เอกสารการสอนรายวิชา FSI 2207 การพัฒนาและการจัดการอาหารท้องถิ่นสำหรับโรงแรมและธุรกิจที่พัก



IMPORTANCEOF 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 2012 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)

IMPORTANCEOF THAI FOOD

- <u>China</u> 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}

IMPORTANCEOF 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)

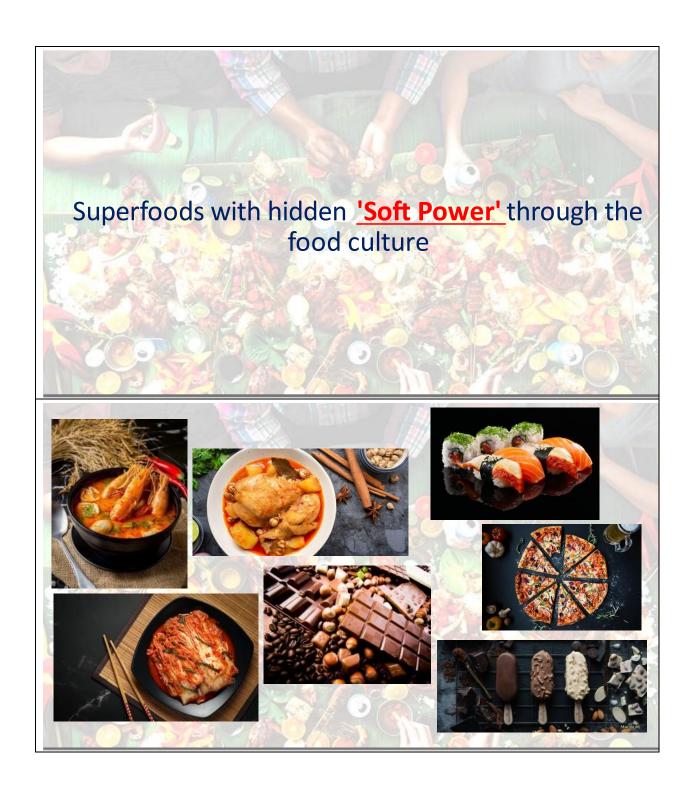
IMPORTANCE OF THAI FOOD

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







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. Main course

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

5.Dessert



Curry Rice Cake stuffedtaro,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/



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, werterner.
- 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 purchasing power.
- 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 nutrientrich ingredients like fruits and veggies, the category also includes foods fortified with vitamins, minerals, probiotics and fiberhealthlin 2020
- Most people tent to their quality of life that is auxilarily.
- Functional food in Thailand, is interested but most products still be similar as foreign trend



