

Shelf life: 24 months

Ideal for stir-fry, soup, spring rolls, noodle salad

Available Packaging:

- 250g (8.8 oz)
- 500g (17.6 oz)
- 1kg (2.2 lbs)
- 2kg (4.4 lbs)



Production Process (Quy trình sản xuất):

Our dried rice vermicelli is made from high-quality rice using a traditional and hygienic process to ensure natural taste, purity, and safety. Below is the standard production process:

Rice Selection & Soaking

High-quality white rice is carefully selected and soaked in clean water for several hours to soften the grain and prepare for grinding.

Grinding & Filtering

The soaked rice is ground into a smooth slurry, then filtered to remove impurities and achieve the desired starch consistency.

Extrusion into Noodles

The batter is pressed through fine molds to form vermicelli strands, then steamed or blanched at high temperature to fix the shape.

Drying

The noodles are air-dried or machine-dried under controlled conditions to reduce moisture and extend shelf life.

Cutting & Packaging

Once dried, the noodles are cut to length, inspected, and packed in food-grade packaging for retail or bulk supply.



Bún Tươi 36

Fresh Rice Vermicelli

Fresh Rice Vermicelli, known in Vietnamese as **Bún Tươi**, is a traditional noodle made from rice flour and water. It is soft, slightly chewy, and typically used in many famous Vietnamese dishes such as **bún thịt nướng** (grilled pork vermicelli), **bún bò Huế**, and **bún riêu**. Our product is made using modern hygienic methods while preserving the authentic taste and texture of traditional Vietnamese bún.



Key Features:

- Soft, chewy texture
- Perfect for Vietnamese dishes: bún thịt nướng, bún bò Huế, bún riêu, etc.

Available Packaging:

- 250g (8.8 oz)
- 500g (17.6 oz)
- 1kg (2.2 lbs)
- 2kg (4.4 lbs)

• Rice Selection & Soaking

Selected white rice is soaked in clean water for 6–8 hours to soften and activate the starch.

• Grinding & Filtering

The soaked rice is ground into a fine slurry and filtered to remove husks and impurities, ensuring a smooth texture.

• Cooking & Extruding

The rice slurry is steamed, then extruded through noodle molds to create thin, round vermicelli strands.

• Cooling & Rinsing

The fresh noodles are cooled in cold water and rinsed multiple times to remove excess starch.

• Portioning & Packaging

Bún is weighed, portioned (typically in 500g – 1kg packs), and packaged in foodsafe plastic bags, ready for distribution.



Key Features:

- Made from 100% rice –gluten-free
- Soft, smooth texture – perfect for pho

Available Packaging:

- 250g (8.8 oz)
- 500g (17.6 oz)
- 1kg (2.2 lbs)
- 2kg (4.4 lbs)

Bánh phở 36

Flat Rice Noodles

Production Process (Quy trình sản xuất):

Our flat rice noodles, also known as Bánh Phở, are made from high-quality rice using a hygienic and semi-automated process that maintains the soft texture and authentic flavor of traditional Vietnamese pho.

1. Rice Selection & Soaking

Premium white rice is soaked for 6–8 hours to soften and prepare for wet-milling.

2. Grinding & Filtering

The soaked rice is finely ground and filtered into a smooth batter with consistent thickness.

3. Steaming

The batter is spread thinly on a conveyor or tray and steamed at high temperature to form soft, elastic rice sheets.

4. Cooling & Rolling

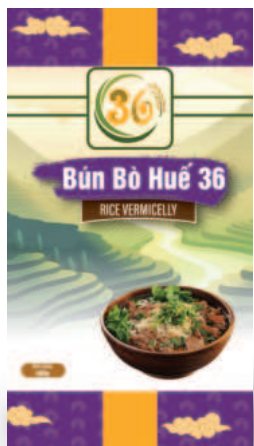
After steaming, the sheets are cooled and lightly oiled to prevent sticking.

5. Cutting

The rice sheets are cut into uniform strips – typically 3mm to 10mm wide depending on style (narrow, medium, wide-cut pho noodles).

6. Packaging

The noodles are portioned and packed in food-grade plastic packaging, ready for delivery or retail distribution.



Bún Bò Huế 36

Hue-Style Spicy Rice Vermicelli

Overview

Bún bò Huế is a traditional Vietnamese spicy beef noodle soup, originated from the former imperial capital of **Huế**. Our product provides either **ready-to-cook rice vermicelli** or **full meal kits** for restaurants and home cooks who want to enjoy the authentic, bold, and aromatic flavor of Central Vietnam

Production Process for Vermicelli:

1. High-quality rice is selected, soaked, and ground into fine batter
2. Extruded into thick round strands
3. Steamed and dried under hygienic conditions
4. Cut & packaged in food-grade packaging

Key Features:

- Authentic thick rice noodles for Bún Bò Huế
- Holds texture well in spicy, hot broth
- Shelf life: 24 months (dried)
- Cooking time: 6–8 minutes in boiling water



Bánh Tráng 36

Rice Paper

Bánh tráng – also known as **rice paper** – is a traditional Vietnamese product made from a blend of rice flour, water, and a pinch of salt. It is widely used to make **fresh spring rolls, fried rolls**, and various modern snacks across Asia and around the world.

Our rice paper is produced using a clean, semi-automated process to ensure **thin, flexible, and non-sticky sheets** that are easy to roll and won't crack after dipping.

Ingredients:

- Rice flour
- Tapioca starch (optional – to add flexibility)
- Water
- Salt

Production Process (Quy trình sản xuất):

1. Mix rice flour and water into a smooth batter
2. Spread batter into thin layers on a heated surface
3. Steam until cooked
4. Carefully remove and dry the sheets under hygienic conditions
5. Sort, cut, and pack according to size and style

Key Features:

- 100% natural ingredients – no preservatives
- Thin and elastic – easy to wrap
- Non-cracking after soaking
- Suitable for fresh rolls, fried rolls, grilled snacks
- Shelf life: 24 months

Available Packaging:

- 250g (8.8 oz)
- 500g (17.6 oz)
- 1kg (2.2 lbs)
- 2kg (4.4 lbs)



Hủ Tiếu 36

Clear Rice Noodles

Overview:

Hủ tiếu is a traditional Vietnamese noodle made from rice flour and/or tapioca starch, known for its **clear, chewy, and elastic texture**. It is a staple in Southern Vietnamese cuisine, commonly used in dishes such as **Hủ Tiếu Nam Vang**, **Hủ Tiếu Gõ**, and **Hủ Tiếu Xào** (stir-fried noodles).

Our hủ tiếu is produced with strict hygiene standards to ensure **clarity, flexibility, and long shelf life**, making it suitable for both restaurants and home use.



Key Features:

- Smooth, transparent noodles
- Naturally gluten-free
- Versatile: suitable for soup, dry noodles, or stir-fry

Available Packaging:

- 250g (8.8 oz)
- 500g (17.6 oz)
- 1kg (2.2 lbs)
- 2kg (4.4 lbs)

Production Process (Quy trình sản xuất):

- Blend rice flour and tapioca starch with water into a smooth batter
- Steam batter into thin sheets
- Cut into noodle strands (flat or round depending on type)
- Dry under controlled conditions (sun-dried or machine-dried)
- Package in food-grade bags or cartons



Đậm đà vị Việt

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