

LADY RICE BRAND BRINGING VIETNAM’S FINEST GRAINS TO THE WORLD

Hanoi, Vietnam – Sunrise Foodstuff., JSC proudly introduces Lady Rice, the flagship premium rice brand that represents the excellence of Vietnamese agriculture on the global stage. Created to meet the world’s growing demand for high-quality, safe, and flavorful rice, Lady Rice embodies the harmony between Vietnam’s rich heritage of rice cultivation and modern global food standards.

Premium Quality & Diverse Selection

Lady Rice offers a comprehensive range of rice varieties — Jasmine, Long-Grain White, Japonica, Parboiled, Glutinous, Arborio, and Fortified Jasmine Rice — each carefully processed in Sunrise Foodstuff., JSC state-of-the-art milling facilities. Every grain is selected from the best paddy fields in Vietnam, ensuring purity, consistent texture, and exceptional taste that meets international requirements for both retail and food service industries.

Global Presence & International Recognition

As a trusted Vietnamese exporter, Sunrise Foodstuff., JSC has built strong distribution networks across Africa, Europe, the Middle East, Asia, and the Pacific Islands.

The Lady Rice brand has proudly been introduced at major international food exhibitions including:

-  Anuga (Germany) – one of the world’s largest food and beverage trade fairs
-  WorldFood Moscow (Russia) – a leading gateway for food imports in Eastern Europe
-  Gulfood (Dubai) – the Middle East’s largest food trade event

These appearances have positioned Lady Rice as one of Vietnam’s most promising and recognizable rice brands on the global market.

-  FOODEX Japan (Japan) – Asia’s premier food and beverage trade show.

 SIAL Paris (France) – one of the most influential global food innovation exhibitions

Why Choose Lady Rice

Premium Sourcing & Processing – Only the finest Vietnamese rice grains are selected and processed using advanced sterilization and packaging technologies.

Nutritional Value – Fortified options help meet modern health and wellness demands.

Global Quality Standards – Certified under strict food safety and hygiene systems (HACCP, ISO).

Reliable Supply Chain – Two large-scale factories ensure steady capacity and consistent export quality.

Trusted Vietnamese Brand – Representing Vietnam’s agricultural excellence with pride and responsibility.

About Sunrise Foodstuff, JSC

With 16 years of experience in the rice milling and export industry, Sunrise Foodstuff, JSC has become a trusted partner for global importers and distributors.

Through Lady Rice, the Company is fulfilling its mission:

“Make It Right by Rice” — Delivering premium Vietnamese rice to tables around the world.

For Business Inquiries

SUNRISE FOODSTUFF, JSC

 Hanoi, Vietnam

 Tel: +84 902 279 558

 Email: info@rices.com.vn

 Website: www.rices.com.vn