

Monsieur Luxe[®]

A brand of WE Food JSC

PRODUCT CATALOGUE

Little bits of luxury from nature

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About Us

Founded in 2014, **Monsieur Luxe** is a Food & Beverage brand of **WE Food JSC** committed to providing premium plant-based food & drinks made from nuts, dried fruit, and other premium healthy gourmet. With more than 8 years of experience, our products have been trusted by 5-star hotel chains, top corporations, premium grocery stores, fitness centers,... in Vietnam. We believe by going vegan and organic, we can nurture our well-being from the inside out and also help to save a green earth for next generations.



Why Monsieur Luxe?

1. WHOLE FOOD PLANT - BASED

Providing the most healthy vegan food is our top priority at Monsieur Luxe. Every single product is carefully prepared for keeping the whole taste and nutrition value. Besides, we never stop searching for the finest plant-based ingredients selected from the most quality source in the world with a view to creating the best experience for our customers.

2. BALANCE OF NUTRITION

At Monsieur Luxe, we believe that nutrition is of utmost importance when it comes to a healthy life from inside out. Our product not only gives you the right energy for your body, but also your mind, which helps you find the balance from within and be ready for new challenges.

3. SUSTAINABILITY

Understanding the importance of our environment, sustainability is always one of our top priorities. We try our best to achieve the dual goals of minimizing food waste and maintaining high nutrition value and quality of products to nurture the well-being of our planet as well as our customers. Besides, we also cut down on our plastic uses by using recyclable, environmentally-friendly packaging alternatives.



4. DIVERSE PRODUCT PORTFOLIO

Over 8 years of experience in providing healthy gourmet for individuals as well as companies across Vietnam, we have developed a diverse product portfolio to suit more purposes and budgets, from personal use, wholesale, retail, to gift solutions for both B2C and B2B business.

5. GREAT CUSTOMER SERVICE

At Monsieur Luxe, customer's experience is among our top priorities. Therefore, we take great care of our customers in all stages to ensure that no concerns are left ignored. Initial tasting, Customized packaging and Product mix are also possible in order for our clients to choose the perfect fit.

Our offerings

We offer a wide range of products suitable for various purposes. Whether you are looking for ingredients for your F&B business, healthy products for grocery stores, corporate gift sets or simply for personal use, we are confident to meet all of your demands.



For Horeca

We believe that premium gourmet must be made from the finest ingredients. Therefore, we offer a wide range of well-selected nuts, seeds & fruits (raw, cold dried, powder,...) with reasonable wholesale prices.

Minimum quantity of wholesale order: 10 kilogram

We are proud to be the supplier of luxury hotels, restaurants and F&B chains



PARK HYATT®
LUXURY & PERSONAL



Healthy Snacks for Hotel Minibars

Minisize products for 1 serving - perfect healthy snacks at the checkout counters of Coffee chains, Hotels & Mini Bars.

Defense Trail Mix	30gr
Pomelo Peels	30gr
Dried Mangoes	30gr



Five Stars Premium Amenities

We provide a wide range of premium healthy nuts, tropical dried fruits with customized design according to client's requirements.







ALMOND

- Cold Dried Almond
- Natural Almond
- Blanched Almond
- Almond Slices
- Almond Ground

WALNUT

- Cold Dried Walnut
- Cold Dried Red Walnut
- Natural Walnut
- Red Walnut With Shell

MACADAMIA

- Cold Dried Macadamia
- Natural Macadamia
- Roasted Macadamia Unshelled

CASHEW

- Cold Dried Cashew
- Silk Cashew
- Broken Cashews

PECAN

- Cold Dried Pecan
- Natural Pecan

HAZELNUT

- Natural Hazelnut
- Blanched Hazelnut
- Hazelnut Ground

SEEDS

- Cold Dried Pumpkin Seed
- Natural Pumpkin Seed
- Cold Dried Sunflower Seed
- Natural Sunflower Seed
- Chia Seeds
- Flax Seed
- Rolled Oat
- Quinoa
- Dried Chickpea
- Pistachio



Available size pack: 100g 250g | 500g



Dried Fruits

Made from 100% natural fruits with little sugar, soft and naturally aromatic.

- Dried Apricot
- Blueberries
- Dried Banana
- Dried Prunes
- Coconut Chips
- Cranberries
- Dates
- Dried Dragon fruit
- Dried Figs
- Dried Guava
- Dried Mango
- Dried Papaya
- Dried Passion fruit
- Dried Pineapple
- Dried Pomelo Peels
- Black Raisin
- Golden Raisin
- Dried Strawberry
- Mixed Berries
- Dried Cherry
- Dried Orange



Available size pack: 100g | 250g | 500g

Spiced Nuts

Nuts are spiced with various flavours, no artificial flavourings added.



- Wasabi Cashew
- Honey Almond
- Spicy Cajun Cashew
- Cinnamon-candied Cashew
- Spicy Seaweed Cashew
- Roasted Pistachio with sea salt



Corporate Gift Set

We also offer Healthy but Premium Gift solutions to our Corporate partners for special occasions.

Our Healthy Gifts have been trusted by





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Shareholders

Gilles Hong Tuan

(Co-founder, Shareholder, Chief Executive Officer)

Gilles held various corporate management position in France, including Finance Director & Regional Audit Manager at Philips and Senior Consultant at PwC

In December 2007, he decided to expatriate in Viet Nam back to his roots. He was Executive Board Member at Prudential for over 8 years and was in charge of different functions such as compliance, risk, internal audit, agency management at senior positions. Since April 2016, he is Co-founder and CEO of WE FOOD to fulfill his dream as entrepreneur in doing good to people & nature. As Board Member of the French Chamber of Commerce in Viet Nam he helped promoting business between French and Vietnamese companies.

Tran Thi Thuy Tien

(Co-founder, Shareholder, Deputy Chief Executive Officer)

She is Vietnamese from Hanoi. After graduating from Bolton university, she started her career in consulting at a top auditing & consulting firm.

In late 2014, she decided to set up WE Food with Gilles to provide the best quality of natural or organic food to every family with affordable price.

Her passion on doing good makes her naturally lead "WE" as Deputy Chief Executive Officer with a main focus in Strategy and Product Development.

Le Ly

(Shareholder, R&D Consultant, Associate professor)

She is Vietnamese with a PhD in Medicinal Chemistry at The University of Utah, USA and is now a specialist in Bio technology in HCMC. Her contribution at WE Food is to help source and conduct all relevant scientific researches on all Vietnamese plants, fruits that have high level of nutrition and medical benefits for health.

She has been leading Vietnamese herbal database (vietherb.com.vn) in collaboration with Prof. Hiroshi Moto-da, Japan.

Our Clients





Our facility meet the highest standards of ISO 22000:2018, HACCP, GMP

- Clean and safe Frozen and Chilled warehouse to store RM & FG
- Clean, 100% new and automatic equipments to process from RM to FGs
- Separated zones to ensure no cross contamination

WE FOOD JOINT STOCK COMPANY

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