



Genuss-Molkerei

seit 1926



Zott Vietnam



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<https://www.zott-dairy.com/vn/> <https://www.monte.com/vn/>



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Zott is a German European dairy company founded in Mertingen, Germany in 1926.

Zott produces dairy products including milk and cheese products, desserts, cream, and yogurts.

The brands include MONTE, JOGABELLA, ZOTTARELLA, SAHNE-JOGHURT, MILK TIGER, BAYERNTALER....

Zott Vietnam is 100% FDI subsidiary of Zott Holding



ZOTT Vietnam – History



144 tons



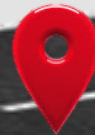
2007

- ✓ Delys – local company started the importation and distribution of Monte products in Vietnam

4000 tons



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2017

- ✓ Zott acquired Delys Group
- ✓ Zott Vietnam was established

10.000 tons



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2027..

ZOTT Vietnam



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- 2 Offices in Hanoi & HCMC
- 80+ sub-offices at distributors in 60+ provinces

500+ employees



Warehouse in Hanoi
500 pallets



2 Warehouses in HCMC
400 pallets



10,000+ MT stores



30,000+ GT stores





ZOTT Vietnam – Dairy Products

HIGH QUALITY PRODUCT FROM BEST SOURCE OF MILK – BAVARIA, GERMANY



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1

This is how cows live

Today, many cows live in modern stables in which they can where they can move around freely. The barns are built in such a way that the cows have plenty of fresh air. Some have cow brushes to massage their backs and even cooling water showers for hot summer days, which the cows enjoy very much. In these so-called free stalls, the cows can eat and drink on their own at any time. A cow eats up to 50 kg of fresh feed a day.



5

In the dairy

The collection truck brings the milk to us in the dairy. Before the milk is filled into the large tanks tanks, it has to be carefully examined in the laboratory. Because we can only process of the best quality can be processed. We use it to make yoghurt, cheese and Monte.



2 The power of milk

Cows only give milk when they have had a calf, that is, they have become mothers. So that calves grow big and strong, milk contains valuable vitamins, protein, fat and calcium. These ingredients are also

are also vital for us humans. Milk and dairy products such as yoghurt, curd cheese, mozzarella and Emmental cheese therefore belong on every menu, just like fruit and vegetables.



4

The milk collection truck ...

... is a special truck that takes the fresh milk from the farm's tank into its tank. The collection truck collects the milk from several farms - it collects it, so to speak. This is how the milk collection truck got its name. A total of about 24,000 litres of milk fit into the truck and its trailer.



3 Milking

The cows are normally milked twice a day. The milking is good for the cows, because the udder in which the milk is and collects, can become quite heavy. Our cows give an average of 25 litres of milk a day. The milk flows through pipes into the farm's milk tank. There it is cooled from 38 degrees Celsius to below 6 degrees, so that it stays nice and fresh.

6

On the way to you

Products from the ship's cold storage to ship to vietnam. And how does the Monte get from Zott to the supermarket? First we store the Monte together with thousands of other Monte and yoghurts in a huge cold store, before the journey continues. The products are transported to the shops where you will find them refrigerated shelves.



7

Ensure cold storage

Come to Zott cold storage in Vietnam and then transport to cold storage at distributors, always ensure 4-8 degrees Celsius.



8

Goes to the refrigerators of supermarkets and stores nationwide, to consumers.



ZOTT Vietnam – Brands



100% SỮA TƯƠI



KHÔNG CHẤT BẢO QUẢN



CHẤT LƯỢNG CHUẨN ĐỨC



We offers best nutritious & tasty milk cream for Vietnamese kids



Monte 4x55gr



Monte Drink

ZOTT Vietnam – Brands



Healthy fresh cheese rich
in calcium & protein



Strawberry - Vanilla



Strawberry - Banana

ZOTT Vietnam – Brands

Tasty Cheese Slices
for all family



Zott
GOURMET SLICES



 100% SỮA TƯƠI

 KHÔNG CHẤT BẢO QUẢN

 CHẤT LƯỢNG CHUẨN ĐỨC



ZOTT Vietnam – Brands

Good products for kids with recommendation from National Institute of Nutrition and Vietnamese Moms



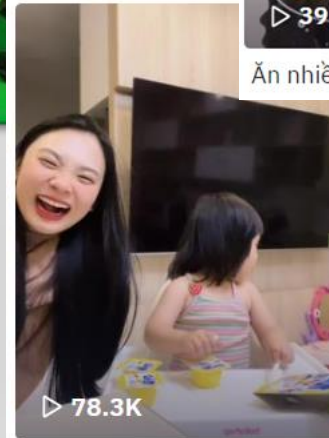
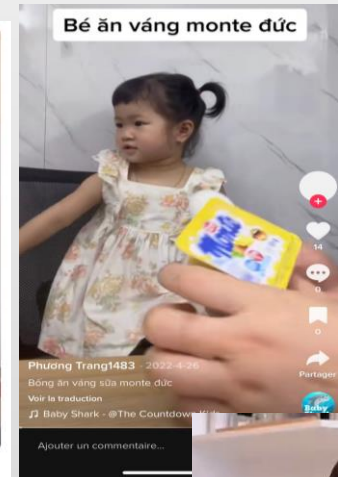
Monte – Recommended brand by in National Institute of Nutrition



Monte – recommended by hot moms & KOLs



Ăn nhiều váng sữa thì con...



Dạo này bà nhỏ hót như c...

Monte – preferred by all Vietnamese moms & kids





ZOTT Vietnam – Brands

Strong investment behind brand to maintain position No1 in the market & to become must-have product for all Vietnamese Kids

TVC



Digital



Collaboration with National Institute of Nutrition



Activation/Event



- **VN nutritionist:**
 - ✓ Consumer events/ Workshop
 - ✓ Industry and scientific events
- **Germany Nutritionist:** endorsement & consultancy

- ✓ Traditional shops
- ✓ Supermarket
- ✓ Moms & Babies shop
- ✓ Hospital
- ✓ Kindergarten
- ✓ Vaccination center



ZOTT Vietnam – Go-to-market Strategy and Distribution Management

Product registration

Importation & Custom clearance

Distribution : Sales & Marketing Activities

Customers (Distributors, Stores)

Consumers



Large distribution network from North to South



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> 33.000 Stores



**>6.000
Zott Fridges**



80(+) Distributors

Strong partnership with all biggest Retailers in Vietnam



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Big C, AEON, Winmart, Lotte,
Megamarket, Emart, Intimex



Win+, Bach Hoa Xanh, Co.op
Food, Satra food

>5000 stores



+4000 stores other small

Con Cung, Bibomart, Kidz
Plaza, The Gioi Sua,

>900 stores



High Standard in Sales operation and good in-store brand visibility execution



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High Standard in Sales operation and good in-store brand visibility



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Digital Technologies Application in Supply Chain & Distribution Management



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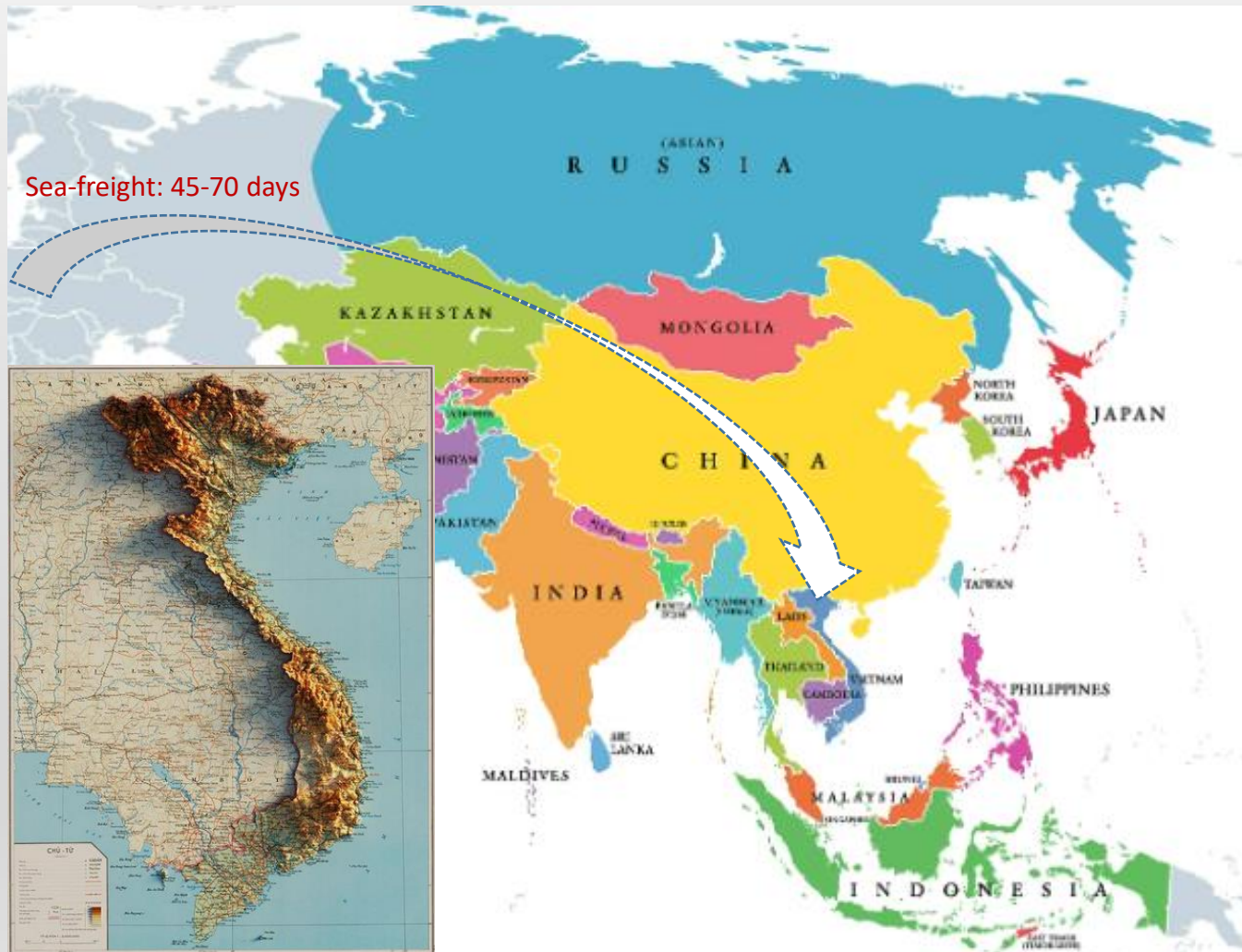


- Salesforce monitoring (with GPS tracking)
- Actual Sales performance
- Market stock information
- Market information collection tools

- Data treatment & visualization

- Reporting tools with full go-to-market & supply chain management reports, from warehouse to the store and consumers.
- **Daily Tracking** Sales, Marketing, Trade activities and Daily Stock Management with **detail Self-life / Expiration of products**

Opportunities and Challenges of doing business in Vietnam for European companies



Some Remarks for Trading:

- ✓ Air-freighting from Germany to Vietnam could take 7-10 days total incl export and import
- ✓ Sea-freighting from Germany to Vietnam could take 45-70 days total:
 - ✓ Ex-factory to seaport
 - ✓ Port to Port
 - ✓ Customs Clearance
 - Effect to rest self-life dates for sales
 - Required 50-60% rest of self-life for sales to Modern Trade
- ✓ Vietnam is long countries with 2 key areas with high population: Hanoi in North and HCMC in South
- ✓ Need to have the research to have What /Which Price / Where / When / How to sell the products

Opportunities and Challenges of doing business in Vietnam for European companies

- Developing Country & Emerging Market
- Young population (70% in labor ages, 20% in 10-24y old)
- 100+ million Population
- Reasonable Political Environment
- Good Location – hub for Asia / Asian in future
 - Mainland country
 - Direct connect to China and other

- **Asian Culture** (different to Western culture)
- **Long-time under old “socialism” system**
- Top of countries using Internet / 4G /5G (fast updated information from world / digital technology)
- **different cultures and consumers habits from North to South**



THANK YOU !



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