



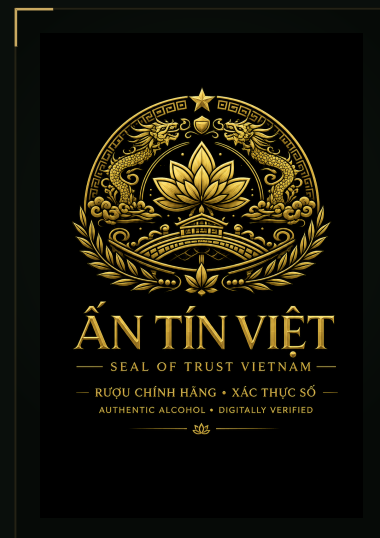
EXECUTIVE BRIEF
V1.4 · FOR THE STATE OF VIETNAM

RƯỢU CHÍNH HÃNG · XÁC THỰC SỐ

Ấn Tín Việt

The seal of *authentic* Vietnamese spirit.

A national authenticity standard for Vietnam's distilleries — every bottle bound to a cryptographic seal, anchored on FloraChain, verifiable in **under two seconds** by any consumer with a phone. Voluntary to adopt. Impossible to forge.



CODES ISSUED

2.4_M

Cryptographic seals minted on FloraChain

BRANDS ENROLLED

142

Registered distilleries · 9 regions

VERIFY UPTIME

99.97%

Public verifier · no app required

TIME TO VERIFY

< 2_s

From phone camera to ledger lookup

01 — THE RECKONING

Sự cảnh tỉnh

One in four bottles in Vietnam *isn't what it claims to be.*

Counterfeit alcohol is a public-health crisis and a tax-base leakage at the same time. Methanol-tainted spirits kill hundreds each year; brands lose value to look-alikes; the State loses billions in unrecovered excise. Existing tax stamps weren't built to be verifiable by a consumer in two seconds. Ấn Tín Việt was.

25%

COUNTERFEIT SHARE

Estimated illicit, untaxed, or unsafely produced share of Vietnam's spirits market.

1.2_B USD

TAX LOST ANNUALLY

State loss from unregistered alcohol — ≈ 3.4% of total excise.

200+

METHANOL FATALITIES

Deaths each year traced to counterfeit beverages. Rural deaths uncounted.

0 VND

COST TO TAXPAYER

Funded by participating distilleries. No new ministry, no new bureaucracy.

SOURCES · GSO · WHO SEARO · VIETNAM BEVERAGE ASSOCIATION · BLOOMBRIDGE FIELD SURVEY Q1 2026

From distillery floor to *scanned in seconds.*

01

Sản phẩm vật lý Physical Product

Each batch registered by the distillery — production date, ABV, volume, origin, and tax declaration locked at issuance.

02

Ấn Tín xác thực Authenticity Seal

A unique cryptographic Seal is applied — paper tag, foil medallion, or embossed substrate. One Seal, one bottle, forever.

03

Dữ liệu xác thực Verification Data

Producer, batch, origin, scan count, status — all readable by the consumer, none editable after issuance.

04

Tầng FloraChain FloraChain Layer

The record is anchored on a decentralised ledger. Independently verifiable. Cryptographically permanent.

BUILT & OPERATED WITH

BLOOMBRIDGE TRUST
ISSUER

NT TRUST
CO-ISSUER

CORTIS V3
CRYPTOGRAPHIC SEAL

FLORACHAIN
LEDGER ANCHOR

MINISTRY LIAISON
PUBLIC ENDORSEMENT

05 — ONE STANDARD. THREE AUDIENCES.

Một tiêu chuẩn · Ba đối tượng

FOR DISTILLERIES Underwrite the *brand.*

Protect heritage labels from look-alikes; reach the next generation of consumers; reclaim shelf trust.

- ◆ Brand portal · seal provisioning
- ◆ Batch register · scan analytics
- ◆ Counterfeit alerts in real-time

FOR CONSUMERS Trust in *two seconds.*

Any phone camera. No app required. Producer, batch, region — and a public ledger anchor — visible at a glance.

- ◆ Universal mobile verifier
- ◆ Bilingual VI / EN result page
- ◆ Tamper-evident substrate

FOR THE STATE One view of *market authenticity.*

National console — by region, by category, by hour. Counterfeit pressure surfaced before harm reaches the public.

- ◆ Read-only ministerial access
- ◆ Regional counterfeit heatmap
- ◆ Excise reconciliation feed

What we ask of *the State of Vietnam.*

07 — PARTNERSHIP *Hợp tác cùng Nhà Nước*

i OFFICIAL RECOGNITION *Công nhận chính thức*

State acknowledgement of Ấn Tín Việt as a recognised consumer-safety symbol, displayable alongside the excise tax stamp.

ii CONSOLE ACCESS *Truy cập bảng điều khiển*

Read-only access for the Ministry of Health and General Department of Taxation to the national authenticity view.

iii JOINT CAMPAIGN *Chiến dịch truyền thông*

A co-branded "Know what you drink" campaign — bilingual, retail and digital, run through 2026.



ẤN TÍN VIỆT · SEAL OF TRUST
VIETNAM

Voluntary to adopt · Impossible to forge

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