



NGOC BÌNH RICE LIQUOR





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OPEN LETTER

Before the year 2000, Vietnamese cuisine was still relatively unknown to the world. Today, dishes like Phở, Bánh Mì, and Chả Giò have become global icons — a culinary rise that parallels the nation's economic growth and international integration.

With deep gratitude to Tây Sơn – Bình Định, my wife's homeland and the birthplace of the legendary **Bầu Đá Rice Liquor**, I've had the privilege of returning to this land for over 15 years to learn and experience its traditional distilling techniques.

That journey became the inspiration for me, as the founder, to search for rare indigenous yeasts and ancient brewing secrets, combining them with modern knowledge to create a new expression of rice liquor: **Ngọc Bình**.

Ngọc Bình carries forward the spirit of Vietnam — inheriting century-old fermentation traditions, selecting unique native rice varieties, and using pristine water sources to craft a rice liquor that is **distinctive, refined, and deeply rooted in Vietnamese heritage**.

Founder, Master Distiller & Blender of Ngọc Bình Rice Liquor
- Luân Khánh -



THE SPIRIT OF NGOC BINH

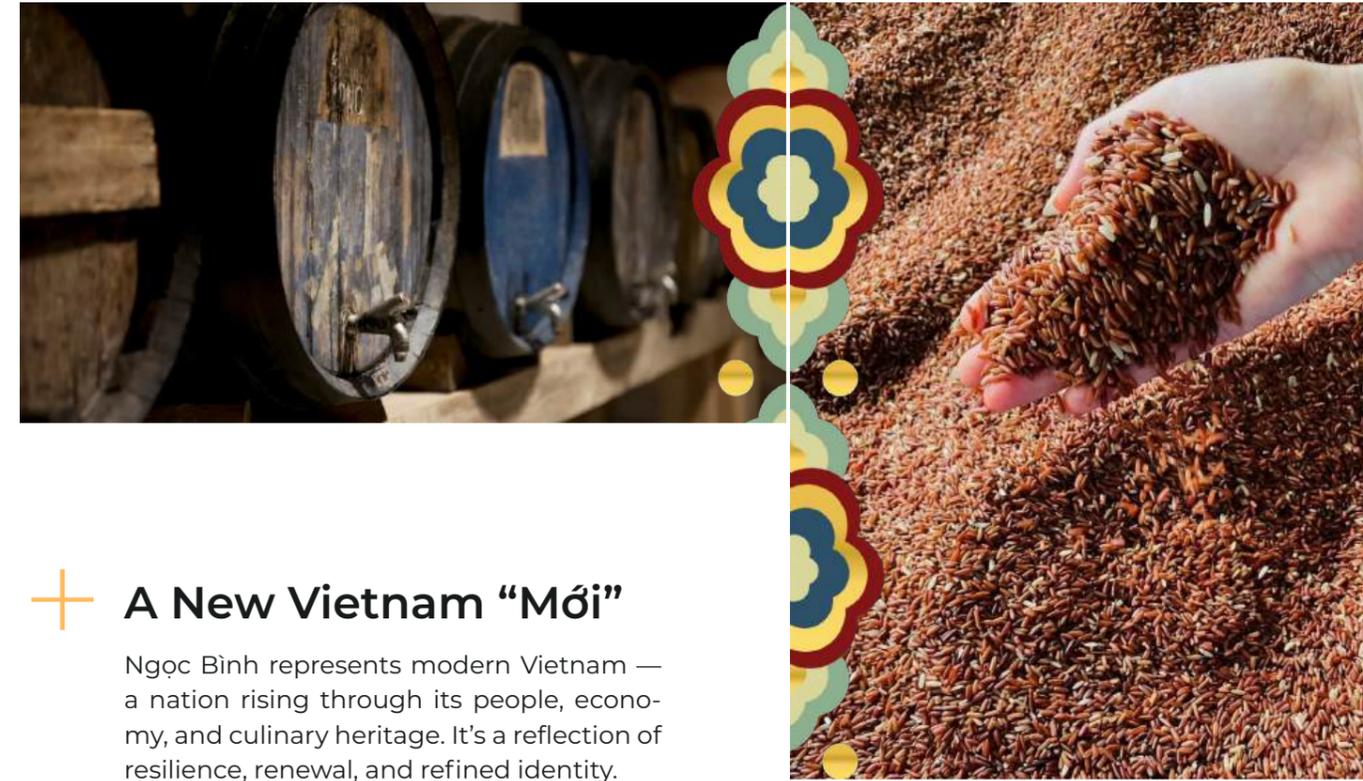
+ Preserving Heritage

Ngọc Bình is more than just rice liquor — it is a tribute to the flavors of home and the cultural identity passed down through generations. Each drop is a journey to rediscover the rhythms of everyday Vietnamese life, where tradition and memory are distilled into something lasting.



+ A Source of National Pride

We believe Vietnamese rice liquor deserves global recognition as a distinctive cultural drink — standing proudly among the world's time-honored spirits.



+ A New Vietnam “Mới”

Ngọc Bình represents modern Vietnam — a nation rising through its people, economy, and culinary heritage. It's a reflection of resilience, renewal, and refined identity.

+ A Bridge Between Cultures

Paired with the richness of Vietnamese cuisine, Ngọc Bình offers more than a drink — it invites joyful moments of connection, where stories are shared and friendships are celebrated over every glass.



NGOC BÌNH RICE LIQUOR

Inspired by Tây Sơn – Bình Định, home of the famed Bàu Đá rice liquor, Ngọc Bình blends century-old secret yeasts, select native rice varieties, and modern craftsmanship to create a spirit that is pure, bold, and unmistakably Vietnamese.

FLOATING BROWN RICE
VIOLET RICE
CANADIAN GINSENG
PHÚC - LỘC - THO
FOR EAST BLENDED RICE WHISKY
VERY SPECIAL
LÀ ĐIỀU BÔNG
CON GÁI RƯỢU

FLOATING BROWN RICE

- **Ingredients:** Flooded-season brown rice, yeast, water
- **Alcohol Content:** 40%
- **Bottled:** 500ml
- **Aged:** 60 days in handmade ceramic jars

CULINARY FUSION

Starting with the aroma of Maotai, followed by a finish reminiscent of Shochu and the taste of traditional rice wine, this drink pairs well with East Asian cuisines such as Vietnamese, Thai, Korean, and Japanese dishes.

Made from brown rice of the floating rice season, harvested once a year. The rice stalks grow 3-4 meters tall before tillering and heading. It's fermented for 100 days with yeast and water in Binh Duong ceramic jars. This particular rice, rich in vitamins and minerals, creates a truly unique flavor and a natural golden color.

Because a very small amount of yeast remains in the liquor, the longer it's aged, the better it tastes (similar to red wine). A unique feature is that you can place the entire bottle in the freezer for at least 3-4 hours before drinking; the liquor won't freeze, allowing it to be stored for extended periods in the freezer. Serve on the rocks or as a shot.



VIOLET RICE

- **Ingredients:** Black glutinous rice, yeast, water
- **Alcohol Content:** 18% ABV
- **Bottled:** 500ml

CULINARY FUSION

With a taste and alcohol content comparable to white wine, it pairs perfectly with a range of appetizers, from East to West, as well as seafood or chicken.



THE FERMENT OF VIETNAMESE SOIL

It's the unique flavor of naturally fermented brown rice, aged for an extended period in oak barrels. Good land for fragrant rice grains, good rice brewed into precious liquor.

On the fertile alluvial lands of the Mekong Delta, a thousand-year tradition of wet rice cultivation has taken root. A special rice variety has been carefully selected, and a time-honored art of brewing and fermentation has been preserved. All of this culminates in Violet Rice – a premium wine characteristic of this riverine region. A 100-day fermentation process awakens the refreshing flavor of purple rice and naturally sweet minerals.



CANADIAN GINSENG

- **Ingredients:** 55 - 60% White Rice (to reduce aging time to 3 years), Yeast, Water
- **Alcohol Content:** 40% (ABV)
- **Bottled:** 750 ml
- **Aged:** Aged in oak barrels in Vietnam's tropical climate
- **36 months:** V.S.O.P. Edition
- **60 months:** X.O. Edition

CULINARY FUSION

Ngọc Bình Canadian Ginseng Rice Liquor pairs well with Western dishes such as steak and beef.



Aromatic and richly spiced, this spirit is meticulously crafted from white rice, then aged in American oak barrels within the tropical climate of Vietnam. It's Vietnam's answer to a V.S.O.P or X.O.

Aged for 36 months in oak barrels within Vietnam's tropical climate, Selection Oak is the perfect Vietnamese Spirit, comparable to renowned French and Bourbon spirits. Evaporation during aging in Vietnam is 8-10% annually, compared to 2% in Western temperate regions.



PHÚC-LỘC-THỌ

Phúc Bottle

- Volume: 500ml
- ABV: 35%

Lộc Bottle

- Volume: 500ml
- ABV: 18%

Thọ Bottle

- Volume: 500ml
- ABV: 35%

CULINARY FUSION

This distinct flavor, suitable for many traditional and folk dishes, creates a unique and captivating taste, evoking familiar culinary memories and spreading the essence of Vietnamese culture.

Drawing inspiration from traditional folklore and the revered virtues of good fortune (Phúc), prosperity (Lộc), and longevity (Thọ), we proudly present a special gift collection. Each piece is thoughtfully designed around the iconic figures of the Phúc, Lộc, and Thọ deities.



PHÚC - GOOD FORTUNE

Made from seasonal floating brown rice, harvested once a year. It boasts a natural golden color from fermented rice, brimming with the natural aroma of shochu.



LỘC - PROSPERITY

Crafted from fermented black glutinous rice, this bottle features the natural purple hue of the grain. Its aroma is reminiscent of standing in the middle of a green rice field.



THỌ - LONGEVITY

This bottle contains fermented white rice, infused with 6-year-old Canadian red ginseng, and aged in oak barrels.



FAR EAST BLENDED RICE WHISKEY



- **100-day Fermented Floating Rice Brown Rice**
- **Alcohol Content: 40% (ABV)**
- **Bottled: 750 ml**
- **Aged: 25 months in oak barrels**
- **Enjoy as a shot, in cocktails, or best served chilled.**

CULINARY FUSION

Far East Blended Rice Whisky, paired with multi-regional cuisine, offers truly unforgettable experiences.

Westerners, in their journey of exploration, traveled from west to east. Halfway through their journey, they reached what they called the Middle East. Continuing their expedition, they arrived at the Near East and eventually reached the land known today as India. Because it was so distant and vast, they mistakenly believed it was the easternmost point, hence naming it the East. Over 1500 years ago, this marked the grandeur of these adventurers and explorers. Their journey across the Indian Ocean and over the Himalayas led them to an even larger land where the sun rose – the Pacific Ocean. This region, home to a magnificent civilization built on rice cultivation, was named the Far East. Here, there's no wheat, only rice. Here, the dragon embodies peace and humanity, unlike the destructive dragons of the West. This inspiration, combined with the craft of whisky-making, led to the creation of a unique whisky for this region: Far East Rice Whisky.

This whisky is an exciting fusion, crafted from fermented floating rice (lúa mùa nổi), distilled, and aged for two years in oak barrels. It boasts a natural amber hue from its maturation and a whisky flavor that is both familiar and novel. Familiar because it retains the characteristic notes of whisky, yet novel due to its unprecedented combination. It's a spirit deeply rooted in Vietnam, yet fully embracing global integration.



VERY SPECIAL

- **Rice Wine**
- **Alcohol Content:** 53% ALC
- **Bottled:** 750 ml
- **Aged:** 3 years in oak barrels

CULINARY FUSION

With its high alcohol content and robust flavor, Very Special brandy is an excellent match for rich and intensely flavored dishes. This pairing not only elevates the culinary experience but also awakens a captivating range of sensations on the palate.



A highly potent, high-proof spirit, this limited edition of only 153 numbered bottles has been aged for three years in oak barrels.

The creation of this liquor involves fermenting rice, followed by a sophisticated distillation process that locks in the inherent qualities and superior characteristics of the original ingredients.

Very Special liquor is not only a perfect blend of tradition and the pinnacle of distillation craftsmanship, but also a symbol of sophistication and class in the world of spirits.

LA' DIÊU BÔNG



- **Rice Wine**
- **Alcohol Content:** 53% ALC
- **Bottled:** 750 ml
- **Aged:** 3 years in oak barrels

CULINARY FUSION

With its high alcohol content and robust flavor, Very Special brandy is an excellent match for rich and intensely flavored dishes. This pairing not only elevates the culinary experience but also awakens a captivating range of sensations on the palate.

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CON GA'I RŨOU

- **Rice Wine**
- **Alcohol Content:** 53% ALC
- **Bottled:** 750 ml
- **Aged:** 3 years in oak barrels

CULINARY FUSION

With its high alcohol content and robust flavor, Very Special brandy is an excellent match for rich and intensely flavored dishes. This pairing not only elevates the culinary experience but also awakens a captivating range of sensations on the palate.

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to explore
taste**



FLAGSHIP STORE BÀ NÀ

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KIOSK 104 BÀ NÀ



THE FERMENT OF VIETNAMESE SOIL

NGỌC BÌNH RICE LIQUOR

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