

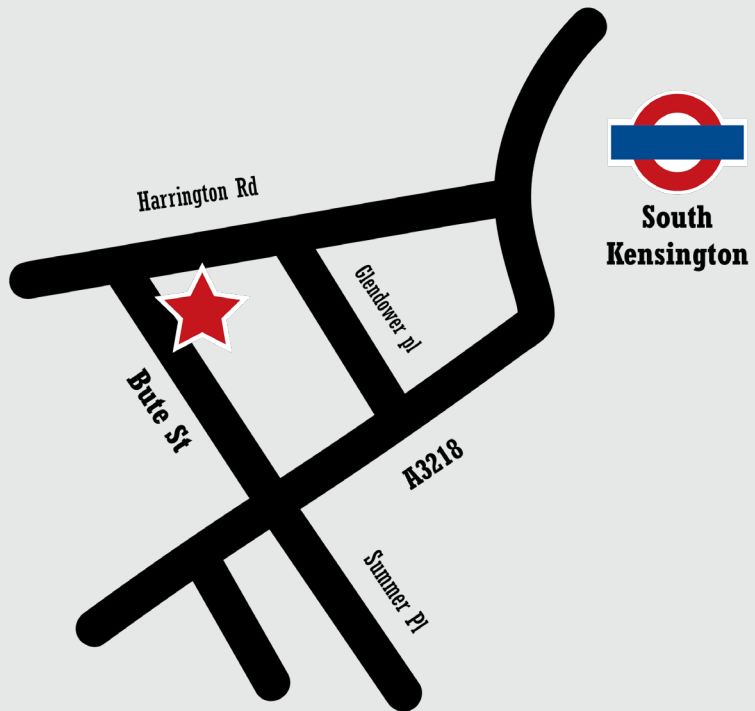
[illegible]

IT'S NOT
ABOUT IDEAS
IT'S ABOUT
**MAKING IDEAS
HAPPEN**



XY COLLECTIVE





SOUTH KENSINGTON

020-8109-6310

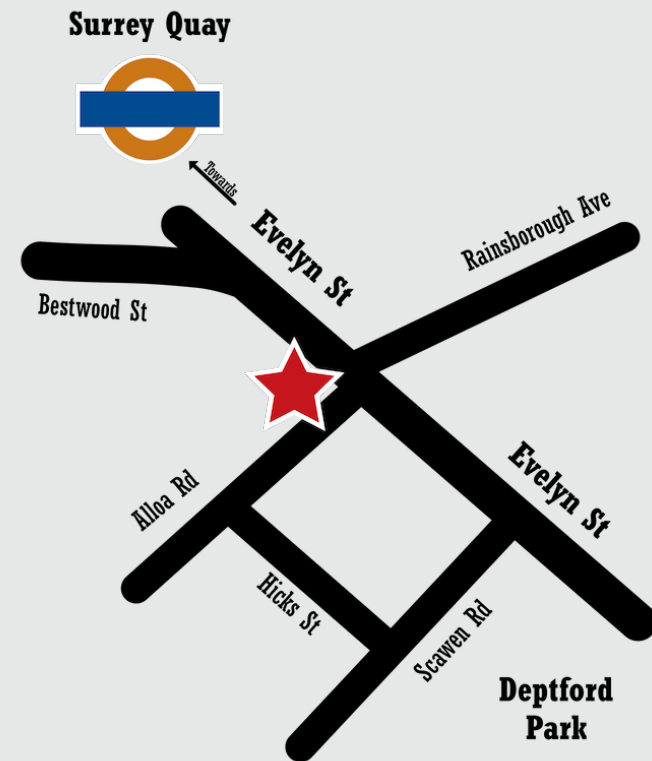
24 Bute Street, South Kensington,
London, SW7 3EX



DEPTFORD

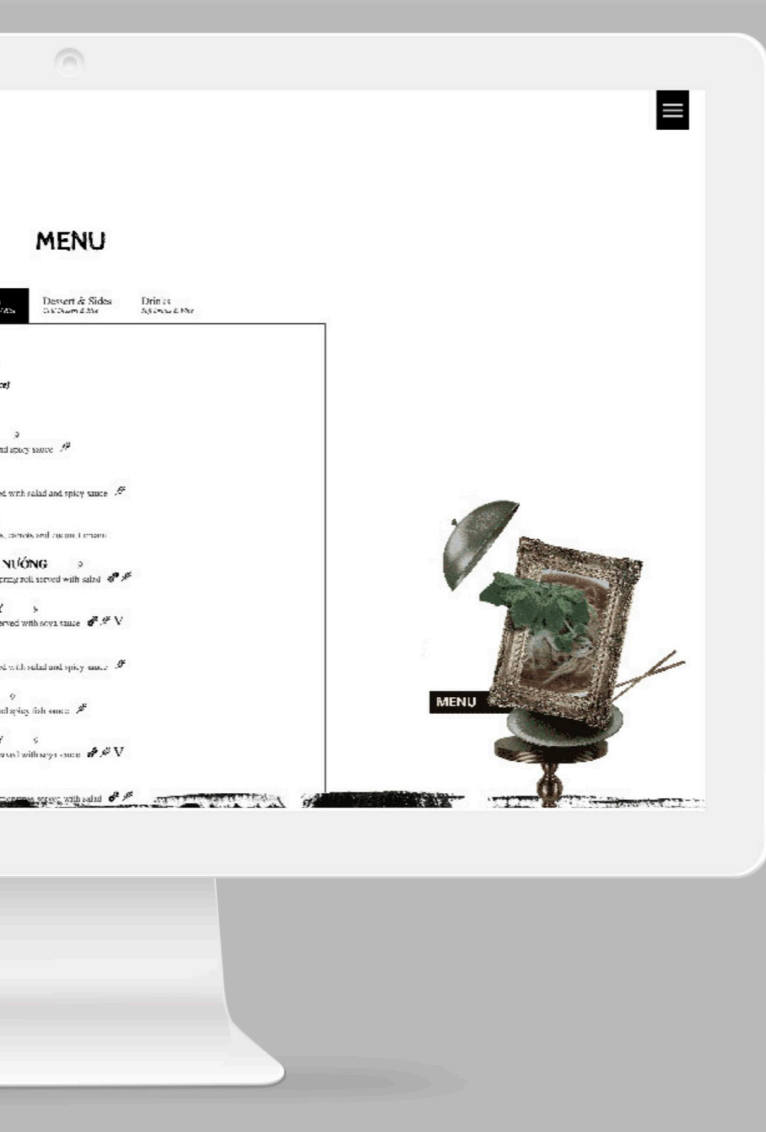
020-8305-6649

24 Evelyn Street, Deptford,
London, SE8 5DG

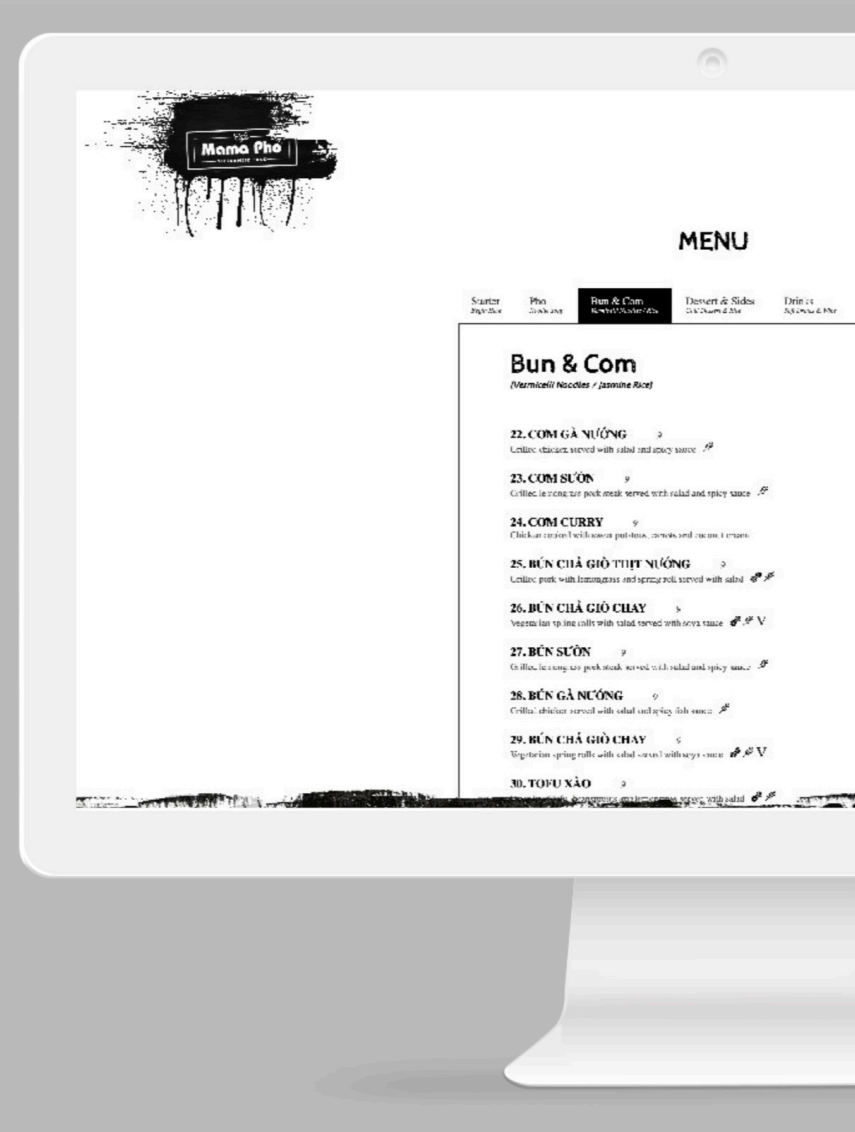


Cafe
Mama Phở
VIETNAMESE FOOD





Cafe
Mama Phở
VIETNAMESE FOOD







CONTACT



OPENING TIMES

MONDAY - Thursday
11:00AM - 3PM / 5:00PM - 10PM

Friday & SATURDAY
12PM - 3PM / 5:30PM - 11PM

Sunday - CLOSED

34 Bate Street, South Kensington,
London, SW7 2EX

020 81 06118

 [GET DIRECTION](#)





Five spices are detected on the tongue, aromatic ingredients coming mainly from herbs stimulate the nose, and some meals, especially finger food, can be perceived by touching. Whether complex or simple, Vietnamese dishes also offer satisfying mouthfuls during the dining enjoyment.

Salt is used in the connection between the worlds of the living and the dead. Bland plain salt is used to reward new couples of perfection and harmony at their weddings. Food is often placed at the ancestral altar as an offering to the dead on special occasions (such as Lunar New Year). Cooking and eating play an extremely important role in Vietnamese culture. The word ăn (to eat) is included in a great number of proverbs and has a large range of semantic extensions.

Vietnamese cuisine is reflective of the Vietnamese lifestyle, from the preparation to how the food is served. Going through long phases of war and political conflict, as well as cultural shifts, the vast majority of the Vietnamese people have been living in poverty. Therefore, the ingredients for Vietnamese food are often very inexpensive but nonetheless, the way they are cooked together to create a yin-yang balance makes the food simple in appearance but rich in flavor.

Due to economic conditions, maximizing the use of ingredients to save money has become a tradition in Vietnamese cooking. In earlier decades and even nowadays in rural areas, every part of a cow is used, from the

A traditional southern Vietnamese meal usually includes corn trảng (plain white rice), cá kho tộ (catfish in a clay pot), canh chua cá lóc (sour soup with snakehead fish), and it would be incomplete without fish sauce served as a condiment. Dishes are prepared less with appearance in mind, but are served family style to bring everyone together after a long day of work.

Despite being a small country in Southeast Asia, the foods from each region in Vietnam carry their distinctive and unique characteristics that reflect the geographical and living conditions of the people there. The traditional southern

Phở or pho (UK: /fɔː/, US: /fə, foʊ/, Canada: /fɔː/; Vietnamese: [føː]) is a Vietnamese soup consisting of broth, rice noodles (bánh phở), herbs, and meat – usually beef or chicken (phở gà).



COLLECT YOUR FOOD OR HAVE IT DELIVERED

DOWNLOAD OUR APP TO PLACE AN ORDER

Search for { Cafe Mama Pho } on [Apple Store](#) or [Google Play](#)

© Mama Pho is a trading name of MPH Ltd. All rights reserved. Designed by XY Collective

Ver. 10.2019 No.1

Collect your food or have it delivered!

Download on the App Store

Available on the Google Play

FACEBOOK / INSTAGRAM @cafemamapho

Cafe Mama Pho
VIETNAMESE FOOD

SOUTH KENSINGTON 24 Butte Street, London SW7 3EX

DEPTFORD 24 Evelyn Street, London SE8 5DG

Cafe Mama Pho | Page 01

OPENING HOURS

MONDAY, WEDNESDAY - FRIDAY
11.30AM - 5PM / 5PM - 10.30PM

SATURDAY & SUNDAY
11.30AM - 4PM / 5PM - 10.30PM

TUESDAY - CLOSED

020-8109-6310

WEBSITE cafemamapho.co.uk

VIETNAMESE CUISINE

Cafe Mama Pho, a small family-run business offering authentic Vietnamese food. Our Mama Pho soup base is patiently cooked over 8 hours with fresh beef or chicken and traditional herbs. Some of our favourites dishes are Pho Tai Chin, Banh Xeo, Bun Bo Hue, Bun Cha Gio Thi, Nuong and now with a new dish in our menu the Com Bo Kho.

Vietnamese cuisine encompasses the foods and beverages of Vietnam, and features a combination of five fundamental tastes (Vietnamese: ngũ vị) in the overall meal.

Each Vietnamese dish has a distinctive flavor which reflects one or more of these elements. Common ingredients include fish sauce, shrimp paste, soy sauce, bean sauce, rice, fresh herbs, fruit and vegetables. Poultry

muscle meat is the antistress; nothing is wasted. The higher quality cuts from farmed animals (cows, pigs) would be cooked in starchy, soup or other dishes, while the necessary cuts would be used in blood sausages or soup. The same goes for vegetables like scallions; the leafy part is diced into small

Vietnamese meal is made up of fresh ingredients that only the fertile Mekong Delta could provide, such as cá lóc, and a wide range of tropical fruit like mangoes, mango, and dragon fruit. The southern style diet is very 'green', with vegetables, fish, and tropical fruit as the main ingredients. Central Vietnam is the region in which food is prepared with the strongest, bolder flavors. This region is constantly under harsh weather conditions all throughout the year, so people there do not have as many green ingredients as others do in the north and south of Vietnam. Instead, the coastline around the central Vietnam area is known for its salt and fish sauce industries, these two condiments are central to their daily diet. Northern Vietnamese cuisine has a strong Chinese influence, and its iconic dish is pho. While rice is a staple in the southern Vietnamese diet, the north has a preference for noodles. Due to the dramatic differences in climate and lifestyles throughout the three main regions of Vietnam, the foods vary. Northern Vietnamese cooking is the least bold in flavor compared to the foods from central and southern Vietnam.

Source: Wikipedia

FAULHOCK / INSTAGRAM
@cafemamapholdn

Cafe
Mama Phở
VIETNAMESE FOOD

020-8109-6310

SOUTH KENSINGTON 24 Bute Street, London SW1 3EX | **DEPTFORD** 24 Evelyn Street, London SE8 5DG | **WEBSITE** www.cafemamapha.co.uk

VIETNAMESE CUISINE

Cafe Mama Pho, a small family-run business offering authentic Vietnamese food. Our Mama Pho soup base is patiently cooked over 8 hours with fresh beef or chicken and traditional herbs. Some of our favourites dishes are Pho Tai Chin, Banh Xeo, Bun Bo Hue, Bun Cha Gio Thit Nuong and now with a new dish in our menu the Com Bo Kho.

Vietnamese cuisine encompasses the foods and beverages of Vietnam, and features a combination of five fundamental tastes (Vietnamese: *m五味*) in the overall meal.

In the overall menu, Vietnamese dishes have a distinctive flavor which reflects one or more of these concepts. Common ingredients include fish sauce, shrimp paste, soy sauce, bean sauce, rice, fresh herbs, fruit and vegetables. In fact, ostrine has also had a major influence due to the French colonialization of Vietnam. Vietnamese recipes use lemongrass, ginger, mint, Vietnamese mint, long coriander, Saigon cinnamon, bird's eye chili, lime, and Thai basil leaves. Traditional Vietnamese cooking is greatly influenced by its food ingredients, natural use of dairy and oil, complementary textures, and reliance on herbs and vegetables. With the balance between fish herbs and vegetables and a selection use of spices to reach a fine taste, Vietnamese food is considered one of the best, healthiest cuisines worldwide. Due to the Chinese domination of Vietnam, Vietnamese cuisine is heavily influenced by traditional Chinese cuisine.

As the people respect balance rules, Vietnamese cuisine always contains aromatic, sweet, and salty. Vietnamese cuisine always has five elements which are known for its balance, in each of these features. Many Vietnamese dishes include five fundamental taste: sweet (gall), salty (small intestine), sour (liver), bitter (gall bladder), and spicy (large intestine, stomach, and urinary bladder).

Vietnamese dishes also include five types of nutrients (ngũ chất): powder, water or liquid, mineral elements, protein and fat. Vietnamese cooks try to have five colours (ngũ sắc): white (metal), green (wood), yellow (earth), red (fire) and black (water) in their dishes.

Dishes in Vietnam appeal to gastronomes via the five senses (nam giới ngũ): food stimulates and soothes eyes, sounds come from crisp ingredients, five spices (ngũ vị) on the tongue, aromatic ingredients coating mainly rice, and some meals, especially finger food, can be seen. Wholesome complex or simple, Vietnamese dishes entice food during the dinner conversation.

connected during the dining enjoyment
connection between the worlds of the living and
is used to remind new samples of perfection and
things. Food is often placed at the ancestral altar as
on special occasions (such as Lunar New Year)
play an extremely important role in Vietnamese culture
it is included in a great number of proverbs and has a
large meaning.

limes is reflective of the Vietnamese lifestyle, from the way the food is served. Going through long phases of war (rice, as well as cultural shifts, the vast majority of the people have been living in poverty. Therefore, the ingredients used are often very inexpensive but nonetheless, the way

together to create a yau-yau balance makes the food simple but rich in flavor.

During the 1970s, maximizing the use of ingredients to save costs was a tradition in Vietnamese cooking. In earlier decades, only the most nutritious parts of a cow were used, from the


COLLECT

animal used in the microwave, nothing is wasted. The high quality cuts from farmed animals (cows, pigs) would be cooked in stufify, soup or other dishes, while the secondary cuts would be used in blood sausages or soup. The same goes for vegetables like scallions: the leafy part is dried into small bits which are used to add flavor to the food while the crunchy stalk and roots are evaluated.

Nordmann's fish sauce is the most commonly used and iconic condiment in Vietnamese cooking. It is made from fermented anchovies, and is served

raw fish, and is served with most of the Vietnamese dishes. Vietnamese cuisines are not known for spiciness; with

top-quality, but rather for the very inexpensive and simple script that are creatively mixed together.

mixed together
to create dishes
with bold flavor.
A traditional
southern
Vietnamese meal

usually includes extra tring (plain white rice), ca bho th (tofu in a clay pot), one claw of the four-armed crab, and a bowl of

steep with crabmeat and fish), and it would be incomplete without fish sauce served as a condiment. Dishes are prepared less with appearance in mind, but

Despite being a small country in Southeast Asia, the foods in Vietnam carry their distinctive

in Vietnam carry their distinctive characteristics that reflect the conditions of the people that

T YOUR

T DELIV

Search for { **Cafe** }
in Apple Store or !

Designed by XY Color

10

Vietnamese cuisine is made up of fresh ingredients that only the fertile Mekong Delta could provide, much to the chagrin of a wide array of tropical fruit like mangoes, guava, and dragon fruit. The southern style diet is very green, with vegetables, but not tropical fruits as the main ingredients. The northern style is more meaty, but still uses a lot of green with the strongest, hottest flavors. This region is consistently under harsh weather conditions all throughout the year, so people there do not have as many spicy ingredients as far from the north and south of Vietnam. Instead, they use a lot of herbs and spices to give their food a different taste. In the south, there are a lot of fish and seafood, but in the north, there are a lot of fish and seafood. These two cuisines are similar to those of the north. Northern Vietnamese cuisine has a strong Chinese influence, and its most important ingredient is rice. The southern style is more like the Chinese, but it has a preference for noodles. Due to the drastic differences in climate and geography throughout the two main regions of Vietnam, the foods vary. The southern style is more like the Chinese, but it has a preference for noodles. The northern style is more like the Chinese, but it has a preference for noodles. The southern style is more like the Chinese, but it has a preference for noodles. The northern style is more like the Chinese, but it has a preference for noodles.

Source: Wikisource



**COLLECT YOUR FOOD
OR HAVE IT DELIVERED**

**DOWNLOAD OUR APP
TO PLACE AN ORDER**

Search for { **Cafe Mama Pho** }
on *Apple Store* or *Google Play*.



Scan the QR code on the left to access our official website for installation.

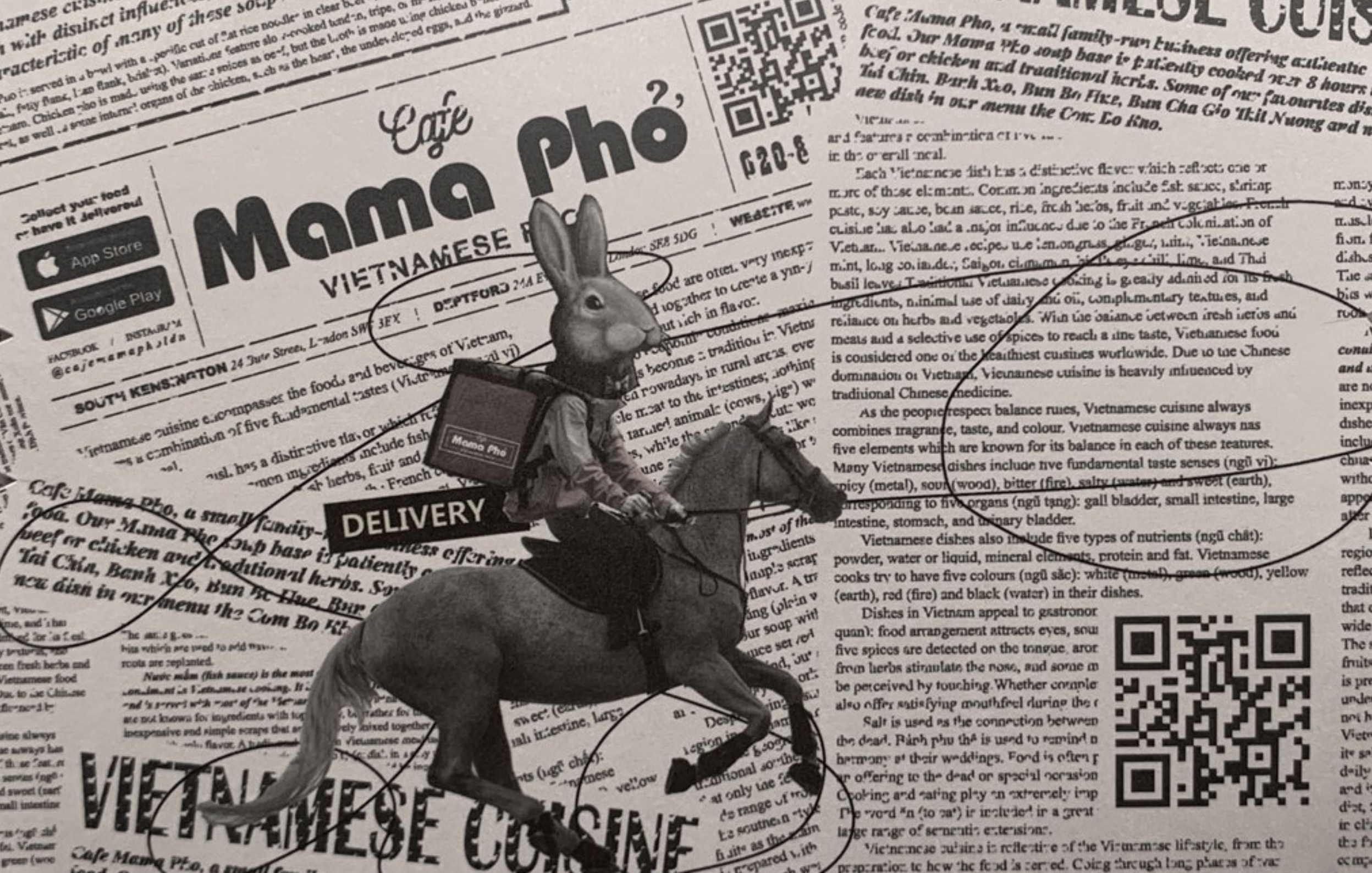
Phô or *phô* (UK: ʒɒ; US: ʃə, fə, fə)
Condon ʒɒ; Vietnamese: ʃə
Vietnam ʃə
 rice noodles (thin phở), herbs, and meat – usually
 beef (phở bò), sometimes chicken (phở gà).
Phô is a popular street food in Vietnam and
 served in restaurants around the world.

The likely evolved from similar dishes,
 for example, villagers in Vinh City say they ate
 phở long before the French colonial period.
 The modern form emerged between 1900 and
 1937 in northern Vietnam, and spread to Ho Chi
 Minh City and other cities in a nationalistic trend.
 The traditional form of phở is served in
 the villages of Vinh City and Lào Cai (see
 Gao Cáo) in Đông Xuân commune, Nam Trữ
 District, Nam Định Province.





Poster Designs



Cafe Mama Pho

VIETNAMESE CUISINE

020-8

WEBSITE

DELIVERY



Collect your food
or have it delivered!

App Store

Google Play

FACEBOOK / INSTAGRAM
@cajemamapho

SOUTH KENSINGTON 24 Duke Street, London SW7 3EX

Vietnamese cuisine encompasses the foods and beverages of Vietnam, which is a combination of five fundamental tastes (Vietnamese: ngũ vị).

Cafe Mama Pho, a small family-run business offering authentic food. Our Mama Pho soup base is patiently cooked for 8 hours with beef or chicken and traditional herbs. Some of our favourites dishes include Tai Chin, Banh Xeo, Bun Bo Hue, Bun Cha Gio Tkit Nuong and new dish in our menu the Com Bo Hiep.

VIETNAMESE CUISINE

Cafe Mama Pho, a small family-run business offering authentic food. Our Mama Pho soup base is patiently cooked for 8 hours with beef or chicken and traditional herbs. Some of our favourites dishes include Tai Chin, Banh Xeo, Bun Bo Hue, Bun Cha Gio Tkit Nuong and new dish in our menu the Com Bo Hiep.

Vietnamese cuisine is a combination of five fundamental tastes (Vietnamese: ngũ vị) and features a combination of five elements (Vietnamese: ngũ hành) in the overall meal. Each Vietnamese dish has a distinctive flavor which reflects one or more of these elements. Common ingredients include fish sauce, shrimp paste, soy sauce, bean sauce, rice, fresh herbs, fruit and vegetables. French cuisine has also had a major influence due to the French colonization of Vietnam. Vietnamese recipes use lemon grass, ginger, mint, Vietnamese mint, long coriander, Saigon cinnamon, black pepper, lime, and Thai basil leaves. Traditional Vietnamese cooking is greatly admired for its fresh ingredients, minimal use of dairy and oil, complementary textures, and reliance on herbs and vegetables. With the balance between fresh herbs and meats and a selective use of spices to reach a fine taste, Vietnamese food is considered one of the healthiest cuisines worldwide. Due to the Chinese domination of Vietnam, Vietnamese cuisine is heavily influenced by traditional Chinese medicine.

As the people respect balance rules, Vietnamese cuisine always combines fragrance, taste, and colour. Vietnamese cuisine always has five elements which are known for its balance in each of these features. Many Vietnamese dishes include five fundamental taste senses (ngũ vị): spicy (metal), sour (wood), bitter (fire), salty (water) and sweet (earth), corresponding to five organs (ngũ tạng): gall bladder, small intestine, large intestine, stomach, and urinary bladder.

Vietnamese dishes also include five types of nutrients (ngũ chất): powder, water or liquid, mineral elements, protein and fat. Vietnamese cooks try to have five colours (ngũ sắc): white (metal), green (wood), yellow (earth), red (fire) and black (water) in their dishes.

Dishes in Vietnam appeal to gastronomic senses (ngũ quan): food arrangement attracts eyes, sour and five spices are detected on the tongue, aromas from herbs stimulate the nose, and some may be perceived by touching. Whether complex or simple, Vietnamese food also offer satisfying mouthfeel during the meal.

Salt is used as the connection between the dead. Rượu muối is used to remind the harmony at their weddings. Food is often prepared for offering to the dead or special occasion. Cooking and eating play an extremely important role in Vietnamese life. The word 'ăn' (to eat) is included in a great large range of semantic extensions.

Vietnamese cuisine is reflective of the Vietnamese lifestyle, from the preparation to how the food is served. Going through long phases of war



Take-away Box Design



Take-away Box Design

42oz Paper Bowl

