

A still life photograph of Vietnamese food. In the background, there are bamboo steamers, one containing a large bun. In the foreground, there are several bowls: one with white rice noodles, one with a dark dipping sauce, one with a light dipping sauce, one with a salad of squid and tomatoes, and one with a clear broth and herbs. A small white bowl of rice is in the bottom left, and a pair of chopsticks lies in the bottom right. The scene is lit with warm, golden light from the right.

**REMARKABLE F&B INNOVATIONS:**

**Key Trends Shaping Vietnam's  
Culinary Landscape**



**#1**

# **MICHELIN GUIDE**

**Michelin Recognition as a Driver for Quality and Innovation**



**Inclusion in the Michelin Guide has set a new benchmark for restaurants in Vietnam. Chefs are now motivated to innovate, blending traditional Vietnamese flavors with modern techniques to meet Michelin's high standards.**



**One Michelin Star: La Maison 1888, at the InterContinental Danang Sun Peninsula Resort, was awarded one Michelin star at the 2024 awards ceremony. This prestigious recognition highlights the restaurant's high-end, refined dining experience. La Maison 1888 collaborates with world-renowned chefs, including Michelin 3-star chef Pierre Gagnaire, making it a key culinary destination in Da Nang.**



**Michelin Green Star: Nén Danang became the first restaurant in Vietnam to earn a Michelin Green Star. This award honors its commitment to sustainability and the use of locally sourced ingredients. Nén Danang focuses on sustainable gastronomy, with nearly all ingredients sourced from local farms and a strong emphasis on environmentally friendly practices.**



**Bib Gourmand: 16 restaurants in Da Nang were recognized on the Bib Gourmand list, which highlights eateries that offer great food at affordable prices.**



**IMPACT:**

**Global Tourism: Michelin stars attract culinary tourists from around the world, elevating Vietnam's profile as a global food destination.**

**Media Exposure: International media coverage of Michelin-starred and selected restaurants is drawing attention to Vietnam's F&B industry, further boosting tourism.**



**#2**

## **HEALTH-FOCUSED AND FUNCTIONAL FOODS**

**Post-pandemic, Vietnamese consumers have become more health-conscious, leading to a rise in demand for functional foods that offer specific health benefits.**



**Immunity and Gut Health:** Products like Vinamilk’s probiotic-enriched yogurt and drinks infused with vitamins C and D have seen a surge in popularity due to their health-boosting properties.



**Functional Beverages:** Drinks like kombucha and cold-pressed juices have gained popularity, marketed for their detoxifying, immune-boosting, and digestive health benefits.



**Plant-Based Foods:** The rise of veganism and flexitarian diets is pushing local brands to introduce plant-based alternatives, such as tofu and jackfruit, catering to the growing health-conscious consumer base.



## **IMPACT:**

**Market Growth:** The recent demand for functional foods and beverages is driving growth in the F&B sector, pushing brands to continuously innovate and develop health-focused products.

**Consumer Behavior:** The post-pandemic shift toward wellness has reshaped consumer preferences, creating a booming market for health-oriented products, and plant-based dining options.



## #3

# DIGITAL PAYMENTS AND QR CODES

**Vietnam's F&B industry has rapidly embraced digital payments and QR code technology, transforming how consumers pay for meals and interact with restaurants. This shift was accelerated by the COVID-19 pandemic.**





**Widespread Adoption:** Platforms like MoMo, ZaloPay and ApplePay are used across Vietnam, from small street vendors to large restaurant chains, allowing consumers to make quick and secure transactions.



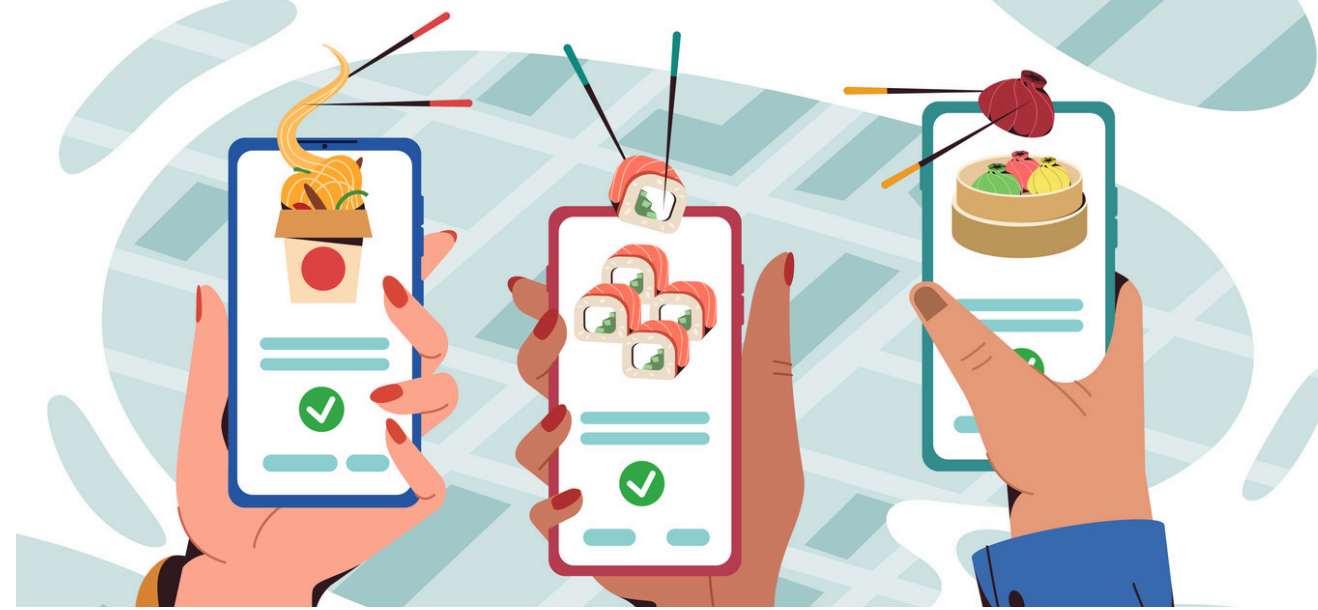
**Government Compliance:** The Vietnamese government has set ambitious targets to reduce cash transactions and increase mobile payment adoption to 50% of total payments by 2025.



**Efficiency:** QR code menus streamline operations, enabling real-time updates to menu items, integration with loyalty programs, and reducing printing costs.



**Security and Record-Keeping:** Digital payments reduce risks associated with cash handling and improve accuracy, with transactions automatically recorded for easier financial tracking.



## **IMPACT:**

**Convenience for Consumers: Consumers benefit from faster, more secure transactions and greater convenience when paying for meals.**

**Cashless Economy: The growing use of digital payments is pushing Vietnam towards a cashless economy, making the F&B industry more efficient and modern.**



## #4

# SUSTAINABILITY INITIATIVES IN PACKAGING

**With growing concerns about environmental sustainability, the F&B industry in Vietnam is shifting towards eco-friendly packaging solutions to reduce plastic waste and promote sustainable practices.**



**Government Regulations:** Vietnam currently ranks in the top five countries globally contributing to plastic pollution, particularly in terms of plastic waste entering the ocean. Vietnam aims to reduce ocean plastic waste by 75% by 2030. This plan also includes the goal of eliminating single-use plastics and non-biodegradable plastic bags in coastal tourist attractions by 2025, prompting F&B businesses to adopt sustainable practices like using biodegradable packaging materials.



**Biodegradable and Recyclable Packaging:** Nestlé Việt Nam has committed to achieving 100% recyclable or reusable packaging by 2023 as part of their global sustainability strategy. Brands such as Vinamilk, Highlands Coffee, Phuc Long Coffee & Tea and countless others are adopting biodegradable straws, recyclable containers, and sustainable packaging solutions.



**Consumer Preferences:** Growing consumer demand for eco-friendly products is pushing brands to adopt sustainable packaging, improving their environmental impact and brand reputation.

**Impact:**



**Environmental Benefits:** Reducing the use of single-use plastics is helping to alleviate Vietnam's plastic waste problem, aligning the industry with global environmental goals.

**Brand Image:** Sustainable practices help brands appeal to environmentally conscious consumers, improving customer loyalty and enhancing their market position.



**#5**

## **GHOST KITCHENS AND DELIVERY-ONLY MODELS**

**Ghost kitchens, also known as cloud kitchens, have become a popular business model in Vietnam's F&B industry. These kitchens operate without a dine-in space, focusing solely on delivery orders to meet the rising demand for food delivery.**



**Cost-Effectiveness:** Ghost kitchens allow restaurants to reduce overhead costs, such as rent and staffing, by operating purely for delivery. This model is particularly appealing for startups and small businesses.



**Adaptability:** Multiple brands can operate from a single ghost kitchen, offering a range of cuisines while minimizing expenses and maximizing operational flexibility.



**Growth of Delivery Platforms:** Platforms like GrabFood and ShopeeFood have fueled the success of ghost kitchens, making food delivery more accessible and convenient for consumers.



## **Impact:**

**Transforming the F&B Industry: Ghost kitchens are reshaping the restaurant landscape by focusing on the growing trend of delivery-first dining, particularly in urban areas.**

**Meeting Consumer Demand: With more consumers opting for the convenience of home delivery, ghost kitchens offer a scalable solution that meets their needs while offering a wide variety of food choices.**