

DEVELOPMENT AND MANAGEMENT OF LOCAL FOOD FOR HOTEL AND LODGING BUSINESS

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AGENDA



IMPORTANCE OF THAI LOCAL
FOOD



CHARACTERISTICS OF THAI
FOOD AND THAI MATERIALS



THAI LOCAL WISDOM AND
CULTURE FOR THAI CULINARY

IMPORTANCE OF THAI FOOD

- Food is related to nations and reflects to many ancestor and reach the important products.
- At the beginning of 2022, 3 economic organizations in the field of agribusiness and food reported data in 2021 that exports of Thai food products amounted to 1,107,450 million baht , an increase of 11.8 percent
- Thailand's food exports remained in the 13th place in the world. **(Nitirad Bunyo,2022)**

IMPORTANCE OF THAI FOOD

- **China** is Thailand's No. 1 food export market with an export value of over 271,674 million baht: fresh fruits and tapioca starch
- In 2022, food export trends are expected to be valued at 1,200,000 million baht, an increase of 8.4 percent .
- **Rising star products for Thai exports** ; 1. Cassava products 2. Canned and processed seafood 3. Sauces and condiments and soups and 4. Food of the future .{Environment and Sustainability which food products The present future is more developed and diverse. **(Nitirad Bunyo,2022)**

IMPORTANCE OF THAI FOOD

Thailand's **plantation** and **livestock** potential as well as **local diversity in each region of the country**. **Able to create food or inherit and develop wisdom in cooking**, food preservation, and food processing to **meet the needs of export trade and tourism**.

(Nitirad Bunyo, 2022)

IMPORTANCE OF THAI FOOD

Among economic crisis, Thailand is ready to be world kitchen but Thailand must use **"Thai culture"** for making friends. Create identity and reduce conflict which will become charming and soft power on the world stage at the same time. **(Nitirad Bunyo, 2022)**



10 rising stars of Thai export products

FOOD = SOFT POWER

Superfoods with hidden **'Soft Power'** through the food culture





APEC 2022 THAILAND

APEC with hidden 'Soft Power' through the Local
food of Thailand

Open-Connect-Balance

Open Experience to Thai cuisine

Connect Thai local to the world

Balancing the world and people

1. Amuse-Bouche

Krathong Tong with Cream Sauce and Sturgeon
Roe from Doi Inthanon Royal Project



2. Appetizers

Named 'welcome to Thailand', represented well-known food of 4 parts of Thailand.

3. Salad

Represents 9 organic vegetable, lobster from
Phuket and duck egg from Supanburi



4. Maincourse

Represents thai curry with beef, grouper from
Phuket with Tom Kha sauce and jasmin rice from
Tungkula Ronghai.

5.Dessert



Curry Rice Cake stuffed taro, Lotus Seeds and Thai Fruit Sauce, served with passion fruit sorbet mixed honey from longan pollen

Served with 5 dessert as followed;

1. Dara Thong,
2. Chiang Mai's Chocolate with Thai Brandy mixed Black Galingale
3. Jasmine Dessert stuff coconut
4. Lychee Macaron
5. Pandanus Pudding

Source: <https://thethaiger.com/th/news/707492/>



ที่มา: <https://www.komchadluek.net/kom-lifestyle/kin-duem/537341>

TRENDS OF FOOD IN THAILAND



HALAL FOOD

- Pew Research Center found that in 2553 - 2593 B.E., Muslim population tend to high growth (73 percent or 2.8 billions people in 2593 B.E.
- Exportation: Indonesia, Malaysia, Brunei and Middle East.
- HALAL food made in Thailand ,was accepted according to Muslim Provisions.

TRENDS OF FOOD IN THAILAND



Vegetarian/Vegan Food

- It's trendy cuisine.
- Most people turn their attention to vegan food. Esp, wertherner.
- Euromonitor's Helth and Nutrition Survey found that in 2563 B.E.,4% of population are Vegetarian and 6% are Vegan
- Consumers are Niche Market but high purchasingpower.
- The large number of vegans are in Britain and vegetarians are in Europe; Germany and Spain respectively.

TRENDS OF FOOD IN THAILAND



Functional Food

- Definition; foods that offer health benefits beyond their nutritional value. In addition to nutrient-rich ingredients like fruits and veggies, the category also includes foods fortified with vitamins, minerals, probiotics, and fiber (healthline, 2020)
- Most people tend to their quality of life that is auxiliary.
- Functional food in Thailand, is interested but most products still be similar as foreign trend

Thai Food in 4 Parts of Thailand



RICE : Culture







The Rice Goddess (Mae Phosop)



ก่อนปักดำ มีการเลี้ยงผีน้ำผีสาย



หลังปักดำ มีการเลี้ยงเจ้าที่นา







Jasmin rice



Sticky rice



Characteristic of Food in Central Part

The terrain is plain and fertile. And it's as a center of culture in each era including food culture.

1. Influenced from India/China/Mon and Portugal



2. Food decoration is exquisite.



3. Normally Served with Sidedish

5. Various kinds of Desserts



5. Full-flavoured Taste

frequently used condiments

6. Many dishes in 1 tray of food



7. Shrimp paste and fish sauce are frequently used condiments



Characteristic of Food in Northern Part

Terrain is mountainous alternating with mountain ranges. cold weather.
There are territories connected to Burma, Laos, ThaMai and various hill tribes.



Meal :
Khao ngay (ข้าวกาย) – Khao Ton (ข้าวตอน) – Khao Lang (ข้าวแลง)



Cooking Style:

- แกง(Kang) และ อ่อม (Om) : Use animal and vegetable fats.
similar to Burmese curry and Khaek



-จ้อ (CHO) : Boiled vegetable and seasonal with salt shrimp paste, fermented fish and tamarind sauce.

-จ้าว (CHAO) : Cooked food and fried with oil and fried garlic



-แอ้ม (AB) : cooked food and wrap with banana leaf and then grill



ลักษณะอาหารทางเหนือ :

-รสชาติกลางๆ ไม่จัด ไม่เค็มมากนัก

-ไม่นิยมใช้กะทิ น้ำตาลในการปรุงรส แต่ใช้พริก ถั่วเน่า และน้ำปูแทน



ลักษณะอาหารทางเหนือ :

-สำหรับที่จัด เรียกว่า ชันโตก จัดจนเป็นประเพณี



Characteristic of Food in Northern Part

-well known and inherit food; แกงโฮะ (Ho) แกงฮังเล (Hang Lae) จิ้นลาบ (Chin) น้ำพริกหนุ่ม (Chilly paste) น้ำพริกฮ้อง (Fried Tomatoes with pork) ไส้อั่ว (Northern suasage) ข้าวซอย (Khao Soi)



Characteristic of Food in North Eastern Part

Most of the terrain is a plateau, influenced by Laos, Khmer, and Yuan, raw materials are not perfect. But there is probably a good way to preserve food.

1. Spicy Taste ; spicy, salty and sour



2. Sticky rice is main dish

3. Grilled food is more popular than fried, but if boiled,



4. Ingredient; Galangal, Lemon grass, onion, garlic, Dill, parsley and basil leaves



Characteristic of Food in Southern Part

Topography is the land jutting into the sea. Great garden food made from fish

1. Strong flavor and emphasis on spices



2. Usually eaten with fresh vegetables to quench the spiciness



3. culturally diverse

3.1 Local food

often uses local ingredients ; shrimp paste, tamarind suace, coconut sugar, etc.

น้ำพริกโจร

ลูกเห็ดทอด



3. culturally diverse

3.2 Muslim food

Popularly use coconut milk, spices, salty taste, oily and spicy.



3. culturally diverse

.3 Chinese food

Related to history ; Hokkien Chinese food, mild and sweet flavor, commonly used soy sauce

