



SIGNATURE
**THAI
LAND**

Food & Fruit

Food
&
Fruit

SIGNATURE... **THAILAND**

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THAILAND

SIGNATURE THAILAND

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PREFACE

As being a land of abundance, there is no doubt that Thailand would be the world's significant source of food and ingredients. Almost every province, district, sub-district, village and community has their own "Signature...delicacy" all over Thailand, especially foods and fruits. Similar to Thai cuisine which has become popular and well-known worldwide, Thai ingredients and produce are now gaining a lot of attention and in demand likewise.

Promoting ingredients involving Thai foods and fruits in particular will allow them to become widely known and emphasize Thailand's position as the kitchen of the world. Meanwhile recommending them to Thais and foreigners will also help enhance the popularity, support and elevation of "Signature...Thailand" through traveling to witness, taste and purchase these food products from a direct source both in the communities and localities all over Thailand so as to truly experience and perceive the aesthetic sensation of "Signature...Thailand".

As a result, "Signature...Thailand" guide book has gathered "signature" ingredients of the communities and localities in each region of Thailand to serve as a source of information for all gourmets, cooking enthusiasts and tourists who have been captivated by the charm of Thai cuisine, fruits, ingredients as well as processed food products. It is greatly hoped that this guide book will help inspire the readers to travel and gain new experience along the routes rich of Thai foods and fruits.

Services Promotion Division
Tourism Authority of Thailand



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WELCOME TO THAILAND

— The Land of Food & Fruit —

There are many types of fruit and food that we consider signatures of Thailand. These delicious produce and dishes can be found throughout the country and await the exploration of adventurous gourmets. Even those who have no time to explore different regions and provinces should reserve at least their last day to sample Thailand's culinary delicacies and take some of your favorite food home with you.

Get ready to know more about culinary signatures of Thailand from the first day you arrive.

01 Fruit Lovers Meet & Eat: Fruit lovers will enjoy the King & Queen of Fruit which are respectively Thurian and Mangkut grown in the Eastern provinces of Rayong and Chanthaburi. (p.170)

02 Amazing Local Ingredients Meet & Greet: For those interested in Thai local ingredients, we have some of the world's widest selection of Herbs & Spices, Seafood, Meat, and Vegetables. Come & See: Samut Sakorn-Samut Songkram. (p.176)

03 Where Foodies Should Go: Every part of Thailand is a foodie's paradise. Visit & Enjoy some of the finest Thai food at Phra Nakhon Si Ayuttaya. (p.182)

04 Where the Gastronome Should Go: For the people who love cooking take an in-depth culinary journey through history to find out more about the traditions and local wisdom of Thai cuisine. Visit & Explore the secret of Thai Cuisine at Phetchaburi. (p.186)

05 Food Shopping: A Day in Bangkok Bangkok is a food shopper's heaven in assembling the finest produce and food products from around the country in its fresh markets and supermarkets. Visit and purchase souvenirs to meet your every need from amazing fresh produce at fresh markets to top quality processed products in supermarkets. (p.194)

Enjoy The Taste of Thailand!!!



GIFTSEA

FROM THE







PLA THU MACKEREL

To Thai people, 'Pla Thu' or the short-bodied mackerel, conjures up images of the popular salted steamed fish in traditional bamboo steamers from Mae Klong sub-district in Samut Songkhram province. Crowned 'the king of Pla Thu', strict rules deem that only fish caught within a 25-kilometer range of the Mae Klong River Estuary's plankton rich ecosystem can be labeled **'Pla Thu Mae Klong'**.

Between July and October, floods attract Pla Thu to feed in the area. When properly nourished, these slim, transparent fishlings mature into the unique tasting firm, aromatic fish high in Omega oils. The flesh also remains sweet due to traditional methods of 'catching' Pla Thu in understanding the brackish estuary's water currents, wind's flow, terrain, and Pla

Thu's instincts to swim into large bamboo and net lined 'Po' allowing fishermen to scoop them out without causing injury or stress.

Pla Thu is good and versatile, as it can be steamed then pan-fried and served with shrimp paste chili dip (Nam Phrik Kapi), boiled in Tom Yam Pla Thu, and braised Mae Klong-style (Pla Thu Satia). High in Omega-3 oils, Pla Thu nourishes the eyes, prevents heart disease, and controls blood sugar levels.



Festival Calendar

Being one of the best-known products of Mae Klong, there is an annual **'Pla Thu Mae Klong Festival'** in December at the City Hall of Samut Songkhram province. For more information, contact the Samut Songkhram Chamber of Commerce Tel. 0 3471 8154, or the Tourism Authority of Thailand (TAT) Samut Songkhram Office Tel. +66 (0) 3475 2847-8



WHERE to BUY

In the Provinces

- Talat Mae Klong (Mae Klong Fresh Market)

Address : Mae Klong Sub-district, Mueang Samut Songkhram District, Samut Songkhram

- Talat Rom Hup (Mae Klong Railway Market)

Address : Kasem Sukhum Rd., Mae Klong Sub-district, Mueang Samut Songkhram District, Samut Songkhram

- Rong Nung Pla Thu Pa Thong Yu

Address : 72/7 Soi Limsiri, Chaiyaporn Rd., Mae Klong Sub-district, Mueang Samut Songkhram District, Samut Songkhram Tel. +66 (0) 8 1012 8575, +66 (0) 8 1685 2199

- Talat Lang (Nakhon Pathom Fresh Market)

Address : Sai Pha Rd., Pha Pathom Chedi Sub-district, Mueang Nakhon Pathom District, Nakhon Pathom



Bangkok

- Saphan Pla Krung Thep (Bangkok Fish Market)

Address : Soi Charoen Krung 62, Sathon District, Bangkok Tel. +66 (0) 2211 6059, +66 (0) 2211 4394

- Talat Sam Yan (Sam Yan Market)

Address : Soi Chula 9, Rama 4 Rd., Pathum Wan District, Bangkok Tel. +66 (0) 2215 3662

- Talat Or Tor Kor (Marketing Organization for Farmers)

Address : Kamphaeng Phet Rd., Chatuchak District, Bangkok Tel. +66 (0) 2279 2080

WHERE to EAT

In the Provinces

• Daeng Seafood (Chao Kao)

Must Try : Pla Thu Sa Tia, Tom Yam Pla Thu, Pla Chalameit Thot Nam Pla, Hoi Lot Phat Cha

Address : 152 Mu 1, Rama 2 Rd., Bang Kaeo Sub-district, Mueang Samut Songkhram District, Samut Songkhram Tel. +66 (0) 3476 9765, +66 (0) 8 9918 6836

• Sawai

Must Try: Pla Thu Tom Madan, Pla Thu Sa Tia, Hoi Lot Phat Cha

Address : 50/22 Rama 2 Rd., Km. 65 Mae Klong Sub-district, Mueang Samut Songkhram District, Samut Songkhram Tel. +66 (0) 8 1942 4237

• Yao Seafood

Must Try : Pla Thu Daet Dia, Pla Thu Sa Tia, Pla Muek Phat Kapi, Kung Op Kluea, Pu Phat Phong Kari

Address : 106/8 Chaiyaporn Rd., Mae Klong Sub-district, Mueang Samut Songkhram District, Samut Songkhram Tel. +66 (0) 3473 6020

• Khrua Nam Thip

Must Try : Pla Tu Sa Tia, Hoi Lot Phat Cha, Muek Nueng Manao
Address : 12/1 Mu 1, Ban Prok, Mueang Samut Songkhram District, Samut Songkhram Tel. +66 (0) 3471 3588

• Khrua Khun Ja

Must Try : Pla Thu Thot Nam Pla, Nam Phrik Kapi Chakram, Pla Mo Thet Daet Dia
Address : 15/2, Soi Wat Yi San, Amphawa District, Samut Songkhram Tel. +66 (0) 8 1808 2701

• Lan (Ran) Pla Thu Ruai

Must Try : Chu-chi Pla Thu, Pla Thu Rat Phrik Kaeng, Tom Yam Pla Thu, Khai Chiao Pla Thu, Nam Phrik Kapi Pla Thu Thot
Address : 136/1 Soi Hua Hin 55, Chom Sin Rd., Hua Hin District, Prachuap Khiri Khan Tel. +66 (0) 3251 2275

Bangkok

• Sanguan Sri

Must Try : Nam Phrik Kapi Pla Thu Thot, Khanom Chin Nam Phrik, Kaeng Khiao Wan
Address : 59/1 Wireless Rd., Pathum Wan District, Bangkok Tel. +66 (0) 2252 7637

• Mantalay

Must Try : Lap Pha Thu, Pizza Pla Thu, Pla Thu Thot Nam Phrik Kapi
Address : Soi Chaloeam Phra Kiat King Rama VIII, Prawet District, Bangkok Tel. +66 (0) 2726 2083

• Som Tam Der

Must Try : Som Tam Pla Thu Khao Man, Tam Sao Sakon Nakhon, Mu Ping Kathi
Address : 5/5 Soi Sala Daeng, Si Lom Rd., Bang Rak District, Bangkok Tel. +66 (0) 8 4764 4291

• Ban Yi San

Must Try : Pla Thu Sa Tia, Nam Phrik Kapi Chakram, Pla Thu Thot, Kaeng Som Marum Kung
Address : 16-19 Soi Sala Thammasop 25, Sala Thammasop Rd., Thawi Watthana District, Bangkok Tel. +66 (0) 2889 7325



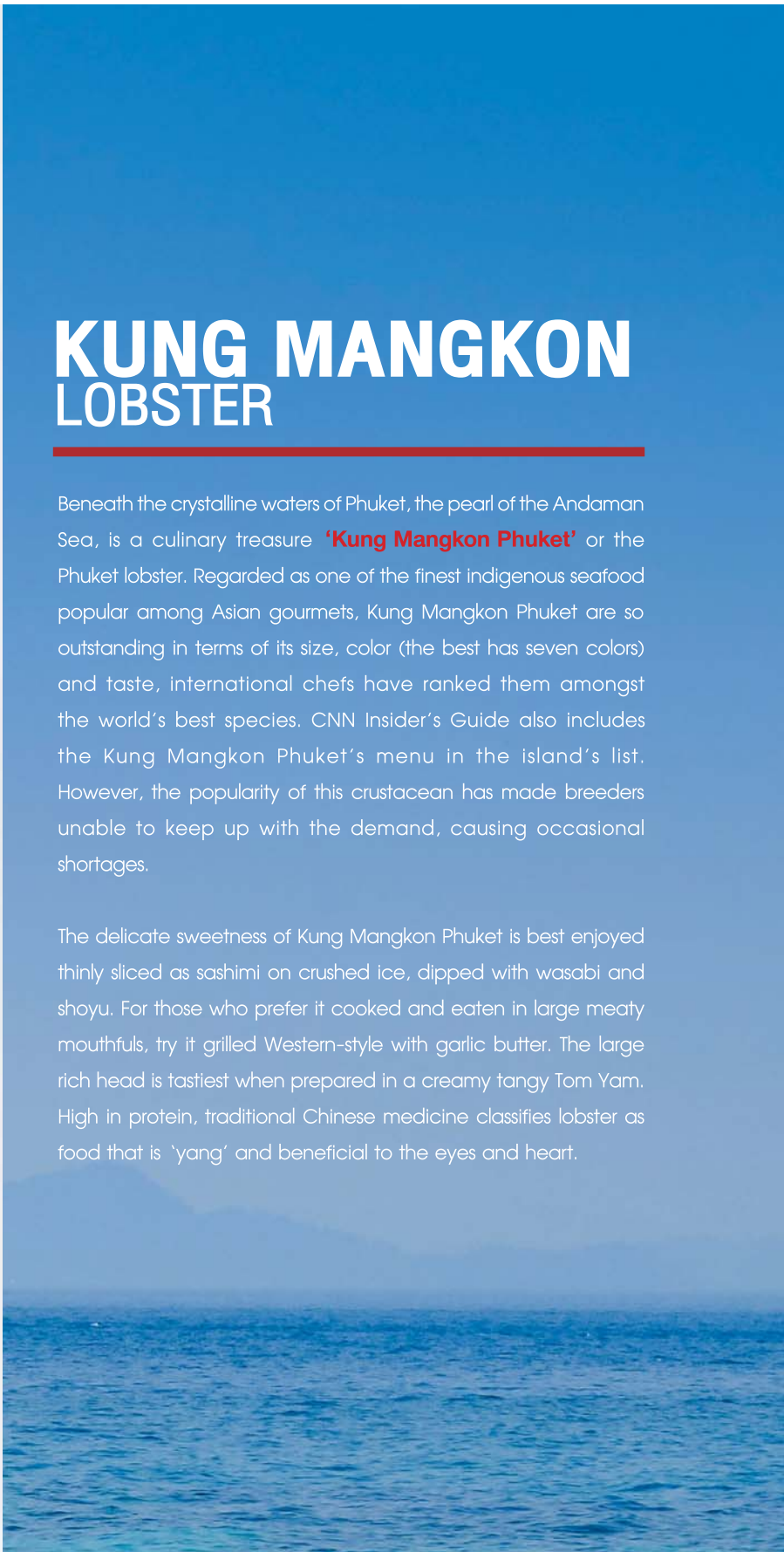




KUNG MANGKON LOBSTER

Beneath the crystalline waters of Phuket, the pearl of the Andaman Sea, is a culinary treasure **'Kung Mangkon Phuket'** or the Phuket lobster. Regarded as one of the finest indigenous seafood popular among Asian gourmets, Kung Mangkon Phuket are so outstanding in terms of its size, color (the best has seven colors) and taste, international chefs have ranked them amongst the world's best species. CNN Insider's Guide also includes the Kung Mangkon Phuket's menu in the island's list. However, the popularity of this crustacean has made breeders unable to keep up with the demand, causing occasional shortages.

The delicate sweetness of Kung Mangkon Phuket is best enjoyed thinly sliced as sashimi on crushed ice, dipped with wasabi and shoyu. For those who prefer it cooked and eaten in large meaty mouthfuls, try it grilled Western-style with garlic butter. The large rich head is tastiest when prepared in a creamy tangy Tom Yam. High in protein, traditional Chinese medicine classifies lobster as food that is 'yang' and beneficial to the eyes and heart.



WHERE to BUY

In the Provinces

- Across Rawai Fish Market

Here, you can shop for the fresh seafood and let the restaurants across the street cook the ingredients of your choice right away.

Address : Rawai Beach, Wises Sub-district, Mueang Phuket District, Phuket

- Pop Lobster Phuket

Fresh seafood delivery service is available daily in Phuket and air shipping service is available for all other provinces of Thailand as well. Products are kept organic without preservatives and chilled in a cool container along the whole delivery service process.

Contact : Tel. +66 (0) 8 8826 6896
www.phuketlobster.blogspot.com

- Makro Food Services Patong Branch

Contact : Tel. +66 (0) 7651 2388

- Mr. Prakop Tumnakla or Bang To

One of the lobster farm group members of Ban Chong Lat, Ko Yao District in Phang Nga. The Painted Spiny Lobsters are well bred in an open-water basket instead of a closed farm. The farm is always visited by restaurants who look for fresh ingredients.

Contact : Tel. +66 (0) 8 6277 5958



Bangkok

- Khun Ngim

Address : Talat Sam Yan (Sam Yan Market), Soi Chula 9, Rama 4 Rd., Pathum Wan District, Bangkok
Tel. +66 (0) 2214 0723, +66 (0) 8 1656 2515

- Daranee Seafood

Address : Talat Or Tor Kor (Marketing Organization for Farmers), Kamphaeng Phet Rd., Chatuchak District, Bangkok
Tel. +66 (0) 8 1485 3644

- Gourmet Market

Address : G Fl., Siam Paragon, Rama 1 Rd., Pathum Wan District, Bangkok

- Villa Market

Address : J Avenue, Soi Thong Lo 15, Vadhana District, Bangkok
Tel. +66 (0) 2662 1000



WHERE to EAT

In the Provinces

• Kun Eeng 2

Must Try : Lobster Sashimi, Ho Mok Phuket, Nam Phrik Kung Siep, Pla Mong Phao

Address : 9/3, Mu 9, Ao Chalong, Chao Fa Rd., Mueang Phuket District, Phuket Tel. +66 (0) 7638 1694, +66 (0) 7638 1323

• Phae Khu Wit

Must Try : Lobster Sashimi, Phat Phak Miang, Yam Phak Kut

Address : Mu 6, Ko Kaeo Sub-district, Mueang Phuket District, Phuket Tel. +66 (0) 8 6687 0892

• The Lobster

Must Try : Lobster Op Cheese, Lobster Sashimi, Pu Phat Phong Kari, Kung Sauce Makham

Address : Ban Laem Hin, Ko Kaeo Sub-district, Mueang Phuket District, Phuket Tel. +66 (0) 8 6941 9433, +66 (0) 8 1538 9196

• Muk Dee

Must Try : Lobster Sashimi, Tom Yam Pla Kao, Kung Lai Suea Phao

(You can shop for the fresh seafood and let the restaurants across the street cook the ingredients of your choice right away.)

Address: Rawai Beach, Wiset Sub-district, Mueang Phuket District, Phuket Tel. +66 (0) 8 1719 4880

• Beyond The Sea, Siamese

Brasserie

Must Try : Lobster Sauce Kaphrao, Thai Tapas, Khao Niao Mamuang

Address: ShaSa Resort & Residence, Laem Set Rd., Ko Samui District, Surat Thani Tel. +66 (0) 7791 3888

• Ban Issara

Must Try : Lobster Sashimi, Pu Thale Phat Phrik Thai Dam, Yam Yot Krathin Hoi Nangrom

Address : 7, Naep Khehat Rd., Hua Hin District, Prachuap Khiri Khan Tel. +66 (0) 3251 1673

Bangkok

• Tang Jai Yoo

Must Try : Lobster Sashimi, Kang Thot Krathiam, Pu Thale Nuea Nueng Mu Sap Nam Liap

Address: 85-89, Soi Yaowapanit, Yaowarat Rd., Samphanthawong District, Bangkok Tel. +66 (0) 8 1753 0100

• Yuan

Must Try : Lobster Phat Sauce XO, Kha Pu Alaska Thot Phrik Kluea, Pla Hima Khai Khao Chiean Sauce Hu Nan

Address: 2nd Fl., Millennium Hilton, Charoen Krung Rd., Khlong San District, Bangkok Tel. +66 (0) 2442 2000

• Sui Sian Chinese Restaurant

Must Try : Lobster Phuket Phat Sauce Szechuan, Fried Pigeon, Kai Chae Lao

Address : 10th Fl., Landmark Hotel Bangkok, 138 Sukhumvit Rd., Khlong Toei District, Bangkok Tel. +66 (0) 2254 0404







HOI NANGROM

OYSTER

Thailand's best oysters, **'Hoi Nangrom Surat'** from the Southern province of Surat Thani are large with sweet creamy flesh. The second most popular is **'Hoi Nangrom Ang Sila'** from Chon Buri province in the Eastern region which have fluted lips, small bite sized flesh with a sweet clean taste. Oysters are full of nutrients being high in Vitamins B1 (Thiamin), B2 (Riboflavin), B3 (Niacin), C, and D.

Hoi Nangrom Surat

The finest Hoi Nangrom Surat are cultivated along the 156-kilometer-long Ao Ban Don (Ban Don Bay) coast of Surat Thani province, which is home to Thailand's most Hoi Nangrom farms encompassing more than 400,000 rai across seven districts. Kanchanadit district alone has 1,700 farms due to having ideal brackish water conditions. The seawater there diluted and enriched with nutrients from 16 freshwater rivers and streams, including the Tapi River, Southern Thailand's longest river, results in plump, sweet Hoi Nangrom.



Cultivated in ideal conditions, large, sweet tasty Hoi Nangrom Surat flourish in moderately saline water or brackish water that are high in nutrients around river estuaries and being shielded against strong wind and currents by Ko Samui and Ko Pha-ngan northeast of Ao Ban Don. Many fishing villages also line the coast up to five kilometers from the shore cultivating assorted marine life suited to different ecosystems.

Visitors can spend a night in the open sea 'Khanam' (Southern Thai for 'resting place') where fishermen formerly rested whilst trawling for fish or guarded their farms against thieves. These aquatic farm-stays located above Hoi Nangrom nurseries teach traditional oyster cultivation methods and how to select good eating Hoi Nangrom, which are moderate sized (from other provinces) with firmly closed shells.

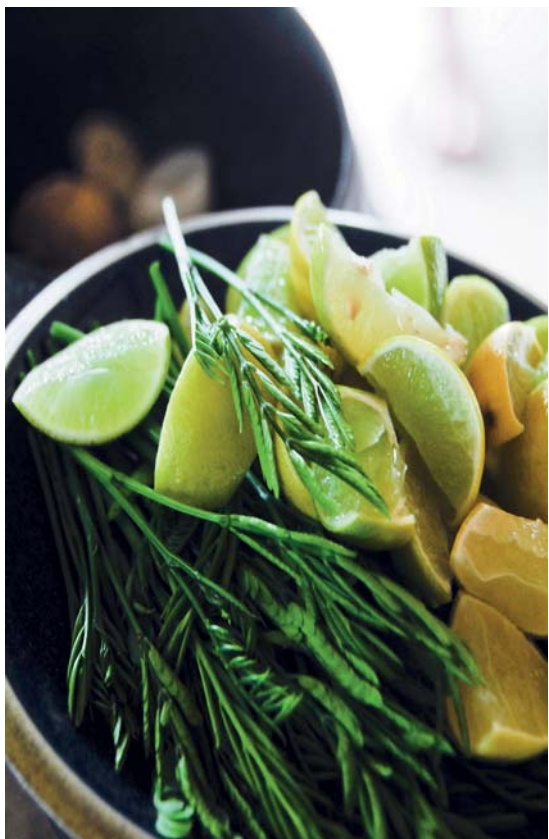


Hoi Nangrom Ang Sila

The second best Hoi Nangrom, 'Hoi Nangrom Pak Chip' (fluted lip oysters), come from Ang Sila sub-district, Mueang Chon Buri district, Chon Buri province with extensive mudflats and rocky coastlines that oysters naturally cling to. An easier method today uses long wooden poles hung with ropes in the open sea.

The best and cheapest place to purchase Ang Sila oysters is at Saphan Pla Ang Sila where fishermen ply fresh seafood from 5 a.m. until it gets busier from 7 a.m. onwards.





Shucking & Eating Hoi Nangrom

Place the Hoi Nangrom flat side up. Break the hinge and eat within a minute. Fresh raw Hoi Nangrom should have a clean scent and be of uniform color. Squeeze lime juice to stimulate the Hoi Nangrom to release its brine. Hold the Hoi Nangrom in your mouth for five seconds before chewing. Eat with Kratin (horse tamarind) for a fresher and sweeter taste.



WHERE to BUY

In the Provinces

Hoi Nangrom Surat Thani

- **Boy Seafood**

The farm in Surat Thani is owned by the heir of one of the biggest seafood exporters of Thailand. Fresh products are served to your door without agents.

Contact : Tel. +66 (0) 8 1423 6686

- **Ko Li Phi Chit**

Address : Located in front of Khiang Talay Seafood Restaurant, Ka Dae Sub-district, Kanchanadit District, Surat Thani
Tel. +66 (0) 8 1606 7358

- **Nit Nirandr Farm**

The large-scale oyster farm of the Ao Ban Don area. The total area of the farm is over 280 rai (448,000 square meters).

Address : 660/5 Sukhumvit Rd., San Suk Sub-district, Mueang Chon Buri District, Chon Buri
Tel. +66 (0) 3835 8608,
+66 (0) 8 1442 2422

Hoi Nang Rom Ang Sila

- **Pa Pan**

Address : Talat Sot Saphan Pla Ang Sila, Ang Sila Sub-district, Mueang Chon Buri District, Chon Buri
Tel. +66 (0) 8 5938 4226

Bangkok

- **Daranee Seafood**

Address : Talat Or Tor Kor (Marketing Organization for Farmers), Kamphaeng Phet Rd., Chatuchak District, Bangkok
Tel. +66 (0) 8 1485 3644

- **Au Chek Ha**

Address : Soi Yaowarat, Yaowarat Rd., Samphanthawong District, Bangkok
Tel. +66 (0) 2223 8208



WHERE to EAT

In the Provinces

Hoi Nangrom Surat

- Sin Mana Farmstay

Must Try : Hoi Nangrom Sot, Hoi Khaeng Luak, Pu Ma Phat Phong Kari

Address : 73 Mu 3, Plai Was Sub-district, Kanchanadit District, Surat Thani Tel. +66 (0) 8 1597 7575

- Hoi Yai

Must Try : Hoi Nangrom Sot, Kung Thot Sauce Makham, Lon Pu Khem

Address : 19/6 In front of Roi Ko Hotel, Lieng Mueang Rd., Makham Tia Sub-district, Mueang Surat Thani District, Surat Thani Tel. +66 (0) 7726 4155

- Ban Khiang Lay Seafood

Must Try : Hoi Nangrom Sot, Pla Duk Thale Phat Cha, Pu Khai Phat Phong Kari

Address : 124 Mu 7, Kradae Sub-district, Kanchanadit District, Surat Thani Tel. +66 (0) 7725 5243

Hoi Nangrom Ang Sila

- Khrua Chao Thale

Must Try : Hoi Nangrom Sot, Nam Phrik Khai Pu, Pla In-si Thot, Kung Pha Cha-om

Address : 75/2 Mu 5, Ang Sila Sub-district, Mueang Chon Buri District, Chon Buri Tel. +66 (0) 8 1295 2035

- Che At Seafood

Must Try : Hoi Nangrom Sot, Muek Thot Nam Dam, Pla In-si Thot Nam Pla, Pla Thu Tom Manao

Address : 286/1 Soi Choem Chom Phon 22, Si Racha District, Chon Buri Tel. +66 (0) 3831 1036, +66 (0) 8 9007 6772

Bangkok

- Osha Thai Restaurant & Bar

Must Try : Oyster in Molecular Style, Kung Chae Nam Pla, Phat Thai

Address : Soi Ruam Ruedi, Wireless Rd., Pathum Wan District, Bangkok Tel. +66 (0) 2256 6555

- J'aime by Jean-Michel Lorain

Must Try : Oyster Terrine, Pan Fried Foie Gras, Tuna Tarta

Address : U Sathorn Bangkok, Soi Ngam Duphi, Sathon District, Bangkok Tel. +66 (0) 2119 4899

- Bangkok Sea View Restaurant

Must Try : Hoi Nangrom Sot, Hoi Khrang Yam Yot Chakram, Pla Kaphong Song Chai

Address : 74/3 Mu 9, Bang Khun Thian District, Bangkok Tel. +66 (0) 8 5353 8300





PU MA

BLUE SWIMMER CRAB

Pu Ma or blue swimmer crabs, whose Thai name means 'horse crab' is derived from the speed of its movements akin to a horse, is loved for its firm sweet flesh which has many obscure health properties; such as, healing internal bruising, scabies, ringworm, burns, and scalding. But its delicious taste alone is sufficient to make Pu Ma one of Thailand's most important seafood.

One of the best ways to enjoy Pu Ma is to visit fishermen in different provinces to learn more and experience everything about this delicious crab.

Pu Ma Cha-am

Pu Ma lovers know that Cha-am in Phetchaburi province in the Central Region produces the sweetest and tastiest crabs. Locals call these crabs 'Pu Chak', literally 'Pulling crabs', as they are sold live to customers. 'Chak' also means 'to pull', referring to fishermen pulling their crabs stored in nets submerged in the rivers alongside their boat when they hawk their catch in Ban Klong Thian and Saphan Hin village.

The annual high season for Pu Ma occurs in February-March every year as each fisherman can catch some 30 to 40 kilograms of large meaty crabs each day.



Pu Ma Samae San

The small fishing village in Samae San sub-district, Sattahip district, Chon Buri province, is protected by pristine uninhabited islets patrolled by the Navy from strong currents and storms, which makes it home to many marine creatures.

The village's famous market distributes seafood daily from hundreds of fishing boats along the shore and islets to Sattahip, Pattaya and Bangkok. The narrow Strait of Samae San inhabited by a multitude of fish is also frequented by tourists who enjoy eating seafood.

WHERE to BUY

In the Provinces

Pu Ma Cha-am

- Saphan Pu Chak

Address : Saphan Hin Area,
Pak Khlong Cha-am next to North
Cha-am Beach, Cha-am District,
Phetchaburi

- Kwan Phetchaburi Pu Ma
order and made-to-order Nam Chim
seafood service

Contact : Tel. +66 (0) 8 7986 3328

- Talat Chat Chai (Chat Chai Market)

Address : Hua Hin Sub-district, Hua Hin
District, Prachuap Khiri Khan

Pu Ma Samae San

- Talat Sot Samae San (Samae
San Fresh Market)

Address : Sattahip District, Chon Buri

- Saphan Pla Ang Sila Market

Address : Ang Sila Sub-district,
Mueang Chon Buri District, Chon Buri

- Pho Na Kluea Market

Address : Na Kluea Sub-district, Bang
Lamung District, Chon Buri

- Talat Pak Nam (Pak Nam Market)

Address : Mueang Samut Prakan
District, Samut Prakan



Festival Calendar

Cha-am local council holds an annual “Chim Pu Chak@Cha-am Festival” in March every year. To find out more information, contact Cha-am local council Tel. +66 (0) 3247 1123-4 or contact the Tourism Authority of Thailand (TAT) Phetchaburi Office Tel. +66 (0) 3247 1005-6



WHERE to EAT

In the Provinces

Pu Ma Cha-am

- **Khrua Met Sai**

Must Try : Pu Ma Nueng, Pla Muek Phat Khai Khem, Kung Thot Krathiam

Address : 27/14 Khlong Thian Rd., Cha-am District, Phetchaburi Tel. +66 (0) 3243 0196

- **Pa Hit Seafood**

Must Try : Pu Ma Nueng, Pu Ma Phat Phong Kari, Hoi Lot Phat Cha

Address : 199/20 Hin Rd., Cha-am Sub-district, Cha-am District, Phetchaburi Tel. +66 (0) 3247 0070

- **Sangwian Seafood**

Must Try : Pu Ma Nueng, Kung Thot Krathiam, Muek Daet Dia

Address : 825/3 Chamnongphumivet Rd., Cha-am Sub-district, Cha-am District, Phetchaburi Tel. +66 (0) 3247 2280, +66 (0) 8 6096 4799

Pu Ma Samae San

- **Pu Pen Seafood**

Must Try : Pu Ma Nueng, Pu Ma Lon, Tom Yam Kung

Address : 62 Mu 1, Na Chom Thian Sub-district, Sattahip District, Chon Buri

- **Som Tam Nai Kuan**

Must Try : Som Tam Pu Ma, Phat To Te, Pla In-si Thot Nam Pla,

Address : 93/6-7 Across from the Bang Lamung Police Station, Pattaya-Na Kluea Rd., Bang Lamung District, Chon Buri Tel. +66 (0) 3822 2021



PU THALE

SEA CRAB

'Pu Thale' (black crabs or serrated mud crabs) alternatively called Pu Dam, Pu Khao and Pu Thong Lang in different regions are the 'Queen of Crabs' prized for their firm, rich and sweet flesh. Over time, high consumer demand and environmental degradation decimated these crustaceans and other marine creatures.

After the "Artificial Reefs Project under the Royal Initiative of Her Majesty Queen Sirikit" was announced to celebrate her 78th birthday in 2001, these new homes have led to the resurgence of crustaceans, mollusks and fish in the Gulf of Thailand, and sustained the livelihood of local fishermen and Thailand's exports, as well as allowing everyone to enjoy iconic dishes like 'Pu Phat Phong Kari' (stir-fried crab with curry sauce).

Pu Thale Surat

'Pu Thale' or 'Pu Thong Lang' thrives in the Gulf of Thailand especially in Surat Thani province. Many tiny islands with muddy or sandy beaches shelter young crabs from storms and the mangroves where they are born nourish them with a myriad of small marine creatures. Due to the 53-kilometer bay whose salinity is tempered by numerous freshwater streams and rivers, these large meaty crabs have a sweet taste not found in other sea crabs.

Pu Thale Mae Klong

Famous for having large quantities of delicious red roe, Pu Thale Mae Klong in Mae Klong sub-district, Samut Songkhram province is often referred to as 'Pu Khai Thale'. The best period to eat crabs runs from November to December because the cool weather encourages crabs to store their nutrients. Select fresh meaty crabs that have large matte claws and dark underbellies that are firm when pressed.

Pu Thale Bang Khun Thian

Located in the outskirts of Bangkok, the coast of Bang Khun Thian adjacent to the Gulf of Thailand is known for its fertile marine life, especially its crabs which are equally delicious with roe (Pu Khai) or without roe (Pu Nuea). The excellent quality and taste of these crabs has attracted so many people that Bang Khun Thian District Office and TAT jointly organize the annual "Kin Pu Du Thale Krung Thep" Festival.



WHERE to BUY

In the Provinces

Pu Thale Surat Thani

- **Talat Kaset 1**

Address : Talat Mai Rd., Ban Don Sub-district, Mueang Surat Thani District, Surat Thani

Pu Thale Mae Klong

- **Talat Mae Klong (Mae Klong Fresh Market)**

Address : Kasem Sukhum Rd., Mae Klong Sub-district, Mueang Samut Songkhram District, Samut Songkhram

- **Talat Rom Hup (Mae Klong Railway Market)**

Address : Kasem Sukhum Rd., Mae Klong Sub-district, Mueang Samut Songkhram District, Samut Songkhram

- **Mae Klong Mahachai Seafood**

Address : (Branch 1) 1/24-25 Sefthakit Rd., Na Di Sub-district, Mueang Samut Sakhon District, Samut Sakhon
Tel. +66 (0) 8 2188 8488

(Branch 2) 27 Mu 8, Lat Yai Sub-district, Mueang Samut Songkhram District, Samut Songkhram Tel. +66 (0) 9 2558 8863

Bangkok

- **Khun Ngim**

Address : Sam Yan Market, Soi Chula 9, Rama 4 Rd., Pathum Wan District, Bangkok Tel. +66 (0) 2214 0723, +66 (0) 8 1656 2515

- **Ti Pu Thale**

Address : Talat Or Tor Kor (Marketing Organization for Farmers Market), Kamphaeng Phet Rd., Chatuchak District, Bangkok
Tel. +66 (0) 8 1988 3137

- **Talat Wongwian Yai (Wongwian Yai Market)**

Address : 41 Charoen Rat Rd., Khlong San District, Bangkok



WHERE to EAT

In the Provinces

Pu Thale Surat Thani

- **Lum Phu 3**

Must Try : Pu Thale Nueng, Kaeng Som Pla Krabok, Yam Khai Maeng Da

Address : 23/3 Paknam Tapi Mu 3, Soi Paknam 18, Bang Kung Sub-district, Mueang Surat Thani District, Surat Thani Tel. +66 (0) 8 1979 0294, +66 (0) 7728 6995

- **Ko Seng**

Must Try : Pu Thale Nueng, Khao Phat Pu, Pla Tao Toei Nueng Buai

Address : 95 Mu 1, Taweerat Pakdee Rd., Ko Samui District, Surat Thani Tel. +66 (0) 7742 5365

- Sun Hang

Must Try: Pu Thale Nueng, Pu Nim Phat Phong Kari, Kung Thot Krathiam

Address : 21 Chon Kasem Rd., Mueang Surat Thani District, Surat Thani
Tel. +66 (0) 7728 1367

Pu Thale Mae Klong

- Daeng Seafood (Chao Kao)

Must Try : Kaeng Som Pu Khai No Mai Dong, Pu Thale Nueng, Pla Kaphong Nueng Manao

Address : 152 Mu 1, Bang Kaeo Sub-district, Mueang Samut Songkhram District, Samut Songkhram
Tel. +66 (0) 3476 9765

- Khrua Lung Ya

Must Try: Pu Phat Phrik Khi Nu Sot, Miang Pla Kaphong, Yam Bai Chakram

Address : 73/6 Mu 3, Phan Thai Norasing Sub-district, Mueang Samut Sakhon District, Samut Sakhon
Tel. +66 (0) 8 9912 4267, +66 (0) 8 6313 5613

- Khun Tum

Must Try: Pu Khai Phat Phrik Khi Nu, Kung Phat Phrik Khi Nu, Pla Muek Phat Kapi, Pla In-si Thot Nam Pla

Address : 182 Chetsada Withi Rd., Mahachai Sub-district, Mueang Samut Sakhon District, Samut Sakhon
Tel. +66 (0) 3484 0465

- Kaysorn

Must Try : Pu Thale Khai Nueng, Khao Phat Pu, Yam Chakram Kung Sot

Address : Wat Khlong Khon, Samut Songkhram Tel. +66 (0) 3473 1075,
+66 (0) 8 7036 0556

Pu Thale Bang Khun Thian

- Khrua Sawaeng

Must Try: Nuea Pu Phat Phrik Thai Dam, Thale Luak Chim, Som Tam Pu Khai Dong

Address : 94/9-12 Mu 10, Soi Hua Kra Bue, Bang Khun Thian-Chai Thale Rd., Bang Khun Thian District, Bangkok
Tel. +66 (0) 2849 3191

- Rueang Rit Seafood

Must Try: Pu Phat Phong Kari, Kung Siap Mai Thot, Pla Mo Thale Phat Cha

Address : 88/4 Bang Khun Thian-Chai Thale Rd., Km. 8, Bang Khun Thian District, Bangkok Tel. +66 (0) 2897 3677

- Khrua Lung Tham

Must Try : Pu Thale Nueng, Pla Kaphong Nueng Manao, Pla Mo Daef Diao

Address : 44/6 Mu 10, Bang Khun Thian-Chai Thale Rd., Km. 25, Bang Khun Thian District, Bangkok Tel. +66 (0) 2452 3377

Bangkok

Pu Thale Surat Thani

- Son Thong Pochana

Must Try : Pu Thale Phat Phong Kari, Kung Thot Krathiam, Pla Mom Lhao

Address : 2829-31 Rama 4 Rd., Khlong Toei District, Bangkok Tel. +66 (0) 2258 0118

- T Pochana

Must Try : Pu Thot Phrik Thai Dam, Kung Thot Phrik Kluea,

Pu Phat Phong Kari
Address : Ratchaprarop Rd., Ratchathewi District, Bangkok

Tel. +66 (0) 22471061-3, +66 (0) 2246 9031

- Ei Pochana

Must Try : Pu Thale Phat Phong Kari, Kung Thot Phrik Kluea

Address : 280-282 Soi Chula 15, Rama 4 Rd., Pathum Wan District, Bangkok Tel. +66 (0) 2215 4200

Pu Thale Mae Klong

- Khrua Mae Klong

Must Try: Nuea Pu Phat Phrik Lueang, Kung Op Wun Sen, Tom Yam Hua Pla

Address : Soi Charan Sanit Wong 13, Charan Sanit Wong Rd., Pha Si Charoen District, Bangkok Tel. +66 (0) 2410 1234

- Laem Kate Seafood

Must Try: Kan Chiang Pu Nueng, Nam Phrik Khai Pu

Address : 30/1 Soi Phahonyothin 11, Samsen Nai Sub-district, Phayathai District, Bangkok Tel. +66 (0) 8 4959 5959





PROCESSED
PRODUCTS

KUNG HAENG

DRIED SHRIMP

'Kung Haeng', a popular preserved seafood product, is rich in calcium and Thai culinary wisdom. Only fresh shrimp are used, then thoroughly cleaned, cooked in boiling salted water and then dried in the sun or baked in an oven. It is a key ingredient in Thai dishes; such as, Khanom Chin Sao Nam, Som Tam Thai, Yam Thua Phu, Yam Kung Haeng and countless chili sauces. The best dried shrimp should not be dyed, or too salty, or have a rancid smell.

Kung Haeng Rayong

Located on Thailand's Eastern Seaboard, Rayong is dependent on commercial coastal fisheries for its main source of protein, and thus famous for its seafood products like Kung Haeng Rayong, which are made from Kung Kaeo (small shrimp-like krill). The creatures flourish in their billions near the surface in the waters off Rayong's sandy beaches between May and December when fishermen set about daily pre-dawn krill fishing. The krill make both great Kapi (shrimp paste) and dried shrimp.

Kung Haeng Chanthaburi

Kung Haeng Mueang Chan widely recognized for being chunky, tasty and slightly salty continue to be most Thai housewives' ingredient of choice and everyone's all-time favorite. Thanks to their mild saltiness, the dried shrimp are never overpowering, thus a delicious complement to Thai dishes. In Chanthaburi, production is based in such districts as Tha Mai, Laem Sing and Khlung, which by far churns out the biggest supply especially in Bang Chan thanks to its huge stocks of fresh shrimp.

WHERE to BUY

In the provinces

- **Talat Thetsaban Ban Phe**

(Thetsaban Ban Phe Market)

Address : Ban Phe Sub-district, Mueang Rayong District, Rayong

- **Khun Pom**

Address : Nuan Thip Market (Close to Nuan Thip Pier), Ban Phe Sub-district, Mueang Rayong, Rayong

- **Che Tan Dried Seafood**

Address : 69/9 Sun Kan Kha Sai 4, Tha Pra Du Sub-district, Mueang Rayong District, Rayong Tel. +66 (0) 9 4536 6244

- **Mae Daeng Market**

Address : Soi Thung Chai Kratai, Tha Pra Du Sub-district, Mueang Rayong District, Rayong

- **Mae Wanna**

Address : 80/2 Mu 1, Plio Sub-district, Laem Sing District, Chanthaburi
Tel. +66 (0) 3943 4222

- **Khong Fak Aa-Aa**

Address : 58/23 Mu 7, Sukhumvit Rd., Tha Chang Sub-district, Mueang Chanthaburi District, Chanthaburi
Tel. +66 (0) 3945 3191

- **Ton Tam Rap**

Address : 81/38 Mu 11, Phlap Phla Sub-district, Mueang Chanthaburi District, Chanthaburi Tel. +66 (0) 3941 8600

Bangkok

- **Talat Tha Tian (Tha Tian Market)**

Address : Atsadang Rd., Phra Nakhon District, Bangkok

- **Talat Sam Yan (Sam Yan Market)**

Address : Soi Chula 9, Rama 4 Rd., Pathum Wan District, Bangkok

- **Talat Or Tor Kor (Marketing**

Organization for Farmers Market)

Address : Kamphaeng Phet Rd., Chatuchak District, Bangkok Tel. +66 (0) 2279 2080

- **Talat Kao Yaowarat**

Address : Yaowarat Rd., Samphanthawong District, Bangkok

- **Gourmet Market**

Address : G Fl., Siam Paragon, Rama I Rd., Pathum Wan District, Bangkok
Tel. +66 (0) 2610 8000

- **Isetan Supermarket**

Address : 5th Fl., Isetan Department Store, Ratchadamri Rd., Pathum Wan District, Bangkok Tel. +66 (0) 2255 9898

PROCESSED
PRODUCTS



MUEK HAENG & MUEK DAET DIAO

DRIED SQUID AND SUN-DRIED SQUID

From the Gulf of Thailand are Muek Klui (splendid squid) and Muek Katoi (beka squid), the two major types of squid used for making sun-dried squid. Night-time squid fishing involves boats suspended with lights to attract the creatures. Muek Daet Diao are left to dry in the sun for one day while Muek Haeng need to

be thoroughly dried in the sun for much longer. Half-dried Muek Klui are both chunky and meaty, thus great as a stir-fry or a savory clear soup. Muek Katoi are relatively shorter with pointed tails, translucent mantle and rhombus-shaped fins. Pran Buri is the biggest source of dried squid production.

WHERE to BUY

In the provinces

- Khong Fak Mae Champi

Address : 353 Mu 2, Pak Nam Pran Sub-district, Pran Buri District, Prachuap Khiri Khan Tel. +66 (0) 3263 1279

- Phetcharat

Address : 511/4 Pak Nam Pran Sub-district, Pran Buri District, Prachuap Khiri Khan Tel. +66 (0) 8 0963 1606

- Nong Ying

Address : Soi 8, Pak Nam Pran Sub-district, Pran Buri District, Prachuap Khiri Khan Tel. +66 (0) 9 0949 5596

- Thap Thim Khong Fak

Address : Pak Nam Pran Sub-district, Pran Buri District, Prachuap Khiri Khan

Tel. +66 (0) 8 1856 3626

- Khong Fak Che Pan Chai

Address : 244 Mu 2, Pak Nam Pran Sub-district, Pran Buri District, Prachuap Khiri Khan Tel. +66 (0) 3263 1273

- Chat Chai Market

Address : Phetkasem Rd., Hua Hin District, Prachuap Khiri Khan

Bangkok

- Talat Tha Tian (Tha Tian Market)

Address : Atsadang Rd., Phra Nakhon District, Bangkok

- Talat Sam Yan (Sam Yan Market)

Address : Soi Chula 9, Rama 4 Rd., Pathum Wan District, Bangkok

- Talat Or Tor Kor (Marketing

Organization for Farmers Market)

Address : Kamphaeng Phet Rd., Chatuchak District, Bangkok Tel. +66 (0) 2279 2080

- Talat Kao Yaowarat

Address : Yaowarat Rd., Samphanthawong District, Bangkok

- Gourmet Market

Address : G Fl., Siam Paragon, Rama I Rd., Pathum Wan District, Bangkok Tel. +66 (0) 2610 8000 www.gourmetmarket.com

- Talat Wongwian Yai (Wongwian Yai Market)

Address : 41 Charoen Rat Rd., Khlong San District, Bangkok



PROCESSED
PRODUCTS

PLA CHING CHANG

ANCHOVY

Pla Ching Chang are tiny calcium-rich fish like the anchovy roaming the azure Andaman waters off Phuket, Phang Nga, Krabi, Trang and Ranong provinces. The fish are used for making fish sauce and snacks ; such as, dried fish, or crispy fried fish mixed with herbs. The dried fish make a great side dish to Khanom Chin Nam Ya Pak Tai and Kaeng Som. Thais also eat the crispy snack with boiled rice to strengthen the bones. Phuket leads production with over 50 community groups churning out packaged dried fish for local and overseas markets.



WHERE to BUY

In the provinces

- **Porn Thip**

Address : 108/1 Mu 5, Chaloem Phra Kiat Ratchakan Thi Kao Rd., Ratsada Sub-district, Mueang Phuket District, Phuket Tel. +66 (0) 7626 1555
www.pornthipp Phuket.com

- **Khun Mae Ju**

Address : 159/21 Mu 5, Thepkasattri Rd., Thepkasattri Sub-district, Thalang District, Phuket Tel. +66 (0) 7662 1226-7 www.khunmaejuphuket.com

- **Kon Thong**

Address : 33/1 Mu 1, Thepkasattri Rd., Ko Kaeo Sub-district, Mueang Phuket District, Phuket Tel. +66 (0) 7637 7646, +66 (0) 8 6952 0697

- **Siam Southern Food Line Co., Ltd.**

Address : 33/1 Mu 1, Thepkasattri Rd., Ko Kaeo Sub-district, Mueang Phuket District, Phuket Tel. +66 (0) 7661 7788-0, +66 (0) 7637 7646

- **Klum Achip Satree Ao Makham**

Address : 37/1 Mu 7, Wichit Sub-district, Mueang Phuket, Phuket Tel. +66 (0) 7639 1676

Bangkok

- **Talat Tha Tian (Tha Tian Market)**

Address : Atsadang Rd., Phra Nakhon District, Bangkok

- **Talat Sam Yan (Sam Yan Market)**

Address : Soi Chula 9, Rama 4 Rd., Pathum Wan District, Bangkok
Tel. +66 (0) 2215 3662, +66 (0) 2215 4664

- **Talat Or Tor Kor (Marketing Organization for Farmers Market)**

Address : Kamphaeng Phet Rd., Chatuchak District, Bangkok
Tel. +66 (0) 2279 2080

- **Talat Kao Yaowarat**

Address : Yaowarat Rd., Samphanthawong District, Bangkok

- **Gourmet Market**

Address : G Fl., Siam Paragon, Rama I Rd., Pathum Wan District, Bangkok
Tel. +66 (0) 2610 8000 www.gourmetmarket.com

PROCESSED
PRODUCTS



PLA IN-SI KHEM

SALT-CURED KING MACKEREL

Rayong is home to top-quality Pla In-si Khem and other dried seafood products. The fresh mackerel (caught between September and February) are cleaned, gutted, cured with dry salt, or in brine, and dried in the sun. The result are easy-to-digest, healthy and delicious economic seafood products that are a staple of Rayong's diet. The salted fish usually end up as a mouth-watering dish of fried salted fish sprinkled with chopped chilies and sliced shallots and sharpened with a squeeze of lime juice. Get the boiled rice ready.

WHERE to BUY

In the Provinces

- Talat Sot Star (Star Fresh Market)

Address : Soi 5, Sai 3 Rd., Mueang Rayong District, Rayong

- Talat Thetsaban Ban Phe (Thetsaban Ban Phe Market)

Address : Ban Phe Sub-district, Mueang Rayong District, Rayong

- Talat Chaiyaphon (Chaiyaphon Market)

Address : Chantha Udom Rd., Tha Pradu Sub-district, Mueang Rayong District, Rayong

Bangkok

- Talat Tha Tian (Tha Tian Market)

Address : Atsadang Rd., Phra Nakhon District, Bangkok

- Talat Sam Yan (Sam Yan Market)

Address : Soi Chula 9, Rama 4 Rd., Pathum Wan District, Bangkok Tel. +66 (0) 2215 3662, +66 (0) 2215 4664

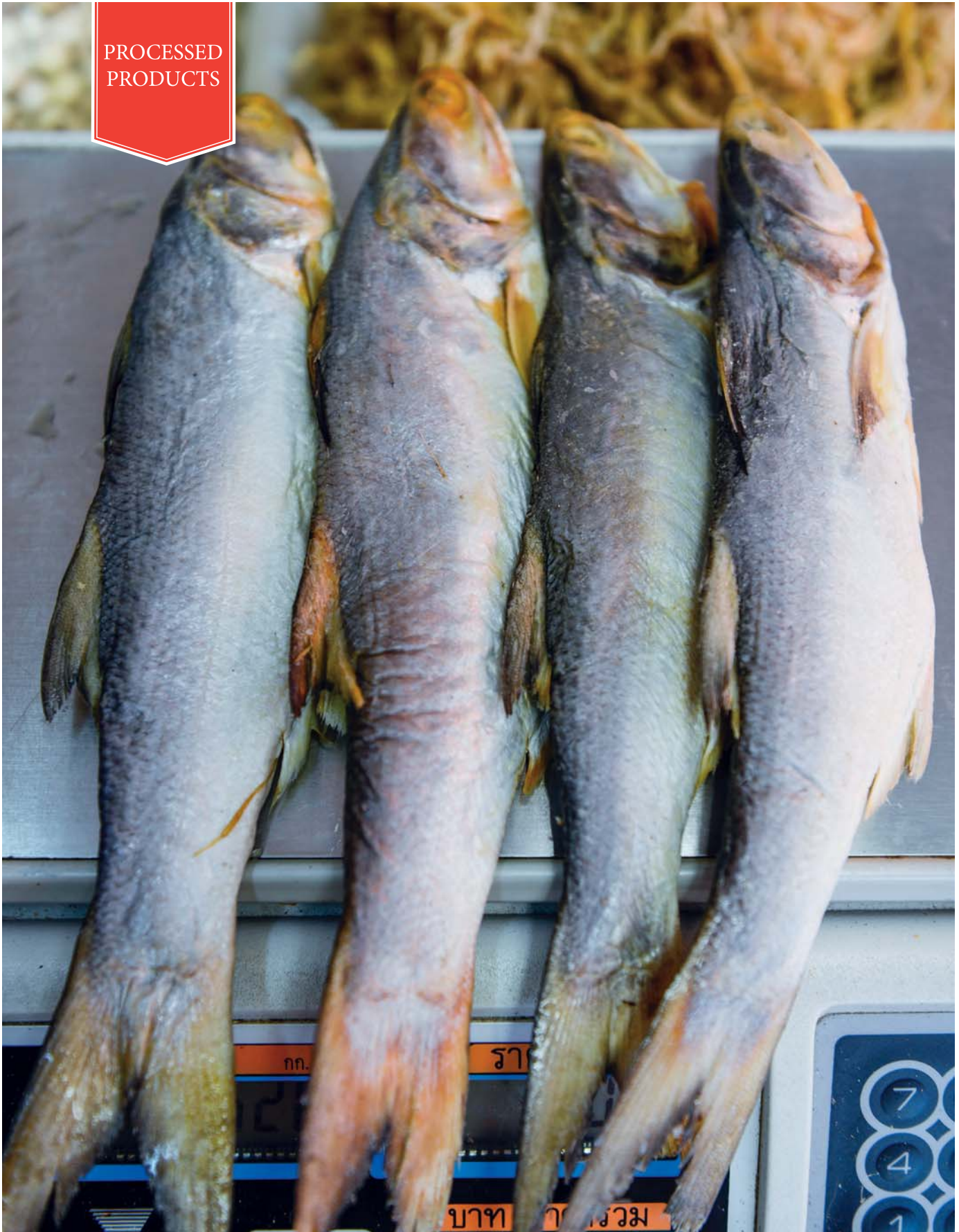
- Talat Or Tor Kor (Marketing Organization for Farmers Market)

Address : Kamphaeng Phet Rd., Chatuchak District, Bangkok Tel. +66 (0) 2279 2080

- Talat Kao Yaowarat

Address : Yaowarat Rd., Samphanthawong District, Bangkok

PROCESSED
PRODUCTS



PLA KULAO

FOURFINGER THREFFIN

Regarded as the king of salted fish, salted Pla Kulao are famous products from Narathiwat's Tak Bai District. To make the salted fish, fishermen use only freshly caught Pla Kulao, which are scaled, gutted, cleaned, stuffed with salt and left to cure for some time before being hung out to dry. Heads of the bigger ones need to be covered with paper to prevent flies laying their eggs. Known for their fine meat, salted Pla Kulao are usually pan-fried (for a fluffy, cotton-like texture), sprinkled with sliced shallots and seasoned with a squeeze of lime juice and paired up with steamed rice.

WHERE to BUY

In the provinces

- **Pa Nong Yao** (Branches are available in Tak Bai and Hat Yai), District

Contact : Tel. +66 (0) 8 1599 3482,

+66 (0) 8 6971 8146

www.facebook.com/fishkulaotakbai

Line ID : fishkulao or eaklying

- **Pla Kulao Khem Narathiwat**

Contact : Tel. +66 (0) 8 6655 2517

www.facebook.com/Gulaofish

- **Pla Kulao Khem Pa Uan**

Contact : Tel. +66 (0) 8 3170 2788,

+66 (0) 8 6963 6422, +66 (0) 7358 1155

www.facebook.com/plakulao

- **Pla Kulao Khem A Na Mai**

Contact : 74/32 Soi Bang Cha Kreng 4, Mae Klong Sub-district, Mueang Samut Songkhram District, Samut Songkhram

Tel. +66 (0) 8 1307 6370 Line ID : seafood_f

Bangkok

- **Sun Huat**

Address : 362 Itsaranuphap Alley, Yaowarat Rd., Samphanthawong District, Bangkok

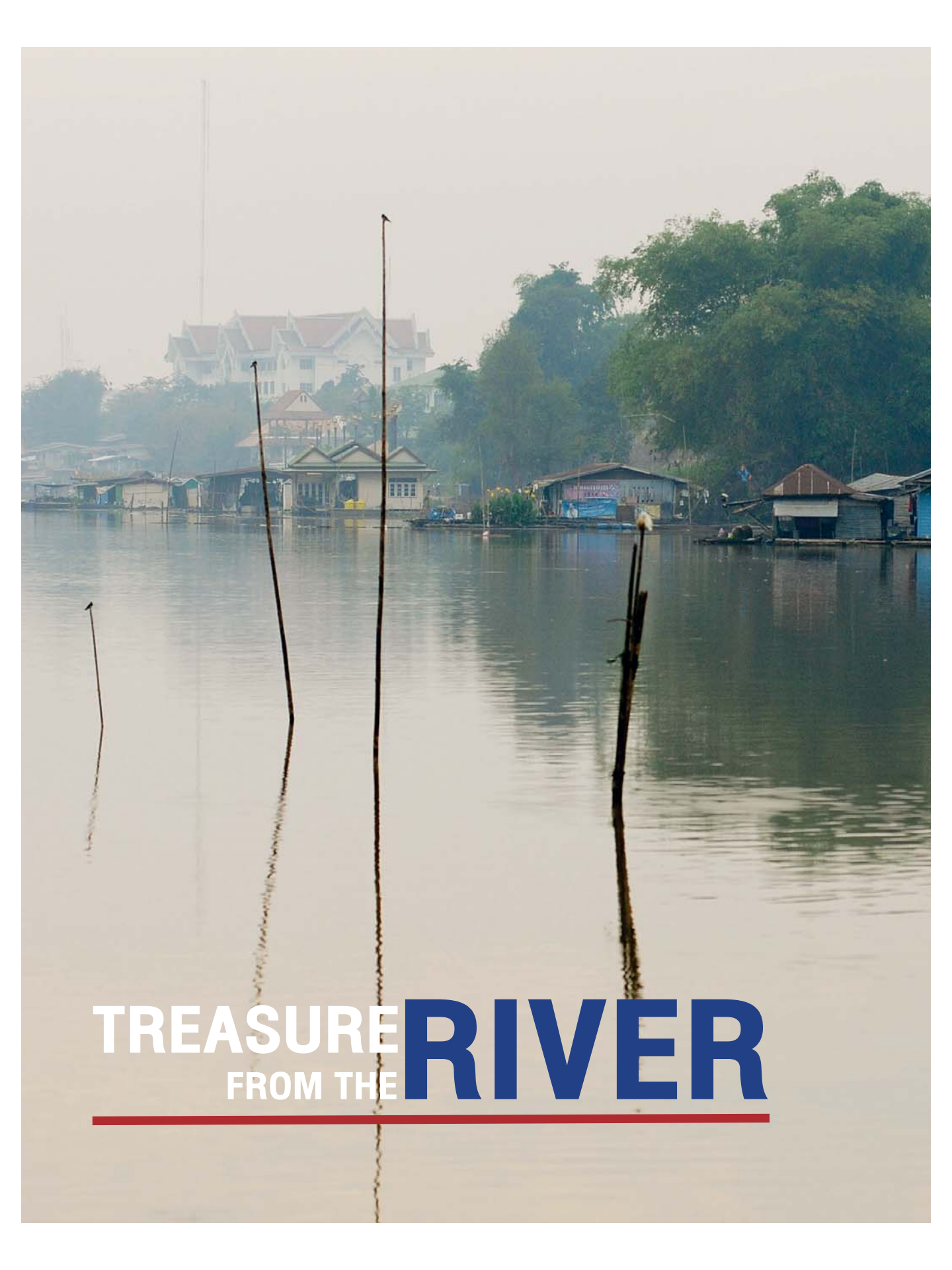
Tel. +66 (0) 2224 5208

- **Khong Di Mueang Rayong**

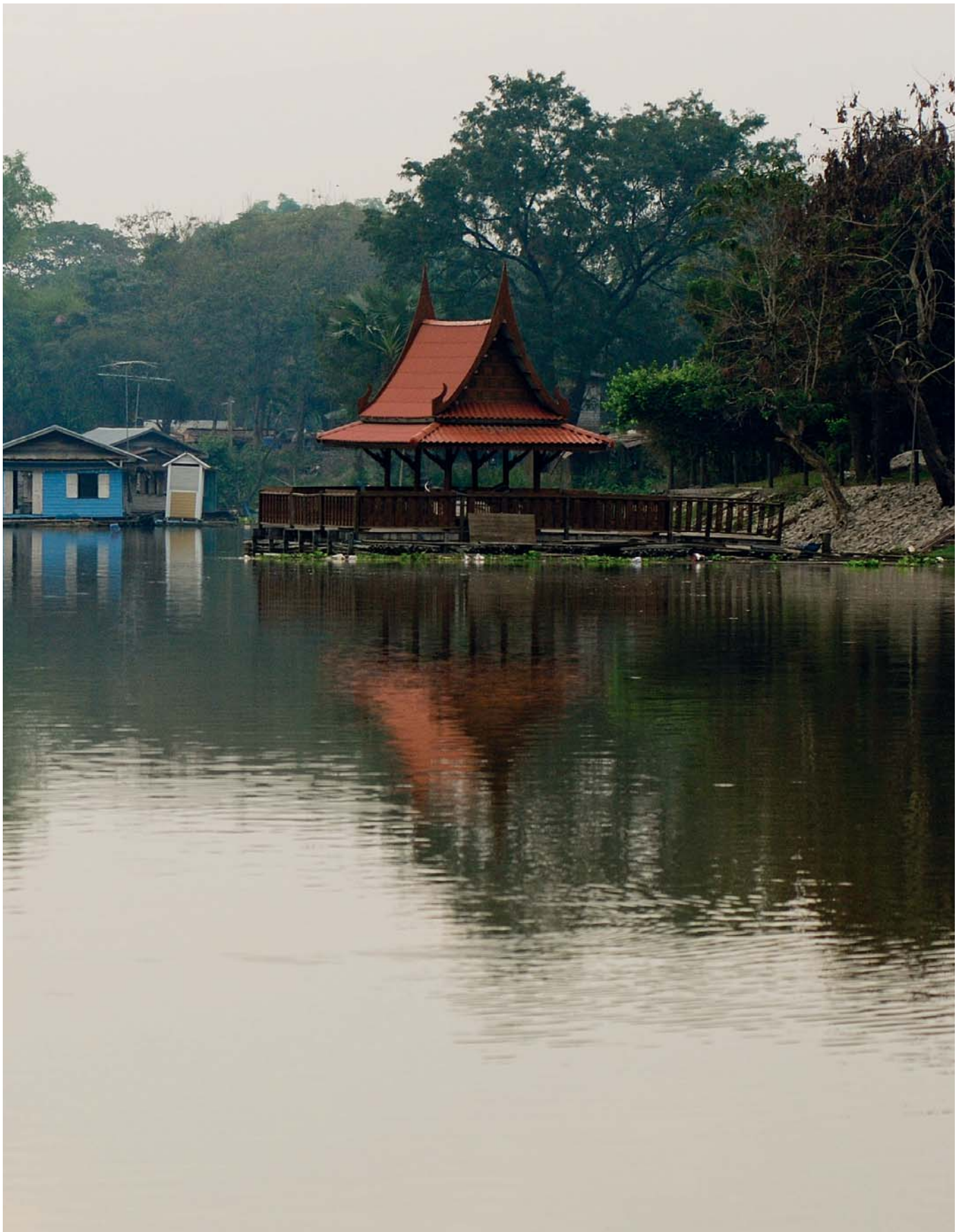
Address : Stall No. 99-100 Bon Marché Market, Thetsaban Songkhro Rd., Chatuchak, District,

Bangkok

Tel. +66 (0) 8 1451 7272



TREASURE FROM THE **RIVER**





KUNG MAE NAM

GIANT RIVER PRAWN

'Kung Mae Nam' are a rich source of zinc and selenium good for immunity and contain low fat and zero saturated fat. Kung Mae Nam are giant freshwater prawns found in clean rivers. The prawns are commonly used in salads and the hot and sour Tom Yam soup. But grilled freshwater prawns are the most popular form of prawn dishes and usually accompanied with the fiery seafood sauce. Phra Nakhon Si Ayutthaya and Suphan Buri provinces boast the biggest stocks of giant freshwater prawns.



Kung Mae Nam Ayutthaya

With Phra Nakhon Si Ayutthaya province situated at the confluence of the Chao Phraya, Pasak and Lop Buri Rivers, its waters are teeming with Kung Mae Nam. But overfishing resulted in dwindling freshwater prawn stocks after 1967. This worried Her Majesty the Queen who ordered a major systematic breeding program in 1980 at her Bang Sai Arts and Crafts Center with the help of the Department of Fisheries. The prawns from the breeding program were released to their natural habits between 1982 and 1986, and ever since they have grown in numbers in the old city's Sena and Mueang Phra Nakhon Si Ayutthaya districts and nearby provinces like Sing Buri and Pathum Thani.

Kung Mae Nam Suphan Buri

The giant freshwater prawns of Suphan Buri from the Tha Chin River are fresh and chunky like the ones in Phra Nakhon Si Ayutthaya. The prawns living in abundance in Bang Pla Ma, Sam Chuk and Mueang Suphan Buri districts are good for such popular dishes as Kung Mae Nam Thot Kluea (fried salted prawns) the signature, with the yummy hepatopancreas that goes well with steamed rice. The prawns when fried give off tasty fat that makes the dish pleasantly sweet and salty.

WHERE to EAT

In the provinces

Kung Mae Nam Ayutthaya

- Ton Nam River View

Must Try : Kung Phao, Pla Nam Ngoen Yang Si-io, Kung Phla, Thot Man Pla Krai, Po Taek

Address : 26/7 Mu 6, Soi Thetsaban 6, Thetsaban Rd., Ban Len Sub-district, Bang Pa-in District, Phra Nakhon Si Ayutthaya
Tel. +66 (0) 3526 1006, +66 (0) 3526 2398

- Ruean Thai Kung Phao

Must Try : Kung Phao, Kam Kung Op Wun Sen, Tom Yam Kung

Address : 1/2 Mu 4 (Wat Choeng Len), Ratchakhram Sub-district, Bang Sai District, Phra Nakhon Si Ayutthaya
Tel. +66 (0) 3533 6002, +66 (0) 8 9887 0871

- Ruay Kung Phao

Must Try : Chu-chi Pla Nam Ngoen, Choeng Pla Krai Thot Krathiam, Tom Yam Kam Kung Nam Khon, Kung Phao

Address : 3418, Mai Tra Sub-district, Bang Sai District, Phra Nakhon Si Ayutthaya Tel. +66 (0) 3574 1042, +66 (0) 8 6007 1451

- Phae Krung Kao

Must Try : Kung Phao, Kaeng Khiao Wan Luk Chin Pla Krai Khai Khem, Pla Nam Ngoen Lat Phrik, Yam Sai Bua

Address : U Thong Rd., Ho Rattana Chai Sub-district, Phra Nakhon Si Ayutthaya District, Phra Nakhon Si Ayutthaya
Tel. +66 (0) 3524 1555, +66 (0) 3524 3455

- Krua Ya Bua

Must Try : Kung Phao, Tom Yam Kung, Chu-chi Kung, Kaeng Som Lai Bua

Address : Mu 2 Riverside of the Pasak River, Liap Thang Rot Fai Rd., Ka Mang Sub-district, Phra Nakhon Si Ayutthaya District, Phra Nakhon Si Ayutthaya Tel. +66 (0) 3524 2725, +66 (0) 3523 5063



Kung Mae Nam Suphan Buri

- Mae Buai

Must Try : Kung Phao, Kung Thot Kluea, Kaeng Pa Luk Chin Pla Krai

Address : 44 Mu 5, Khok Khram Sub-district, Bang Pla Ma District, Suphan Buri Tel. +66 (0) 3558 7077, +66 (0) 3558 6416

- Kui Mong

Must Try : Kung Thot Kluea, Nuea Pla Krai Phat Krathiam Thon, Pla Ma Nueng Manao Krathiam Thon, Kaeng Pa

Address : 328 Bang Pla Ma Rd., Khok Khram Sub-district, Bang Pla Ma District, Suphan Buri Tel. +66 (0) 3558 7256, +66 (0) 8 9515 1302

- Kung Pen

Must Try : Kung Thot Kluea, Tom Yam Ruam Mit, Pla Thap Thim Chup Paeng Thot, Yam Tam Leung Krop

Address : 39 Suphan Buri-Chai Nat Rd., Sam Chuk Sub-district, Sam Chuk District, Suphan Buri Tel. +66 (0) 3550 4273

- Ruean Phae Krua Suphan

Must Try : Kung Mae Nam Thot Kluea, Pu Lon Chao Wang, Pla Ma Tom Yam, Miang Kham Yam Takhrui

Address : 99 Mu 3, Riverside of the Tha Chin River, Suphan-Phoraya Rd., Sanam Chai Sub-district, Mueang Suphan Buri District, Suphan Buri Tel. +66 (0) 8 1941 9716, +66 (0) 3552 3057

Bangkok

- Eat (eat all Thai)

Must Try : Kung Mae Nam Ayuthaya Phao, Tom Yam Pla Thu Yang Madan, Khai Tun Koei

Address : 2nd Fl., Groove@CentralWorld, Rama I Rd., Pathum Wan District, Bangkok Tel. +66 (0) 2251 1230

- Baan Khanitha by the River

Must Try : Kung Ayutthaya Phat Sauce Makhm, Pu Phat Phong Karl, Matsaman Kai

Address : 2194 Asiatique, Charoen Krung Rd., Bang Kho Laem District, Bangkok Tel. +66 (0) 2108 4910-11

- Ban Klang Nam 1

Must Try : Kung Mae Nam Phao, Pla Ka Phong Thot Nam Pla

Address : 288 Soi 14, Rama 3 Rd., Bang Kho Laem District, Bangkok Tel. +66 (0) 2292 0175





PLA CHON

SNAKEHEAD FISH

'Pla Chon' are Thailand's number one freshwater fish and the staple of Thai cuisine. The best Pla Chon come from Sing Buri's Mae La Reservoir that is sandwiched between the Chao Phraya and Noi Rivers in Bang Rachan, In Buri and Mueang Sing Buri districts. The fish from here are known as '**Pla Chon Mae La**'.

The lake's bustling with snakeheads and other kinds of fish. The Pla Chon Mae La is like no other, with pink pectoral fins, a fan-like tail fin, a plump body, and a pointed head. The meat is soft and fatty, which is attributable to the lake's rich biodiversity. Pla Chon farming was introduced to Suphan Buri's Song Phi Nong district some 40 years ago by a Thai-Chinese fisherman of the Talat Bang Li community. These days they are raised in rivers, ponds and floating baskets.

The sweet texture of the fish inspires quite a few Thai dishes: Pla Chon Phao, Tom Yam Pla Chon, Kaeng Som Pla Chon, Pla Chon Pae Sa (steamed snakehead with a herbal dressing), and Pla Chon Lui Suan (deep-fried fish topped with herbs). The older generation believe the fish contains medicinal properties and treat them as a pick-me-up.



Festival Calendar

Sing Buri hosts a major annual fish festival known as the "Fish Eating and Red Cross Festival", which is held from December to January to raise funds for the province's Red Cross Society. For more information about the festival, contact the Sing Buri provincial Public Relations Office at +66 (0) 3650 7135

WHERE to BUY

- **Orawan Pla Chon Daet Diao**

Address : In Buri District, Sing Buri Tel. +66 (0) 8 9744 2523

www.facebook.com/orawaninburi

WHERE to EAT

In the provinces

- **Mae La Pla Phao**

Must Try : Pla Chon Mae La Phao, Pla Chon Daet Diao, Nam Phrik Pla Chon Sot, Pu Lon Phak Sot, Chu-chi Pla Nuea On

Address : 99 Mu 7, Asia Rd., Bang Man Sub-district, Mueang Sing Buri District, Sing Buri Tel. +66 (0) 3681 3701, +66 (0) 8 0910 8563

- **Ram Pueng**

Must Try : Pla Chon Krop Phat Met Mamuang, Pla Ma Phat Cha, Thot Man Pla Krai, O-suan

Address : 152 Khun San Rd., Bang Putsa Sub-district, Mueang Sing Buri District, Sing Buri Tel. +66 (0) 3652 0757

- **Ban Suan Mae La Ka Rong**

Must Try : Pla Chon Phao, Yam Ruam, Kung Chae Nam Pla

Address : 1/3 Mu 2, Mae La Sub-district, Bang Rachan District, Sing Buri Tel. +66 (0) 3658 7077

- **Lung Chert Pla Phao**

Must Try : Pla Chon Phao Sadao Nam Pla Wan, Thot Man Pla Krai, Pla Nuea On Thot Krathiam

Address : 70 Mu 1, Asia Rd., Bang Man Sub-district, Mueang Sing Buri District, Sing Buri Tel. +66 (0) 3651 1740, +66 (0) 8 1852 7213



PLA KRAI

CLOWN KNIFEFISH

One of Thailand's most popular freshwater fish, 'Pla Krai' live in abundance in different natural habitats nationwide. Their scraped sticky meat is chiefly destined for fish balls and fish cakes while their batter-fried fins are just as delicious. Top-quality Pla Krai are the pride of Nakhon Sawan province, aka Mueang Pak Nam Pho where Thailand's four major rivers converge. The origin of the Chao Phraya River, the province's Bueng Boraphet is a good breeding ground for the fish.

The lake, together with the Chao Phraya River, is home to more than 140 species of freshwater fish, Pla Krai included. Pla Krai of Nakhon Sawan is exported to markets nationwide as processed products like 'Thot Man' (raw fish cakes) and 'Luk Chin' (fish balls), reflecting the province's age-old Thai-Chinese culinary wisdom. The province boasts such famous dishes as Kuai Tiao Pak Nam Pho (noodle soup with tiny fish balls), one of 'Pla Rot Det Pak Nam Pho', the city's acclaimed signature dish.

WHERE to BUY

Bangkok

- Sanya Nakhon Sawan

Address : Talat Or Tor Kor (Marketing Organization for Farmers Market), Kamphaeng Phet Rd., Chatuchak District, Bangkok Tel. +66 (0) 8 1830 9838

WHERE to EAT

In the provinces

- Yim Yim

Must Try : Luk Chin Pra Krai Luak Chim, Kaeng Pa Luk Chin Pra Krai, Kung Thot Kluea

Address : 192 Asia Rd., Phayuha Khiri District, Nakhon Sawan Tel. +66 (0) 5634 1057, +66 (0) 8 1474 3436

- Ko Yi Restaurant

Must Try : Thot Man Pla Krai, Pla Takok Nueng Buai, Luk Chin Pla Krai Luak Chim, Pla Nuea On Rat Phrik

Address : In front of Sawan Park on the Asia Km. 237 Rd., Mueang Nakhon Sawan District, Nakhon Sawan Tel. +66 (0) 5622 1823, +66 (0) 5622 1485



• Na Pha Pla Thot Man

Must Try : Thot Man Pla Krai, Kaeng Khiao Wan Luk Chin

Pla Krai, Choeng Pla Krai Thot, Chu-chi Pla Nuea On

Address : 88/5-6 Ko Si Rd., Pak Nam Pho Sub-district, Mueang

Nakhon Sawan District, Nakhon Sawan Tel. +66 (0) 5621 4629,

+66 (0) 5621 3920, +66 (0) 8 1727 8915

• Phae A Han Si Khaew

Must Try : Kaeng Khua Nuea Pla Krai Het Thop, Chu-chi

Pla Nuea On, Phla Kung Mae Nam, Pla Kot Khang Phat Cha,

Tom Som Pla Ma

Address : 1 Rim Khuean Chao Phraya Rd., Mueang Nakhon

Sawan District, Nakhon Sawan Tel. +66 (0) 5622 7701,

+66 (0) 8 6674 3003

• Nai Ti Luk Chin Pla Krai

Must Try : Kuai Tiao Luk Chin Pla Krai, Thot Man Pla Krai,

Luk Chin Pla Krai Sam Rot

Address : 30/1 Sawanwithi Rd., Pak Nam Pho Sub-district,

Mueang Nakhon Sawan District, Nakhon Sawan

Tel. +66 (0) 5621 4054, +66 (0) 8 1532 5524

• Kuai Tiao Ko Niao

Must Try : Luk Chin Pla Krai, Thot Man Pla Krai, Kuai Tiao

Luk Chin Pla Krai

Address : In front of the Siam Commercial Bank, Ko Si 21 Rd.,

Pak Nam Pho Sub-district, Mueang Nakhon Sawan District,

Nakhon Sawan Tel. +66 (0) 5622 2627, +66 (0) 8 1680 0960



Bangkok

• Khrua Mali

Must Try : Kaeng Pa Luk Chin Pla Krai, Thot Man Pla Krai,

Chu-chi Pla Nuea On

Address : 6 Setsiri Rd., Samsen Nai Sub-district, Phayathai

District, Bangkok Tel. +66 (0) 2617 1784, +66 (0) 2619 5359

• Pla Mae Nam

Must Try : Thot Man Pla Krai, Pla Khang Luak Chim,

Chu-chi Pla Nuea On

Address : 145 Phromdan Rd. (Ekkachai 31), Bang Bon

District, Bangkok Tel. +66 (0) 2892 3499

• Kuai Tiao Luk Chin Pla Krai Nakhon Sawan

Must Try : Kuai Tiao Luk Chin Pla Krai

Address : 29/27 at the top of Soi 3, Lat Pla Khao Rd.,

Wang Hin Intersection, Lat Phrao District, Bangkok

Tel. +66 (0) 8 9680 5356





PLA RAET

GIANT GOURAMI FISH

One of Thailand's important food fish, 'Pla Raet' are of the same species as Pla Kradi (gourami) and Pla Salit (snakeskin gourami), but are much bigger and tastier. The meat wonderfully tight, tasty and soft, with little fish bones is used in stir-fries, spicy Tom Yam soups and spicy salads.

Nowhere is Pla Raet more delicious than in Uthai Thani province that still has the country's biggest stocks of the fish despite large-scale fishing. The province is a basin where two great rivers flow into : the Sakaekrang and Chao Phraya Rivers. The former is the fish's richest natural habitat and the villagers' biggest supermarket and still home to rare floating raft houses.

WHERE to EAT

In the provinces

- Ruean Phae Pramong

Must try : Pla Raet Thot Krathiam, Chu-chi Pla Nuea On, Kaeng Pa Luk Chin Pla Krai

Address : On the riverside of the Sakaekrang River, Mueang Uthai Thani District, Uthai Thani Tel. +66 (0) 5651 1996

- Pa Samran

Must try : Pla Raet Thot Krathiam, Chu-chi Pla Nuea On, Thot Man Pla Yi Sok

Address : 42/1 Mu 4, on the riverside of the Chao Phraya River, Phahon Yothin Rd., Ko The Pho Sub-district, Mueang Uthai Thani District, Uthai Thani Tel. +66 (0) 5698 0085, +66 (0) 8 4622 4225

- Khrua Sakaekrrang

Must try : Pla Raet Thot Krathiam, Pla Khang Luak Chim, Thot Man Pla Krai

Address : 20/1 Mu 3, Sakaekrang Aok Rd., Uthai Mai Sub-district, Mueang Uthai Thani District, Uthai Thani Tel. +66 (0) 5657 1757, +66 (0) 5 6520 1278, +66 (0) 8 9644 5950

- Phrom Tha Sung

Must try : Pla Raet Sam Rot, Chu-chi Pla Nuea On, Thot Man Pla Krai

Address : 72/1 Mu 1, Uthai Thani-Mano Rom Rd., Nam Suem Sub-district, Mueang Uthai Thani District, Uthai Thani Tel. +66 (0) 5650 2585, +66 (0) 5650 2595

- Tui Pla Raet

Must try : Pla Raet Thot Krathiam, Pla Kraphong Song Nam

Address : 276/12 Tha Chang Rd., Tha Chang Sub-district, Mueang Uthai Thani District, Uthai Thani Tel. +66 (0) 5651 2375

- Khrua Rim Suan Uthai Thani

Must try : Tom Yam Pla Raet, Pla Raet Thot Krathiam

Address : 10/4 Si Uthai Rd., Uthai Mai Sub-district, Mueang Uthai Thani District, Uthai Thani Tel. +66 (0) 5651 2025





PLA MA

SOLDIER CROAKER

The oddly named 'Pla Ma' (horse fish) was a result of its dorsal fin resembling a horse's mane, and its unusually loud calls made by inflating its large stomach during mating season. This fish is usually found in large fresh or brackish water bodies in the North, Northeast and Central Regions of Thailand.

In the Central Region, it inhabits the Tha Chin River in Suphan Buri province. In fact, 'Pla Ma Suphan' is the most famous, being abundant since ancient times particularly around Bang Pla Ma district. It also used to crowd Bueng Boraphet in Nakhon Sawan province. It inhabits the Mae Klong and Chao Phraya Rivers that run from Nonthaburi province all the way up to Chai Nat province, and along the Bang Pakong River in Chachoengsao province. In the Northeast, it is called 'Pla Kwang' (deer fish) and it is found in the Mae Khong River. Unfortunately, polluted water and overfishing made wild Pla Ma rare.

Commercially cultivated and propagated by the Department of Fisheries, its large stomach is used to make fish maw. Its soft delicate flesh resembling Pla Kaphong (seabass) is suitable for soup, steaming and deep fried. Choose moderately sized fish for the best taste.



WHERE to EAT

In the provinces

- Mae Buai

Must Try : Tom Yam Pla Ma, Pla Ma Nueng Buai, Kung Thot Kluea, Mi Krop Kung

Address : 44 Mu 5, Khok Khram Sub-district, Bang Pla Ma District, Suphan Buri Tel. +66 (0) 3558 7077, +66 (0) 3558 6416

- Kui Mong

Must Try : Pla Ma Nueng Manao Krathiam Thon, Kung Thot Kluea, Nuea Pla Krai Phat Krathiam Thon

Address : 328 Bang Pla Ma Rd., Khok Khram Sub-district, Bang Pla Ma District, Suphan Buri Tel. +66 (0) 3558 7256, +66 (0) 8 9515 1302

- Rim Khlong House

Must Try : Tom Yam Pla Ma, Pla Chon Na Phao, Yam Pla Duk Fu, Lap Pla Chon Na Thot, Kaeng Khua Hoi Khom

Address : 29/1 Mu 2, Bang Pla Ma District, Suphan Buri Tel. +66 (0) 8 9172 6820, +66 (0) 3558 7141

- Nopparat Restaurant

Must Try : Pla Ma Sam Rot, Tom Yam Kung Mae Nam Het Khon, Phat Chao Ko, Kung Mae Nam Song Krueang

Address : 338/2 Malai Man Rd., Rua Yai Sub-district, Mueang Suphan Buri District, Suphan Buri Tel. +66 (0) 3551 1708, +66 (0) 8 1587 5214

- Ruean Phae Khrua Suphan

Must Try : Pla Ma Tom Yam, Phla Pla Chon, Miang Kham Yam Ta Khrai, Kung Mae Nam Thot Kluea, Pu Lon Chao Wang

Address : 99 Mu 3, riverside of the Tha Chin River, Suphan-Pho Raya Rd., Sanam Chai Sub-district, Mueang Suphan Buri District, Suphan Buri Tel. +66 (0) 8 1941 9716, +66 (0) 3552 3057

PLA KHANG

CATFISH

'Pla Khang', one of Thailand's popular freshwater fish, are big fish that weigh in at around one to three kilograms. The species lives in great abundance in the Khaew Noi, Ping, Yom, Nan and Mae Khong Rivers. Reservoirs and dams also serve as their habitats, which is why they are alternatively called 'Pla Khuen', or dam fish. Places reporting extensive stocks of

this species are the 'Sirikit' (in Uttaradit province), 'Bhumibol' (Tak province) and Ratchaprapa (Surat Thani province) Dams. But top-quality Pla Khang of the Sri Nakin and Lam Takhong Dams are the most trusted household names. The meat of Pla Khang is best boiled and eaten with a spicy sauce, or used to make Tom Yam Pla Khang.



WHERE to EAT

In the provinces

• Khrua Chuk Don

Must Try : Pla Khang Phat Cha, Lon Pla In-si, Pu Nim Thot Krathiam

Address : 60 Tha Nam Chuk Don, Chai Chumphon Rd., Ban Tai Sub-district, Mueang Kanchanaburi District, Kanchanaburi
Tel. +66 (0) 3462 0548, +66 (0) 8 6047 0708, +66 (0) 8 6332 1332

• Pla Phao Khao Tong

Must Try : Tom Yam Pla Khang, Pla Thap Thim Rai Kang, Pla Chon Op Fang, Thot Man Pla Krai

Address : 324 Pak Praek Sub-district, Mueang Kanchanaburi District, Kanchanaburi Tel. +66 (0) 8 1763 2567, +66 (0) 8 9009 6233

• Lam Ta Khong Seafood

Must Try : Tom Yam Pla Khang, Hoi Talap Phat Nam Phrik Phao, Pla Muek Khai Nueng Manao

Address : 283 Mu 12, Mitraphap Rd., Nong Sarai Sub-district, Pak Chong District, Nakhon Ratchasima Tel. +66 (0) 4475 6239, +66 (0) 8 0423 6661

• Ton Sung Pak Chong

Must Try : Pla Kang Song Khrueng, Pu Phat Phong Kari, Pla Chon Ton Sung

Address : Highway No. 2243 Pak Chong-Subsanun, Pak Chong District, Nakhon Ratchasima
Tel. +66 (0) 8 1977 2530, +66 (0) 4493 6011



• Kin Lom Chom Khong

Must Try : Tom Yam Pla Khang, Kung Chae Nam Pla, Thot Man Pla Krai

Address : 72 Mu 5, Pak Khat Sub-district, Pak Khat District, Bueng Kan Tel. +66 (0) 4240 4040

• Sabai Di@Nakhon Phanom

Must Try : Tom Yam Pla Khang Mae Nam Khong, Miang Pla Thot, Tom Yam Pla Chok

Address : 414/6 Sunthon Wichit Rd., Nai Mueang Sub-district, Mueang Nakhon Phanom District, Nakhon Phanom Tel. +66 (0) 4252 0078



Bangkok and Nearby

- Kai Thong

Must Try : Tom Sap Pla Khang Mae Nam Khong, Khao Yok, Tup Thot Krathiam

Address : 164/13-15 Across from Sukhothai Thammathirat University, Changwattana Rd., Bangphut Sub-district, Pak Kret District, Nonthaburi Tel. +66 (0) 2981 7771-2

- Hong Seng Pochana

Must Try : Tom Yam Pla Khang, Kung Mae Nam Phao, Mara Phat Khai, Khao Phat Pu

Address : Pak Kret Municipality Pier Area, Changwattana Rd., Pak Kret District, Nonthaburi Tel. +66 (0) 2583 7654, +66 (0) 2583 8631

- Suni Pla Khang

Must Try : Kaeng Pa Pla Khang, Pla Khang Luak Chim, Pla Sio Thot Kra Thiam, Yam Hua Pli

Address : Soi Raminthra 58, Raminthra Rd., Khan Na Yao District, Bangkok Tel. +66 (0) 2510 7010, +66 (0) 8 1489 4111



PROCESSED
PRODUCTS



PLA SALIT

SNAKESKIN GOURAMI

A popular food fish, 'Pla Salit' are sold sun-dried rather than fresh. The highly tasty deep-fried fish is indispensable in any Thai meal. Like Suphan Buri, Samut Prakan province is home to top grade Pla Salit, especially in Bang Bo and Bang Phli districts. But the Bang Bo variety has been widely acclaimed.



Pla Salit Bang Bo

Situated in a low-lying area, Bang Bo is ideal for rice and Pla Salit farming, with ponds set against endless rice paddies. Its brackish water is infested with red water fleas that explain the fish's meatiness. The fish can be sun-dried, salted or fermented. The sun-dried variety has two types: Pla Salit Hom (fragrant fish) and Pla Salit Thammada (ordinary fish). The former is more popular because it is salted after the meat goes stale, then left to cure. The latter is salted while still fresh and allowed to cure.

Pla Salit Suphan

Suphan Buri's Pla Salit from Don Kamyam sub-district are the precursor of their Bang Bo counterparts. The latter were originally imported from Suphan Buri years ago. Kamyam's Bueng Ban Pho Reservoir, where the Don Kamyam River empties into, is home to the famed Don Kamyam Pla Salit. The fish feed on plants like Kamyam (*styrax benzoin*) growing on its banks. Unlike in Bang Bo, the Pla Salit are cured in brine and dried in the sun for only one day. The salted fish are surprisingly bland but meatier than Bang Bo's, which are cured in the fish sauce and slightly darker.



WHERE to BUY

In the provinces

Pla Salit Bang Bo

- Pla Salit Cha Jo

Address : 74 Bang Na-Trat Km. 31 Rd., Mu 5, Ban Rakat Sub-district, Bang Bo District, Samut Prakan
Tel. +66 (0) 2708 7010

- Yai Yao, Bang Bo Market

Address : Thetsaban Khlong Dan Soi 8/3, Khlong Dan Sub-district, Bang Bo District, Samut Prakan

- Pa Khao Pla Salit Bang Bo

Product packing and delivery service available for international delivery ✈️

Address : 154 Mu 6, Bang Phriang Sub-district, Bang Bo District, Samut Prakan Tel. +66 (0) 2707 7325, +66 (0) 8 9664 2136, +66 (0) 8 6908 2894

- Anchari Pla Salit

Product packing and delivery service available for international delivery ✈️

Address : Bang Bo District, Samut Prakan Tel. +66 (0) 8 6804 8129

- Sahakorn Kan Kaset Bang Bo co., Ltd (Agriculture Cooperatives of Bang Bo)

Address : 86 / 17-20 Mu 2, Bang Bo Sub-district, Bang Bo District, Samut Prakan Tel. +66 (0) 2708 3601

- Talat Nam Bang Nam Pheung (Bang Nam Pheung Floating Market)

Address : Wat Bang Nam Pheung, Bang Nam Pheung Sub-district, Phra Pradaeng District, Samut Prakan

Pla Salit Suphan Buri

- Pla Salit Daet Diao Suphan Buri Na Mai Che Bum

Address : Ban Pho Sub-District, Mueang Suphan Buri District, Suphan Buri Tel. +66 (0) 8 9918 5304

- Pa Pueak Pla Salit Khem

Address : Rua Yai Sub-district, Mueang Suphan Buri District, Suphan Buri

- Sam Chuk Market

Address : Sam Chuk District, Suphan Buri

- Na Sommai Che Bum Pla Salit Daet Diao Suphan Buri Rangsit Market

Address : Prachathipat Sub-district, Thanyaburi District, Pathum Thani Tel. +66 (0) 8 9918 5304

Bangkok

Pla Salit Bang Bo

- Khun Ae

Address : In front of the Tha Tian Market, Atsadang Rd., Phra Nakhon District, Bangkok Tel. +66 (0) 8 1911 2205

- Pa Nao

(Product packing and delivery service available for international delivery) ✈️

Address : Talat Or Tor Kor (Marketing Organization for Farmers Market), Kamphaeng Phet Rd., Chatuchak District, Bangkok Tel. +66 (0) 8 6896 4939

Pla Salit Suphan

- Pla Salit Daet Diao Phen Suphan Buri

Address : Intharak Market 77/63 Soi Nawamin 73, Bueng Kum District, Bangkok Tel. +66 (0) 8 0622 9461

- Pla Salit Suphan Ran Pathum

Address : Talat Or Tor Kor (Marketing Organization for Farmers Market), Kamphaeng Phet Rd., Chatuchak District, Bangkok Tel. +66 (0) 8 1984 2137

- Pa Nao

Product packing and delivery service available for international delivery ✈️

Address : Talat Or Tor Kor (Marketing Organization for Farmers Market), Kamphaeng Phet Rd., Chatuchak District, Bangkok Tel. +66 (0) 8 6896 4939

- Worawut

(Product packing and delivery service available for international delivery) ✈️

Address : Talat Bon Marche, Thetsaban Songkhro Rd., Chatuchak District, Bangkok Tel. +66 (0) 2954, 2445, +66 (0) 8 9115 2445



PLA RA

FERMENTED FISH

'Pla Ra', or 'Pla Daek' as it is called in Isan (Thailand's Northeast), is the soul of spicy Isan food, reflecting its people's wit and wisdom in the way of food preservation. The traditional Isan Pla Ra recipe uses tiny fish (the bigger ones go to Tom Yam soup pots), rock salt and rice bran. The small fish used include anything from Pla Sio (minnow) and Pla Khao (Siamese mud carp) to Pla Kradi (gourami).

The juicy mixture is left to ferment in rainwater jars over a long period of time. The final product is brownish and very pungent. The fermented fish, whether cooked or uncooked, adds an authentic flavor to Isan dishes like Som Tam, Soup No Mai, Kaeng Om, Tom Pla Ra No Mai, and Kaeng Wai.

The Central Plains recipe features big fish, rock salt and ground rice (instead of rice bran). The end result much less brownish, fragrant and juicy is used to make Pla Ra Song Krueng, Lon Pla Ra and Pla Ra Sup.

Pla Ra does not owe its origins to North-eastern Thailand, as one might think. The dish has been a national obsession in various parts of the country where recipes and flavor profiles vary from region.



Pla Ra Phayuha Khiri

'Pla Ra Phayuha Khiri', the signature product of Nakhon Sawan's fertile Payuha Khiri district, is also known as 'Pla Ra Khao Khua' (with ground rice in the mixture) and considered part of the district's intellectual heritage. The fermented fish is reddish in the meat, moderately salty, and contains no artificial flavorings.

Pla Ra Kong Krailat

Sukhothai's Kong Krailat district has churned out jars of Pla Ra for more than 60 years. The mixture includes sea salt, high-quality ground rice and river fish like Pla Mo (climbing perch), Pla Kradi (gourami), and Pla Soi (Jullien's mud carp). The end result is very salty and aromatic.



Pla Ra Sri Songkhram

Pla Ra is the staple of the Isan diet, but nowhere is the product more famous than in Sri Songkhram district of Nakhon Phanom where the Sri Songkhram River runs through before emptying into the Mae Khong River. The two waterways have lots of Pla khao (great white sheatfish) and Pla Buek (Mae Khong giant catfish). Salt and rice bran are part of the mixture that is left to ferment for one year.



WHERE to BUY

In the provinces

• Pla Ra Phayuha Khiri

- Pla Ra Cha Virat

Address : 56 Mu 1, Tha Nam Aoi Sub-district, Payuha Khiri District, Nakhon Sawan Tel. +66 (0) 5631 6169
+66 (0) 8 1474 3785

Remark : Bangkok can place orders at Talat Thai Tel. +66 (0) 2908 4829,
+66 (0) 8 1474 3785

- Pla Ra Kung Yai Che Pop

Address : Si Mum Mueang Market, Lam Luk Ka District, Pathum Thani Tel. +66 (0) 8 6734 6518,
+66 (0) 8 4535 3620

- Pla Ra Thong Chan

Address : Si Mum Mueang Market, Lam Luk Ka District, Pathum Thani Tel. +66 (0) 2951 1201,
+66 (0) 8 1818 3402

Pla Ra Kong Krailat

- Luk Ko Chian-Che Chio

Address : 122/2 Mu 9, Kong Sub-district, Kong Krailat District, Sukhothai Tel. +66 (0) 8 1474 8071

- Pla Ra Mae Sunthon

Address : Ban Nam Rueang, Mu 12, Tha Chanuan Sub-district, Kong Krailat District, Sukhothai Tel. +66 (0) 5565 5011

Pla Ra Si Songkhram

- Klum Sastri Prae Rup A Han

Chak Pla

Address : Mu 6, Ban Tha Bo, Tha Bo Songkhram Sub-district, Si Songkhram, Nakhon Phanom Tel. +66 (0) 8 9577 7279

- Si Songkhram Market

Address : Mu 1, Si Songkhram Market, Si Songkhram Sub-district, Si Songkhram District, Nakhon Phanom

Bangkok

- Pa Mon Tha Tian

Address : Tha Tian Market, Aitsadang Rd., Phra Nakhon District, Bangkok Tel. +66 (0) 2662 3194,
+66 (0) 8 9188 8039

- Khun Somsri Phankhot

Address : Talat Sam Yan (Sam Yan Market), Soi Chula 9, Rama 4 Rd., Pathum Wan District, Bangkok Tel. +66 (0) 8 0082 4548

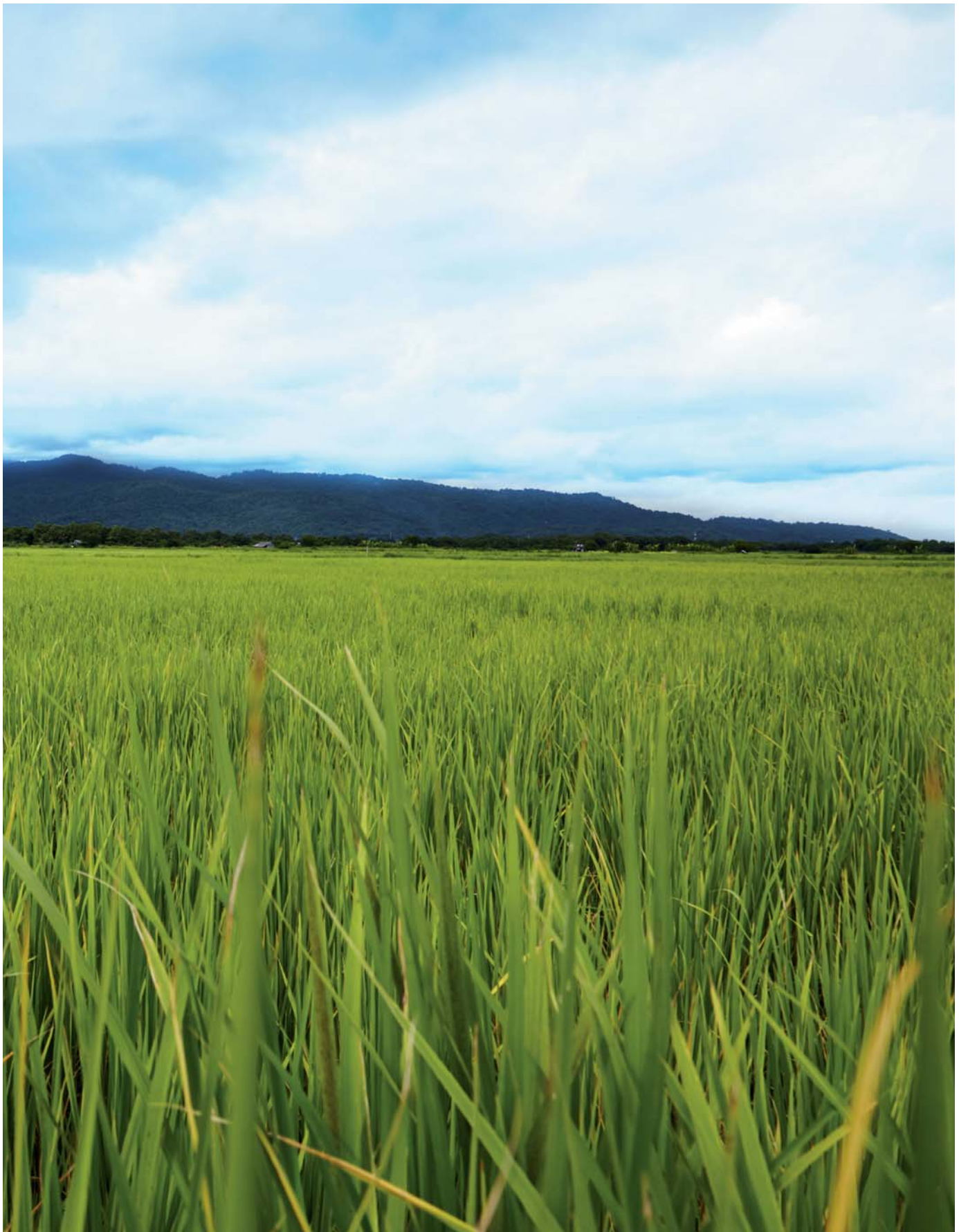
- Talat Lao

Address : Talat Khlong Toei (Khlong Toei Market) Rama 4 Rd., Khlong Toei District, Bangkok

DELIGHTFUL **FIELD**

FOOD FROM THE







KHAO HOM MALI

THAI JASMINE RICE

Khao Hom Mali, also known as Khao Dok Mali 105 (KDML 105), is a world-renowned long-grain rice variety with a floral scent that is grown in the vast 'Thung Kula Rong Hai' Plateau straddling five provinces of North-eastern Thailand: Roi Et, Surin, Si Sa Ket, Yasothon and Maha Sarakham. The area is the biggest production source of '**Khao Hom Mali Thung Kula Rong Hai**', which is considered the highest quality and the most fragrant thanks to the sandy soil and harsh climate.

The Khao Hom Mali variety known as Khao Dok Mali 4-2-105 was first cultivated in Chachoengsao's Bang Khla district. The cultivar was fragrant, soft and

tasty. After an agricultural officer learned of it, it was officially released as KDML 105 in 1959 and later successfully transplanted to the Plateau where it flourished despite its barren landscape. The more arid the farmland becomes during the harvest, the more aromatic the rice. The Plateau's wet-season rice farming starts in July and harvest begins in November and December. When cooked, the texture is soft and sticky with a characteristically jasmine scent. With its origin certification by the European Union, Khao Hom Mali Thung Kula Rong Hai has its own slogan: 'Fragrant, long, white and soft'.





Festival Calendar

The World Khao Hom Mali Day Festival is held annually in Roi Et in November and December. For further details, contact the Agriculture Office of Roi Et at 0 4350 0004, or the province's Public Relations Office at +66 (0) 4352 7117.

WHERE to BUY

In the provinces

- The Local Enterprise of Ban Um Saeng Community

(Lung Bun Mi)

Address : 155 Mu 7, Du Sub-district, Rasi Salai District,

Si Sa Ket Tel. +66 (0) 8 1344 0333, +66 (0) 8 1829 8240 or

Facebook : Rakgreenfarm

- The Local Enterprise Network of Sustainable

Agriculture Nam Om

Address : 27 Mu 10, Ban Siri Patthana, Nam Om Sub-

district, Kho Wang District, Yasothon Tel. +66 (0) 4575 6980,

+66 (0) 8 6264 4031 www.kwannamom.com

Email: patin@kwannamom.com

Bangkok

- Khao San Pho Thong (Khun Daeng)

Address : Talat Or Tor Kor (Marketing Organization for

Farmers Market), Kamphaeng Phet Rd., Chatuchak District,

Bangkok Tel. +66 (0) 8 2444 0231

- 'Cooking for Fun' and 'My Choice' products

Where to buy : All TOPS Supermarket stores

Online order : www.rakbankerd.com

- Gourmet Market

Address : G Fl., Siam Paragon, Rama I Rd., Pathum Wan

District, Bangkok Tel. +66 (0) 2690 1000

www.gourmetmarketthailand.com



NUEA MU

PORK

Pork is de rigneur in Thai food. Pork dishes; such as, Khao Kha Mu, Khao Mu Daeng, and Khao Mu Krop, are everywhere from streetside stalls to fine dining establishments. Nakhon Pathom province, nicknamed 'The Pig City', is Thailand's biggest pork producer, with more than 1,000 pig farms, each with over 1,000 pigs. With rivers and lush vegetation for fodder, the province is ideal for pig farming.

Its pig-farming history goes back several decades to the time when the first wave of Chinese immigrants made Nakhon Pathom their home. They kept pigs in an open area under the houses for domestic consumption. Over time a new source of wealth was discovered and pork production took on an industrial scale.

Pig farmers utilize a crossbreeding system called “three-breed cross”: an American Duroc boar is bred with Large white-Landrace sows. Their offspring are our food. In a break with a popular farming method that uses chemicals and growth hormones, free range pork production, which consists of rooting areas (pastures), ponds and a pig pen, has also received widespread attention. This farming method ensures the animals are healthy and immune to diseases, resulting in top pork quality.



WHERE to BUY

In the province

- Talat Lang (Nakhon Pathom Fresh Market)

Address : Phra Pathom Chedi Sub-district, Mueang Nakhon Pathom District, Nakhon Pathom

- Sam Phran Farm co.,Ltd.

Address : 145/1 Mu 1, Yai Cha Sub-district, Sam Phran District, Nakhon Pathom Tel. +66 (0) 2429 7103, +66 (0) 3432 1422

- Talat Sot Salaya (Salaya Market)

Address : Salaya Sub-district, Phutthamonthon District, Nakhon Pathom

Bangkok

- Talat Sam Yan (Sam Yan Market)

Address : Soi Chula 9, Rama 4 Rd., Pathum Wan District, Bangkok

- Talat Nong Khaem (Nong Khaem Market)

Address : Phetkasem Rd., Bang Khae District, Bangkok

- TOPS Supermarket www.tops.co.th/th/

Address : All Central Department Stores www.tops.co.th/thai

WHERE to EAT

In the provinces

- **Phu Yai Mui (Chao Kao)**

Must Try : Mu Yang Nang Krop, Tom Kra Duk Mu Super, Phat Kra Phrao Pet

Address : 17 Mu 3, Phra Pathon Sub-district, Mueang Nakhon Pathom District, Nakhon Pathom Tel. +66 (0) 3430 5926

- **Pathom Pochana**

Must Try : Khao Mu Daeng, Khao Kha Mu, Khao Man Kai

Address : Ton Son Rd., Phra Pathom Chedi Sub-district, Mueang Nakhon Pathom District, Nakhon Pathom Tel. +66 (0) 3424 2064

- **Tang Ha Seng (Ran Kao)**

Must Try : Khao Mu Daeng, Kuai Tiao Luk Chin Mu, Kuai Tiao Pet

Address : 34-35 Phaya Kong Rd., Mueang Nakhon Pathom District, Nakhon Pathom Tel. +66 (0) 3424 1322

- **Shell Mai Koei Chim (Shell Chim Lao)**

Must Try : Kuai Tiao Krueang Nai Mu, Kuai Tiao Mu, Sai Krok Mu Yang

Address : 32 Songphon Rd., Lamphaya Sub-district, Mueang Nakhon Pathom District, Nakhon Pathom Tel. +66 (0) 8 1333 4313

- **SU Steak**

Must Try : Pork Chop Phrik Thai Dam, Phak Khom Op Cheese

Address : 28/60 Ying Pao Rd., Sanam Chan Sub-district, Mueang Nakhon Pathom District, Nakhon Pathom Tel. +66 (0) 3427 3036

Bangkok

- **Khao Mu Daeng Nakhon Pathom**

Must Try : Khao Mu Daeng, Khao Mu Krop

Address : Soi Chula 50, Rama 5, Pathum Wan District, Bangkok Tel. +66 (0) 2215 4354

- **Khao Mu Daeng Nakhon Sanuk**

Must Try : Khao Mu Daeng, Khao Mu Krop

Address : Top of Soi Sida, Luang Rd., Close to Worachak Intersection, Phra Nakhon District, Bangkok Tel. +66 (0) 2222 2864





NUEA WUA BEEF

As a rich source of protein for humans for ages, beef still remains a popular choice of food all over the world. In Thailand, it is a versatile ingredient that has inspired so many spicy Thai dishes. The country's two most popular beef varieties are '**Nuea Kho Khun Phon Yang Kham**' (PhonYangKhambeef) and '**Nuea Kamphaeng Saen**' (Kamphaeng Saen beef), which are on par with imported beef in terms of tenderness, tastiness and marbling quality. Nutritionists say beef contains the essential amino acids in a proportion similar to that required by humans and its protein has

an extremely high biological value. Beef provides a variety of micronutrients; such as, Vitamins 1, B6, B12 (rare in other types of food), E and iron.

There are five yield grades for beef based on the amount of marbling (intramuscular fat), or the intermingling or dispersion of fat within the lean. The first grade is the leanest without marbling and fairly tender. But because it has no or less marbling, it may lack some of the juiciness and flavor of the higher grades. The fifth or the best grade from well-fed beef cattle has ample marbling.

Nuea Kho Khun Phon Yang Kham (Phon Yang Kham Beef)

'Nuea Kho Khun Pon Yang Kham' is considered Thailand's best meat, a cross between France's Charolais and Limousin breeds. Beef was first produced as part of a Thai-French cross-breeding program, which was launched in 1980 at Ban Phon Yang Kham in Non Hom sub-district, Mueang Sakon Nakorn district, Sakon Nakhon province, in cooperation with the French government. The village operates a livestock cooperative under the Armed Forces Security Command that farms Thailand's best beef.

Charolais is a breed of large muscled taurine beef cattle from the Charolais area surrounding Charolles, in Burgundy, in Eastern France. The highly muscled Limousin breed originated from the Limousin and Marche regions of France. Limousin cows yield high milk production.

At two years old, the crossbred cattle enter the fattening mode during which farmers turn on the music in the barn, which is said to cause the animals to eat more. The meat of these grass-and grain-fed cattle is tender, aromatic, juicy and sweet, with a fine marbling texture—and has become a household name.

Nuea Kamphaeng Saen (KU Beef)

'Nuea Kamphaeng Saen', or KU beef, is a meat product from a beef cattle farm of Kasetsart University's Kamphaeng Saen Campus Beef Producer Co-operative, which was founded in 1993. The



Kamphang Saen breed is a cross between a native Thai breed and Brahman bloodlines. It is then crossed with Charolais to produce the slaughter generation.

The native Thai breed is hardy and well adjusted to Thailand's hot climate. The cows are known for their maternal efficiency. But the local breed has its own disadvantages including a slight build and slow growth. Brahmans are relatively bigger in size. The Charolais tends to be heavily muscled with high growth potential. KU Beef is an officially certified safe product that ensures product traceability and well implemented hygiene measures.

WHERE to BUY

In the provinces

Nuea Kho Khun Phon Yang Kham

- Sa Ha Kon Phon Yang Kham (Phon Yang Kham Coop.)

Address : Mu 10, Ban Non Hom, Non Hom Sub-district, Mueang Sakon Nakhon District, Sakon Nakhon Tel. +66 (0) 4271 4397, +66 (0) 4271 4316

- Tao Than Phon Yang Kham

Address : In front of the Sakon Nakhon Election Commission Building, Sakon Nakhon-Kalasin Rd., That Choeng Chum Sub-district, Mueang Sakon Nakhon District, Sakon Nakhon Tel. +66 (0) 4271 3202

- Nuea Phon Yang Kham-Wang Thong

Address : 801/381-7 Wang Thong Trade Center, Mu 8, Phahonyothin Rd., Khu Khot Sub-district, Lam Luk Ka District, Pathum Thani Tel. +66 (0) 2992 6037

Nuea Kamphaeng Saen

- The Beef Co-op of Kasetsart University Kamphaeng

Saen Campus

Address : - Kamphaeng Saen Branch :1 Mu 6 Kamphaeng Saen Sub-district, Kamphaeng Saen District, Nakhon Pathom Tel. +66 (0) 3428 1683, +66 (0) 3428 1361 www.kubeef.com, www.facebook.com/Kubeefshop

- Pak Chong Branch : Pak Chong Sub-district,

Pak Chong District, Nakhon Ratchasima Tel. +66 (0) 4431 3293-4

Bangkok

Nuea Kho Khun Phon Yang Kham

- Villa Market

Address : 595 Sukhumvit 33 Rd., Vadhana District, Bangkok Tel. +66 (0) 2662 1889

- Thai-French Beef

Address : 591/16 Sukhumvit Rd. between Soi 33 and 35, Vadhana District, Bangkok Tel. +66 (0) 2258 5087

Nuea Kamphaeng Saen

- The Beef Co-op of Kasetsart University Kamphaeng

San Campus,

- Bang Khen Branch : 50 Ngam Wong Wan Rd.,

Lat Yao Sub-district, Chatuchak District, Bangkok

Tel. +66 (0) 8 3995 5706

- Or Tor Kor Branch : Talat Or Tor Kor (Marketing

Organization for Farmers Market), Kamphaeng Phet Rd.,

Chatuchak District, Bangkok Tel. +66 (0) 8 3332 2118

- Talat Bon Marché Branch : Talat Bon Marché,

Thetsaban Songkhro Rd., Chatuchak District, Bangkok

Tel. +66 (0) 9 0662 3072



Festival Calendar

Nuea Kho Khun Phon Yang Kham's Festival is held annually in Sakon Nakhon province. For information, contact the Tourism Authority of Thailand Sakon Nakhon office or the provincial public relations office at +66 (0) 4251 6337.

WHERE to EAT

In the provinces

Nuea Kho Khun Phon Yang Kham

- **Thong Di Steak House**

Must Try : Tenderloin Steak, Si Khrong Mu Barbeque, Phak Khom Op Cheese

Address : 1310 Kam Chat Phai Rd., That Choeng Chum Sub-district, Mueang Sakon Nakhon District, Sakon Nakhon
Tel. +66 (0) 4271 1817

- **Steak Sahakon Ko Ro Po Klang Phon Yang Kham (The Ko Ro Po Co-op Steak)**

Must Try : T-Bone Steak, Sirloin Steak, Bavette Steak

Address : Mu 10, Ban Non Hom, Non Hom Sub-district, Mueang Sakon Nakhon District, Sakon Nakhon
Tel. +66 (0) 4271 4397, +66 (0) 4271 4316

- **Tao Than Phon Yang Kham**

Must Try : Steak Nuea, Ping Yang
Address : In front of the Sakon Nakhon Election Commission Building, Sakon Nakhon-Kalasin Rd., That Choeng Chum Sub-district, Mueang Sakon Nakhon District, Sakon Nakhon
Tel. +66 (0) 4271 3202

- **Green Corner**

Must Try : Steak Nuea Phon Yang Kham, Yam Nuea Makhuea Po, Kaeng Phet Het Pho

Address : 1773 Ratphattana Rd., Mueang Sakon Nakhon District, Sakon Nakhon
Tel. +66 (0) 4271 1073

Nuea Kamphaeng Saen

- **KU Beef Steak House**

Must Try : T-bone Steak, Mini Steak, Ribs Steak

Address : 1 Mu 6, Kamphaeng Saen District, Nakhon Pathom
Tel. +66 (0) 3435 1253

- **Texas Steak**

Must Try : Sirloin Steak, T-bone Steak, Steak Pla Salmon

Address : 1 Mu 6, Kasetsart University Kamphaeng Saen Campus, Kamphaeng Saen District, Nakhon Pathom
Tel. +66 (0) 3435 5553

Bangkok

Nuea Phon Yang Kham

- **Rot-Di-Def**

Must Try : Kuai Tiao Nuea, Ping Yang Rot-Di-Def

Address : 1125-1127 Soi Chula 9, Rama 4 Rd., Pathum Wan District, Bangkok
Tel. +66 (0) 8 4018 8388

- **Nuea Khu**

Must Try : Kuai Tiao Nuea, Khao Na Nuea, Neua Luak Chim

Address : 4th Fl., Siam Paragon, Rama 1 Rd., Pathum Wan District, Bangkok
Tel. +66 (0) 2610 9773

- **Vietnamese And More**

Must Try : Pho Nuea, Khao Steak Mu Vietnam, Salad Kai

Address : Rom Pho Mansion 99/9-1, Thang Rot Fai Sai Kao Rd., Khlong Toei District, Bangkok
Tel. +66 (0) 2671 9955

- **Phon Yang Kham Kaset-Nawamin**

Must Try : Nuea Yang Kra Tha Ron, Chim Chum Nuea Kho Khun

Address : 17/30 Kaset-Nawamin Rd., Lat Phrao District, Bangkok
Tel. +66 (0) 8 1937 3431

Nuea Kamphaeng Saen

- **Rot-Di-Def**

Must Try : Kuai Tiao Nuea, Ping Yang Rot-Di-Def

Address : 1125-1127 Soi Chula 9, Rama 4 Rd., Pathum Wan District, Bangkok
Tel. +66 (0) 8 4018 8388

- **Nuea Khu**

Must Try : Kuai Tiao Nuea, Khao Na Nuea, Nuea Luak with Soup

Address : 4th Fl., Siam Paragon, Rama 1 Rd., Bangkok
Tel. +66 (0) 2610 9773

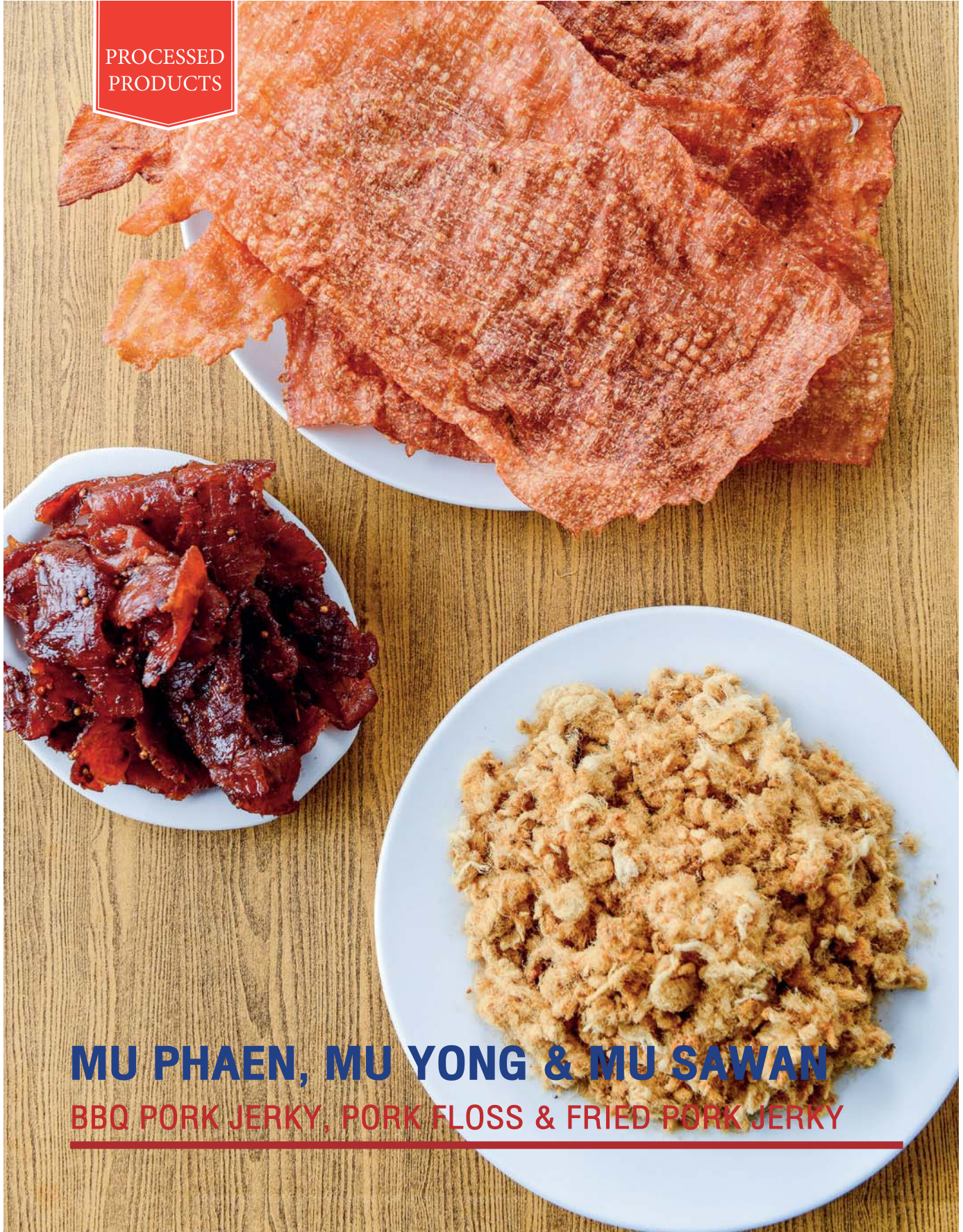
- **Uan-Phom Steak Sam Yan**

Must Try : Steak Nuea Kho Khun Kam Phaeng Saen, Steak Mu Phrik Thai Dam

Address : 2nd Fl., Talat Sam Yan, Soi Chula 9, Rama 4 Rd., Pathum Wan District, Bangkok
Tel. +66 (0) 2214 0741



PROCESSED
PRODUCTS



MU PHAEN, MU YONG & MU SAWAN

BBQ PORK JERKY, PORK FLOSS & FRIED PORK JERKY

Nakhon Pathom is a province known for its quality pigs and flavorful ready-to-eat pork products perfect for snacking or eaten with rice porridge or steamed rice.

‘Mu Phaen’ or barbecued pork jerky is made from minced low-fat pork seasoned with sugar and fish sauce rolled out into thin sheets that are baked or sundried before being grilled until crispy.

‘Mu Yong’ or pork floss is made from shreds of sweet, salty braised pork scented with star anise and cinnamon that is dry-fried over low heat until crunchy.

Chewy deep fried sweet sundried **‘Mu Sawan’** is made by gently deep frying thin slices of partially sundried pork marinated with coriander and cumin seeds.

Another equally famous source of pork products is Yaowarat, or Bangkok’s Chinatown. Famous specialty stores in both cities boast secret age-old recipes inherited from their ancestors or from Nakhon Pathom can be easily spotted by long customer queues.

WHERE to BUY

In the provinces

- **Ngo Cheng Heng**

Address : In front of the Ji An Tueng Pharmacy, Talat Lang, Mueang Nakhon Pathom District, Nakhon Pathom
Tel. +66 (0) 3425 1329, +66 (0) 8 5376 7674, +66 (0) 8 1293 8537

- **Li Hui Heng**

Address: 220 Talat Lang, Mueang Nakhon Pathom District, Nakhon Pathom Tel. +66 (0) 3421 8569, +66 (0) 8 6065 5828

- **Tang Ha Heng**

Address : 66 Rim Khlong Wat Phra Ngam Rd., Mueang Nakhon Pathom District, Nakhon Pathom Tel. +66 (0) 8 1399 9488

Bangkok

- **Ha Ki Lim Ching Hiang**

Address : - Yaowarat Branch; 450, 392, 380 Yaowarat Rd., Samphanthawong District, Bangkok Tel. +66 (0) 2622 9067-8, +66 (0) 2226 3756

- Amarin Plaza Branch; 4th Fl., Amarin Plaza, Ploenchit Rd., Pathum Wan District, Bangkok Tel. +66 (0) 2225 2484

- **C. China**

Address : 382 Yaowarat Rd., Samphanthawong District, Bangkok Tel. +66 (0) 2224 6090

- **Gourmet Market**

Address : G Fl., Siam Paragon, Rama I Rd., Pathum Wan District, Bangkok Tel. +66 (0) 2690 1000 www.gourmetmarketthailand.com

- **4th Fl., MBK Center**

Address : Phaya Thai Rd., Pathum Wan District, Bangkok



PROCESSED
PRODUCTS

KUNCHIANG

CHINESE AIRDRIED SAUSAGES

'Kunchiang', the preserved meat brought over by Chinese settlers is named after the Teo Chiew dialect word for 'sausage'. Boiled and air-dried, the highly flavored coarsely ground pork sausage keeps well for months. Served with rice porridge or steamed rice after being gently panfried and sliced, Kunchiang is often incorporated in other dishes; such as, fried rice, claypot rice, and even Yam or spicy salads.

Thailand's best is '**Kunchiang Korat**' which is from Pak Chong in the northeastern province of Nakhon Ratchasima. Made from a family recipe that is more than a century old using fine cuts of quality meat, their Kunchiang is a moderately sweet toothsome sausage. Ranking a close second is '**Kunchiang Yaowarat**' from Bangkok's Chinatown, which is also made using century-old traditional recipes.

WHERE to BUY

In the Provinces

- Che Lek Kunchiang

Address : 134-138 Khurusamakki Rd., Pak Chong District, Nakhon Ratchasima Tel. +66 (0) 4431 2626

- Kunchiang Che Noi Tra Mu Ha Dao

Address : 130 Mu 1, Khurusamakki Rd., Pak Chong District, Nakhon Ratchasima Tel. +66 (0) 4431 1168, +66 (0) 8 1999 8846

- Kun Chiang Che Kheng

Address : 828/2 Mittraphap Rd., Pak Chong District, Nakhon Ratchasima Tel. +66 (0) 4431 3312

- Pueng Ngi Chiang

Address : 3403-3411 Suebsiri Rd. (Pak Thong Chai Intersection), Mueang Nakhon Ratchasima District, Nakhon Ratchasima Tel. +66 (0) 4435 3187

- Tia Ngi Hiang (Chao Sua) co.,Ltd. (Available at leading malls and department stores)

Address : 99 Mu 9, Mittraphap Rd., Suranari Sub-district, Mueang Nakhon Ratchasima District, Nakhon Ratchasima Tel. +66 (0) 4424 0999

Bangkok

- Kuang Hokki (Yaowarat)

Address : 26 Plaeng Nam Rd. (Yaowarat), Samphanthawong District, Bangkok Tel. +66 (0) 2221 2066, +66 (0) 2224 8351, +66 (0) 8 5809 6004

- Talat Sam Yan (Sam Yan Market)

Address : Soi Chula 9, Rama 4 Rd., Pathum Wan District, Bangkok

- Talat Or Tor Kor (Marketing Organization for Farmers Market)

Address : Kamphaeng Phet Rd., Chatuchak District, Bangkok Tel. +66 (0) 2279 2080

- Talat Bon Marché

Address : Thetsaban Songkhro Rd., Chatuchak District, Bangkok

- Gourmet Market

Address : G Fl., Siam Paragon, Rama I Rd., Pathum Wan District, Bangkok Tel. +66 (0) 2690 1000 www.gourmetmarketthailand.com

- 4th Fl., MBK Center

Address : Phaya Thai Rd, Pathum Wan District, Bangkok

- TOPS Supermarket

Address : All Central Department Stores www.tops.co.th/thai

MU YO

STEAMED PORK ROLL

'Mu Yo', the spicier Thai version of Vietnamese steamed pork roll can be found in locations with sizable Vietnamese settlers. The most famous is 'Mu Yo Ubon' from Sri Narong Road, Mueang Ubon Ratchathani district, Ubon Ratchathani province where the earliest Vietnamese immigrants lived.

Though modern manufacturers use modern machinery to process the meat, it was traditionally made by pounding chopped pork in a mortar to a smooth sticky paste. Seasoned with salt, pepper, sugar, and

shallots, some places add chewy slivers of pork skin for textural contrast. The meat is carefully rolled up in banana leaves, steamed and boiled.

These bouncy peppery meatloaves can be eaten cold, fried, or made into spicy salads (Yam), used in Vietnamese dishes; such as, Kuai Chap Yuan (noodle soup), Khai Krata (eggs with Mu Yo and Kunchiang) and Pak Mo Yuan (stuffed steamed rice pancakes), and even in Northeastern dishes like Tam Mua, Tam Sua a variation of green papaya salad (Som Tam).

WHERE to BUY

- Mu Yo Dao Thong

Address : 173/2-3 Si Narong Rd., Mueang Ubon Ratchathani District, Ubon Ratchathani Tel. +66 (0) 4526 2344

- Mu Yo Tong Nueng

Address : 72/74 Phalochai Rd., Mueang Ubon Ratchathani District, Ubon Ratchathani Tel. +66 (0) 4524 3688

- Mu Yo Mae Hai

Address : 173 Si Narong Rd., Mueang Ubon Ratchathani District, Ubon Ratchathani Tel. +66 (0) 4525 4763

- Nuan Prang Mu Yo

Address : 127-127/1 Phalochai Rd., Mueang Ubon Ratchathani District, Ubon Ratchathani Tel. +66 (0) 4525 5356, +66 (0) 4525 4388

Bangkok

- Talat Sam Yan (Sam Yan Market)

Address : Soi Chula 9, Rama 4 Rd., Pathum Wan District, Bangkok Tel. +66 (0) 2215 3662, +66 (0) 2215 4664

- Talat Or Tor Kor (Marketing Organization for Farmers Market)

Address : Kamphaeng Phet Rd., Chatuchak District, Bangkok Tel. +66 (0) 2279 2080

- Talat Bon Marché

Address : Thetsaban Songkhro Rd., Chatuchak District, Bangkok

PROCESSED
PRODUCTS



PROCESSED
PRODUCTS



KHAI KHEM
SALTED EGGS

WHERE to BUY

In the provinces

- **Khai Khem Mae Bun Hai**

Address : 53/3 Mu 4, Pa We Sub-district, Chaiya District, Surat Thani Tel. +66 (0) 8 9728 0239

- **Chalina Khai Khem**

Address : 118/2 Mu 6, Samet Sub-district, Chaiya District, Surat Thani Tel. +66 (0) 9 0067 6950

- **Khai Khem Chaiya Baisi Khong Prasert**

Address : 135 Mu 6, Phetkasem Rd., Samet Sub-district, Chaiya District, Surat Thani Tel. +66 (0) 8 1477 0402

- **Khai Khem Suri Rat**

Address : 149/11 Mu 6, Samet Sub-district, Chaiya District, Surat Thani Tel. +66 (0) 8 1606 5236

- **The Local Enterprise Khai Khem Or So Mo**

Address : 71 Mu 2, Samet Sub-district, Chaiya District, Surat Thani Tel. +66 (0) 8 1787 6490

- **Churai Khai Khem**

Address : 91 Mu 6, Samet Sub-district, Chaiya District, Surat Thani Tel. +66 (0) 8 9119 9479

- **Khai Khem Phichai Petcharat**

Address : 102 Mu 6, Samet Sub-district, Chaiya District, Surat Thani Tel. +66 (0) 8 1829 2475

- **Bun Yuen Khai Khem Chaiya**

Address : 103 Mu 6, Samet Sub-district, Chaiya District, Surat Thani Tel. +66 (0) 8 9875 7890

- **Si Wichai Khai Khem**

Address : 6/3 Charoenlap Rd., Tha Kham Sub-district, Phun Phin District, Surat Thani Tel. +66 (0) 7731 2503

'Khai Khem' (salted eggs) is a traditional preserved food made by pickling fresh eggs in brine, coating them with earth from salt flats, and other types of mud-based mixtures depending on the local wisdom in each area. The most famous salted eggs in Thailand bar none is '**Khai Khem Chaiya**' from the Southern province of Surat Thani.

Chaiya district is a rich fertile farmland 'where fields are filled with rice and its waters teem with fish'. Villagers raise free-range ducks that forage for fish, shellfish and crabs in the fields and waterways, supplemented by unhulled rice. Fresh duck eggs are coated with a unique salted anthill soil mixture and a covering of fine rice husk ash before being packed into boxes for sale.

These mildly salty eggs with minimal egg whites prized for their deliciously oily large bright orange yolks are perfect fried and served with spicy food or hardboiled and eaten with rice porridge. Its popularity has grown to the point that these eggs, previously only sold behind Chaiya Railway Station, can now be found in stores nationwide.



FRESHLY PICKED FROM THE ORCHARD





MANAO LIME

A member of the citrus family, sour aromatic 'Manao' is a tangy fruit high in Vitamin C, fiber and antioxidants that zests up many dishes and beverages. Its health benefits includes detoxifying our digestive system, trapping fat in our blood, nourishing our skin and eyes, and alleviating nausea, headaches, and clearing phlegm.

Grown by households in every part of Thailand, there are many species; such as, Paen Rampai, Paen Phuang, Paen Mae Luk Dok, Paen Phichit, Tun Klao, Tahiti, and Manao Khai. Thailand's best limes since historic times are '**Manao Ban Phaeo**' in Samut Sakhon province, and '**Manao Phetchaburi**' from Phetchaburi province.

Manao Ban Phaeo

One of Thailand's most productive agricultural centers, the fertile alluvial plains of Ban Phaeo district, Samut Sakhon province is ideal for growing a myriad fruit and vegetables. Manao is grown in rows of raised beds alternating with plants; such as, Malako (papaya) trees and vegetables that keep the soil moist to encourage bountiful production of quality fruit year-round.

Most orchards plant bestselling Manao Paen (literally 'flat limes') like Paen Kaset, Paen Phuang, Paen Tawai, Paen Ramphai and the rare heirloom species Paen Ta Phong, which are thin-skinned, uniquely aromatic, soft juicy fruit with a balanced sourness perfect for savory dishes and beverages.



Manao Phetchaburi

Manao Phetchaburi originally came from Ban Phaeo district (Samut Sakhon province), Damnoen Saduak district (Ratchaburi province), and Nakhon Pathom province, but its name became 'Manao Paen Phuang Mueang Petch' due to variations in being grown in a hot and dry yet drought-free environment.

Most farmers grow Paen Kaset, Paen Phuang and Paen Ramphai that flourish in well-watered Tha Yang and Nong Ya Plong districts, where they can be planted in dry raised beds without surrounding water bodies. Select thin-skinned flat fruit with a slight yellow tinge or green limes with a smooth stem-end that is soft when pressed to ensure juiciness. Prices are highest from January to May during the dry season, lowest from June to August when the monsoons arrive, before rising from September to December.



WHERE to BUY

Manao Ban Phaeo

- **Suan Manao Phorn-Amarin**
(Phorn-Amarin Lime Garden)
Address : 2 Mu 10, Nong Song Hong Sub-district, Ban Phaeo District, Samut Sakhon Tel. +66 (0) 8 9616 5888
www.facebook.com/PhornAmarinGarden
- **The Lime Farmers Co-op of Ban Phaeo-Damnoen Saduak Co.,Ltd**
Address : 73 Mu 1, Nong Song Hong Sub-district, Ban Phaeo District, Samut Sakhon Tel. +66 (0) 3446 7519
- **Suan Manao Pan Kaset (Pan Kaset Lime Farm)**

Address : 83 Mu 7, Ban Phaeo Sub-district, Ban Phaeo District, Samut Sakhon
Tel. +66 (0) 8 9208 9500

Manao Phetchaburi

- **The Co-op of Ban Lat Agriculture Co.,Ltd**
Address : 91 Mu 7, Saisutthi 1 Rd., Ban Lat Sub-district, Ban Lat District, Phetchaburi Tel. +66 (0) 3249 1268
- **Talat Klang Kan Kaset Tha Yang-Talat Manao Nong Buai (Central Agriculture Tha Yang Market-Nong Buai Lime Market)**
Address : Tha Yang District, Phetchaburi Tel. +66 (0) 9 4020 8039
- **Suan Saming Ban Rai**
Address : 200/1 Mu 10, Liap Khlong Chonprathan Rd., Tha Khoi Sub-district,

Tha Yang District, Phetchaburi

Tel. +66 (0) 8 6791 9323

Bangkok

- **Green Corner Shop**
Address : Talat Bon Marché, Thetsaban Songkhro Rd., Chatuchak District, Bangkok
- **Talat Sam Yan (Sam Yan Market)**
Address : Soi Chula 9, Rama 4 Rd., Pathum Wan District, Bangkok
- **Talat Or Tor Kor (Marketing Organization for Farmers Market)**
Address : Kamphaeng Phet Rd., Chatuchak District, Bangkok
- **Mahanak Market**
Address : On the side of Khlong Mahanak, Pom Prap Sattru Phai District, Bangkok



MAPHRAO

COCONUT

Maphrao, or the coconut, has been an intrinsic part of Thai life from ancient times. Every part can be used. Young and mature coconut flesh and juice are used in savory and sweet dishes, the husks used to make mattresses, and shells used as bowls and utensils, as well as being burned for fuel, and the coconut leaves are used to make household items.



Coconuts can grow anywhere but are planted primarily in the South, especially in Thap Sakae district, Prachuap Khiri Khan province, hence its name **'Maphrao Thap Sakae'**. Mostly harvested when mature, ('Maphrao Hao'), husks and shells are removed, leaving intact balls of 'Maphrao Khao' ('white coconut') with sweet thick aromatic creamy flesh that makes the finest 'Kati' or coconut milk.

Coconut milk has many vitamins, minerals, and electrolytes, and is high in good saturated fats, but coconut milk-based desserts should be enjoyed in moderation as they tend to be high in sugar. Coconut juice from mature fruit is ideal for making 'Wun Maphrao' or coconut jelly. Thap Sakae sells many coconut products along Phetkasem Road just before entering the district; such as, ice cream Kati (coconut ice cream), Miang Kham, Maphrao Op Nam Phung (honey roasted coconut), and Nam Mun Maphrao (coconut oil).





How to Select Maphrao High Juice

Shake the Maphrao and if the sound is clear, the juice will be sweet and refreshing. If it has a heavy sound, it signifies a relatively rare mature coconut with thick, soft flesh ideal for making rich coconut dessert, which require vendors to book these special Maphrao at the plantations.

WHERE to BUY

- Che Da

Address : 99/8 Mu 5, Sang Arun Sub-district, Thap Sakae District, Prachuap Khiri Khan Tel. +66 (0) 8 9837 5860

- Che Phai

Address : 129/9 Huai Yang Sub-district, Thap Sakae District, Prachuap Khiri Khan Tel. +66 (0) 8 9913 8479, +66 (0) 8 4926 1002, +66 (0) 8 9919 6033





MAPHRAO NAM HOM

AROMATIC COCONUT

'Maphrao Nam Hom' or aromatic coconut is a special breed noted for its particularly fragrant juice and flesh, and has anti-aging qualities that make it popular among Thais and foreigners alike.

Most coconuts planted for their juice are 'Maphrao Nam Wan', which is sweeter but less aromatic than 'Maphrao Nam Hom'. This dwarf species is planted mostly in the provinces of Chachoengsao, Samut Sakhon, and Samut Songkhram.

'Maphrao Nam Hom', of the 'Kon Chip' ('pleated bottom') variety is primarily planted in Ban Phaeo district, Samut Sakhon province, and Damnoen Saduak district, Ratchaburi province, as it yields large fruit demanded by the market.

'**Maphrao Nam Hom Sam Phran**' from Sam Phran district, Nakhon Pathom province is another variety of aromatic coconut that is increasingly rare today. These small, round coconuts that proliferate in large

numbers in dwarf trees are delicious in having soft, delicate flesh, a distinct aroma, and sweet juice from being grown in fertile well-watered soil. Therefore, this species of coconut should be preserved and planted for future generations.

WHERE to BUY

In the provinces

- The Maphrao Nam Hom Group

Address : 92 Mu 8, Bang Chang Sub-district, Sam Phran District, Nakhon Pathom Tel. +66 (0) 3429 5027, +66 (0) 3430 7207, +66 (0) 8 1987 5896

- Chum Chit

Address : 45/1 Mu 10, beside Ek Thana Village, Phutthamonthon Sai 7 Rd., Tha Talat Sub-district, Sam Phran District, Nakhon Pathom Tel. +66 (0) 3422 0812, +66 (0) 8 1701 2479

- Maphrao Chok Yuen Yong

Address: 3/1 Mu 5, Khlong Mai Sub-district, Sam Phran District, Nakhon Pathom Tel. +66 (0) 8 1409 2750
www.klongmai.com

WHERE to EAT

In the provinces

- Talat Nam Don Wai (Don Wai Floating Market)

Address : Don Wai-Phutthamonthon Rd., Bang Kra Tuek Sub-district, Sam Phran District, Nakhon Pathom

- Talat Suk Chai (Suk Chai Weekend Market)

Address : Phetkasem Rd., Sam Phran District, Nakhon Pathom Tel. +66 (0) 3432 2544 ext. 5272 (Weekends only)

Bangkok

- Gourmet Market

Address : G Fl., Siam Paragon, Rama I Rd., Pathum Wan District, Bangkok www.gourmetmarketthailand.com

- Talat Or Tor Kor (Marketing Organization for Farmers Market)

Address : Kamphaeng Phet Rd., Chatuchak District, Bangkok Tel. +66 (0) 2279 2080



Festival Calendar

“Week of Maphrao Nam Hom Sam Phran Nakhon Pathom” is organized by the Aromatic Coconut Association of Wat Rai Khing and Rai Khing Municipal Office every year from the end of December until January. For more information, contact the Public Relations Department of Nakhon Pathom Province, Nakhon Pathom Provincial Government Center
Tel. +66 (0) 3434 0011



CHOMPHU PHET

PHETCHABURI ROSE APPLE



‘Chomphu Phet’, Phetchaburi province’s sweet, crisp rose apple came from Bangkok. It was presented by King Mongkut (Rama IV) to be planted in the temple of Than Phrakhru Yanwimol (Luang Pho Phuang), the abbot of Wat Sala Khuean, Ban Lat district in Phetchaburi province in 1835.

Thriving in Phetchaburi, the strain was officially renamed ‘Chomphu Phet Sai Rung’. It is a reddish green bell-shaped fruit with vertical pink stripes, sweet, thick and crisp white flesh. Its peak season runs from February to May every year.

Chomphu helps regulate the digestive system, reduces cholesterol and fat levels in blood vessels, is a heart tonic, strengthens our bones and teeth, and helps control weight in being low-fat and high in fiber.



Festival Calendar

“Ngan Pracham Pi Nakhon Khiri Khong Di Mueang Phet” is an annual festival celebrating the best products from Phetchaburi province. Find out more from the Public Relations Department of Phetchaburi province, Tel. +66 (0) 3242 8047, +66 (0) 3241 0505, or the Tourism Authority of Thailand (TAT) Phetchaburi Office Tel. +66 (0) 3247 1005-6 or Tel. 1672

WHERE to BUY

In the provinces

- **Suan Chomphu Phaithun Thatthong**

Address : 74 Mu 5, Tha Raeng Aok Sub-district, Ban Laem District, Phetchaburi Tel. +66 (0) 3278 0527

- **Suan Lung Thoen (The Phet Nong Sano Local**

Enterprise of Nong Sano Sub-district)

Address : 93 Mu 3, Nong Sano Sub-district, Mueang Phetchaburi District, Phetchaburi Tel. +66 (0) 9 4134 2386 or www.facebook.com/ChomphuPhetSLT

- **Klum Ban Pak Khlong Tha Raeng (Ban Mo Chon)**

Address : 67 Mu 5, Tha Raeng Sub-district, Ban Laem District, Phetchaburi Tel. +66 (0) 8 1995 1823

- **Suan Khun Phanit Tantisukharom**

Address : 57 Mu 11, Tha Mai Ruak Sub-district, Tha Yang District, Phetchaburi Tel. +66 (0) 3241 6025, +66 (0) 9924 8718

Bangkok

- **Pan Chomphu Phetchaburi Tae**

Address : Stall 7/15-7/16 Talat Or Tor Kor (Marketing Organization for Farmers Market), Kamphaeng Phet Rd., Chatuchak District, Bangkok Tel. +66 (0) 8 3808 0254, +66 (0) 8 7499 1081

- **Suchin**

Address : Talat Sam Yan, Soi Chula 9, Rama 4 Rd., Pathum Wan District, Bangkok Tel. +66 (0) 8 4468 1677

- **Naka**

Address : Talat Bon Marché, Thetsaban Songkhro Rd., Chatuchak District, Bangkok Tel. +66 (0) 8 9741 4549



MAYONG CHIT

MARIAN PLUM

'Mayong Chit' is an egg-shaped yellowish orange fruit with sweet-tart juicy flesh high in beta-carotene, Vitamins B and C which prevent macular degeneration and cataracts, and calcium and phosphorus that strengthen teeth and bones.

Nakhon Nayok province dedicates more than 6,000 rai of land to this fruit available only from March to April. Many species include Tun Klao, Phet Klang Dong, Kiao Klang Dong, and Lung Chim. The top varietal is juicy Tun Klao, which grows abundantly in large bunches of uniformly large fruit with small pits.

In olden days, there were Maprang Wan (sweet), Maprang Piao (sour), Mayong Chit, Mayong Hang, and Kawang. Maprang was planted in Phitsanulok, Phichit, Uttaradit, and Kamphaeng Phet province since the Sukhothai period, and brought to the Central Region during the Ayutthaya period.

Mayong was first recorded in the Rattanakosin period, and called 'Maprang Sawoei' during the reign of King Chulalongkorn (Rama V). Mayong, a sweet-sour Maprang hybrid is classified as Mayong Chit for sweeter varietals, while tarter varietals are Mayong Hang. The difference between Maprang and Mayong Chit is the latter has no resin on its fruit. These fruit are eaten fresh or cooked in light syrup, baked in crumbles and cobblers, and churned into ice cream.



Festival Calendar

"Ngan Wan Mayong Chit, Maprang Wan Lae Khong Di Nakhon Nayok" is held between February and March every year in front of the Province's City Hall.

WHERE to BUY

In the provinces

- **Suan Chuthamat**

Address : 136/3 Mu 1, Tha Sai Sub-district, Mueang Nakhon Nayok District, Nakhon Nayok Tel. +66 (0) 8 1741 1148, +66 (0) 8 0643 5717

- **Suan Khru Prasarn**

Address : 3/1 Mu 1, Tha Sai Sub-district, Mueang Nakhon Nayok District, Nakhon Nayok Tel. +66 (0) 3733 0214, +66 (0) 8 1773 3111

- **Suan Khru Samran**

Address : 95 Mu 1, Tha Chang Sub-district, Mueang Nakhon Nayok District, Nakhon Nayok Tel. +66 (0) 8 1452 8527

- **Suan Kaset Prem Pri**

Address : 115 Mu 3, Ko Wai Sub-district, Pak Phli District, Nakhon Nayok Tel. +66 (0) 3739 9111, +66 (0) 8 1745 8174

- **Suan Kamnan Kiat Wang Yai Chim**

Address : 85 Mu 6, Hin Tang Sub-district, Mueang Nakhon Nayok District, Nakhon Nayok Tel. +66 (0) 8 7138 4113

Bangkok

- **Metta-Hia Fu**

Address : Talat Bon Marché, Thetsaban Songkhro Rd., Chatuchak District, Bangkok Tel. +66 (0) 2953 9833, +66 (0) 8 1936 5977

- **Talat Or Tor Kor (Marketing Organization for Farmers Market)**

Address : Kamphaeng Phet Rd., Chatuchak District, Bangkok

- **Talat Sam Yan (Sam Yan Market)**

Address : Soi Chula 9, Rama 4 Rd., Pathum Wan District, Bangkok Tel. +66 (0) 8 4468 1677

LONGKONG

LANSIUM PARASITICUM

'Longkong' belongs to the same family as 'Langsat', but is sweeter and has no resin like Langsat. Cultivated for more than 200 years, the most famous variety is '**Longkong Tanyongmat**' or 'Longkong Sipo'. Villagers explained that Longkong used to be a wild fruit that was first planted by an elephant mahout from the Sipo family in Chaloeum sub-district, Ra-ngae district, Narathiwat province after he saw monkeys eating the fruit. When he tried it, he wanted to bring the aromatic sweet fruit back to the city's ruler.

Because ripe fruit falls off the bunch, the mahout had to wrap it, giving the fruit its name, 'Buwodukong' or 'wrapped fruit' in Melayu, which altered over the centuries to 'Longkong' in Thai. Longkong is mostly grown in the districts of Ra-ngae, Si Sathorn, and Sungai Padi in Narathiwat, with its peak season running from the end of August to the end of September.

These large beautifully formed bunches of pale yellow velvety skinned sweet aromatic fruit with few seeds are high in Vitamin B and phosphorus, and have anti-pyretic qualities to prevent fever and alleviate canker sores.

Activities and Festivals

- "Ngan Wan Longkong" (Longkong Day) is held in Narathiwat between 21-25 September every year.
- "Ngan Khong Di Tambon Chaloeum" held in August by the Municipal Office of Chaloeum sub-district, Ra-ngae district, Narathiwat.

WHERE to BUY

In the provinces

- **Suan Nai Mayi Dingbueraheng**

Address : 77 Mu 3 Ban Sipo, Chaloeum Sub-district, Ra-ngae District, Narathiwat Tel. +66 (0) 8 4457 9961

- **Sun Kan Rian Ru Ban Lung Phin**

Address : Mu 3, Tan Yong Li Mo Sub-district, Ra-ngae District, Narathiwat

<https://www.facebook.com/longkongsipo12345>

- **Suan Longkong Tanyongmat Tae**

Address : 37 Thetsaban 1 Rd., Tanyongmat Sub-district, Ra-ngae District, Narathiwat Tel. +66 (0) 9 6598 2972

Bangkok

- **Pet + Ying**

Address : Talat Or Tor Kor (Marketing Organization for Farmers Market), Kamphaeng Phet Rd., Chatuchak District, Bangkok Tel. +66 (0) 8 1930 5156





MAKHAM
TAMARIND

Though people may think that Makham or tamarind is indigenous, it is as a royally bestowed fruit from Africa. Thailand grows two main types: Makham Piao (sour) and Makham Wan (sweet). Different parts are used, from leaves, young and mature pods, to seeds which are edible after roasting.

Makham is integral in dishes; such as, Kaeng Som (Sour Curry), Tom Som (Sour Soup), and Kung Thot Sauce Makham (Prawns in Tamarind Sauce). Young tamarind leaves are used in traditional medicine and to season Tom Yam and Tom Khlong spicy soups. High in fiber, Vitamins C and A, and calcium, tamarind alleviates constipation.

The tamarind flower is also the official flower of Phetchabun province which, is where Thailand's best tamarind is grown. 'Makham Phetchabun' was first planted in Lom Kao district using the 'Muen Chong' strain with intensely sweet crescent shaped pods that led to propagating this strain from this single tree. Other strains emerged; such as, the bestselling 'Si Thong' with large crescent shaped pods and sweet chewy flesh. Large straight 'Si Chomphu' pods have dense sweet flesh and small seeds, while 'Inthaphalam' has a sweet-tart flavor. Makham is best when it ripens from December to February.



Festival Calendar

The Sweet Tamarind and Red Cross Festival in Phetchabun province is held every January or February. For more information, contact the Tourism Authority of Thailand (TAT) Phitsanulok Office Tel. +66 (0) 5525 2742-3 or Tel. 1672

WHERE to BUY

- Rai Anucha

Address : 4/1 Mu 7, Sila Sub-district, Lom Kao District, Phetchabun Tel. +66 (0) 8 5726 1349

- Makham Suchira

Address : 120 Mu 5, Naruephat Rd., Lom Kao Sub-district, Lom Kao District, Phetchabun Tel. +66 (0) 5670 9030

- Klum Makham Plae Rup Ban Yawi

Address : 120/1 Mu 1 Ban Yawi Nuea, Saraburi-Lom Sak Rd., Wang Chom Phu Sub-district, Mueang Phetchabun District, Phetchabun Tel. +66 (0) 8 9568 8441

Bangkok

- Rai Bun Khong

Address : Or Tor Kor Market (Marketing Organization for Farmers Market), Kamphaeng Phet Rd., Chatuchak District, Bangkok Tel. +66 (0) 8 6562 4879

- Gourmet Market

Address : G Fl., Siam Paragon, Rama I Rd., Pathum Wan District, Bangkok
www.gourmetmarketthailand.com

- Isetan Supermarket

Address : 5th Fl., Isetan, Ratchadamri Rd., Pathum Wan District, Bangkok

- MBK Center

Address : 4th Fl., MBK Center, Phaya Thai Rd., Pathum Wan District, Bangkok



KLUAI KHAI
KLUAI KHAI BANANA

Kluai Khai banana are a tropical fruit that grow everywhere, but the best flavor and aroma belongs to **'Kluai Khai Kamphaeng Phet'** from its namesake province. Smaller in size with thinner peel than other strains, it has a distinct sweet taste, delicate flesh and tender core due to being grown in ideal conditions of fertile loamy well-drained soil that gets plenty of water. Locations without such conditions yields produce that are big, coarse textured, slightly sour, with a hollow core. Frequent consumption of Kluai Khai high in beta-carotene and antioxidants helps prevent the growth of cancerous cells and slows down aging including wrinkles.

Most banana in Kamphaeng Phet are grown in Mueang Kamphaeng Phet, and the districts Sai Ngam, Khlong Khlung, and Phran Kratai from August to September to ensure sufficient rain during their early growth, and be ready for distribution by September and October the following year, coinciding with the shortage of other fruit in the market and the annual traditional Autumnal Equinox festival in the 10th lunar month where it is served with a dessert called 'Krayasat' made during this festival.



Festival Calendar

The annual Thai Autumnal Equinox "Ngan Sart Thai Kluai Khai Mueang Kamphaeng Phet" is held from the 15th day of the waxing moon to the 1st evening of the waning moon of the 9th lunar month. For more information, contact the Kamphaeng Phet Provincial Office Tel. +66 (0) 5570 5005-7, Kamphaeng Phet Public Relations Department Tel. +66 (0) 5570 5011, Tourism Authority of Thailand (TAT) Sukhothai Office Tel. +66 (0) 5561 6228-9, and the Office of Agriculture of Kamphaeng Phet Tel.+66 (0) 5571 1060

WHERE to BUY

In the provinces

- **Suan Khun To-Thawin Charoen Suk**

Address : 3/1 Mu 9, Thap Nakhon Sub-district, Mueang Kamphaeng Phet District, Kamphaeng Phet Tel. +66 (0) 8 4661 3527

- **Mo Kluai Khai**

:Souvenir and local products market place with fresh Kluai Khai and Kluai Khai products available

Address : Asia Rd. (Highway No.1) at Km. No. 343, 16 kilometers away from Mueang Kamphaeng Phet. (GPS location GPS 16.385429, 99.525229) Shops are various; such as, Pa Rian of the Agriculture Housewives Group Tel. +66 (0) 8 9957 5239, Pleng Ka Ploy Tel. +66 (0) 8 9864 7084



SOM
TANGERINE



'Som' is a generic preface for all types of orange citrus including 'Som-o' (Pomelo) and 'Som Cheng' (Green Orange). In general, Som refers to tangerines, which are high in Vitamin C, reduce cholesterol and improve the digestive system. Most tangerines are grown in Pathum Thani, Nakhon Nayok, Saraburi, and Chiang Mai provinces. Besides the classic sweet-tart green tangerine 'Som Khiao Wan Bang Mot', two new strains, **'Som Shogun Yala'** and **'Som Sai Nam Phueng Chiang Mai'**, are increasingly popular.

Som Shogun Yala

This strain originated in Betong district, Yala province, so it is known as 'Som Shogun Yala'. Around the same size as 'Som Khiao Wan', its delicate flesh is aromatic, sweet and slightly tangy. Expensive with a limited production capacity in mountainous terrain, its peak season runs from January to February. Although 'Som Shogun Phu Reua' from Loei province has appeared, it is less sweet.

Som Sai Nam Phueng Chiang Mai

'Som Sai Nam Phueng' is a bright orange tangerine when ripe, though the Southern strain remains green even when mature. Easy to peel, its scent resembles Chinese mandarins, and the flesh is moderately sweet. 'Som Sai Nam Phueng Chiang Mai' is predominantly grown in Fang and Mae Noi districts. Tangerines are produced virtually year-round except from August to September, and taste their best from end of December to February.



WHERE to BUY

In the provinces

Som Shogun Yala

- **Nawa Kaset**

Address : 59 Putthaphum Withi Rd., Mueang Yala District, Yala Tel. +66 (0) 7321 3230

- **Suan Som Charoen Chit**

Address : 88 Soi 8, Prachathipat Rd., Betong District, Yala Tel. +66 (0) 8 6286 2016

Som Sai Nam Pheung Chiang Mai

- **Suan Som Thana Thon**

Address : P.O. Box 72, Fang District, Chiang Mai 50110
Tel. +66 (0) 5334 6554-6, +66 (0) 5388 3392-4,
+66 (0) 5388 3420-2 Email: thanathon@hotmail.com

- **Suan Som Sai Thong Chiang Mai Co.,Ltd.**

Address : 1/1 Mu 16, Mae Sun Sub-district, Fang District, Chiang Mai Tel. +66 (0) 5388 3582, +66 (0) 5334 6111-3

- **Som Sai Nam Pheung Chiang Mai Som Mueang Nuea**

Address : 41 Mu 2, Pong Tam Sub-district, Chai Prakan District, Chiang Mai Tel. +66 (0) 5349 1190 For Mr. Niphon
Tel. +66 (0) 8 1746 4190 and Miss Opal Tel. +66 (0) 8 3766 3888
or Line ID : opor_w

Bangkok

- **Som 163**

Address : Stall 4/11 Talat Or Tor Kor (Marketing Organization for Farmers Market), Kamphaeng Phet Rd., Chatuchak District, Bangkok
Tel. +66 (0) 2618 4681, +66 (0) 8 1404 8163, +66 (0) 8 6995 7370

- **Khun Mayuri Boonsiri**

Address : Stall 65, Sam Yan Market, Soi Chula 9, Rama 4 Rd., Pathum Wan District, Bangkok Tel. +66 (0) 8 9532 0609

- **Metta-Hia Fu**

Address : Talat Bon Marchè, Thetsaban Songkhro Rd., Chatuchak District, Bangkok
Tel. +66 (0) 2953 9833, +66 (0) 8 1936 5977



LINCHI

LYCHEE

This sweet, tangy fruit originating in Southern China was believed to enter Thailand with Chinese immigrants during the reign of King Mongkut (Rama IV). There are many types of Linchi grown today in Thailand, and harvested in May. Delicious when eaten fresh or prepared in savory and sweet dishes, it retains its aroma even when processed. It is high in Vitamin C, alleviates coughs, reduces gastric acids, and even stops the growth of breast cancer cells.



Linchi Chiang Rai

Linchi is grown in all 18 districts of Chiang Rai province, which has ideal climate conditions. The two most popular strains are reddish-pink sweet-tart 'Hong Huai' that have a large seed, and the deep red heart-shaped 'Ao Hia', which has sweet thick flesh and smaller seeds, but is more difficult to grow as it likes colder weather.

Linchi Amphawa

The farmers of Amphawa cross-bred their own strain, 'Linchi Phun Khom', to create a fruit with delicious aromatic, sweet, pale pink flesh. Hailed the Queen of Fruit in Mae Klong, Linchi is harvested between March and May. When it is in season, vendors sell them along Rama II Road, or take a fruit-picking trip to a Linchi orchard in Samut Songkhram province.



Festival Calendar

"Linchi & Khong Di Mueang Chiang Rai Festival" is an annual Linchi festival held mid-May in Chiang Rai Central Stadium. For more information, contact the Chiang Rai Provincial Administration Organization Office Tel. +66 (0) 5371 9143, +66 (0) 5391 0715

WHERE to BUY

In the provinces

Linchi Chiang Rai

- Amnuai Phon Suan Linchi

Address : 206 Mu 1, Ban Du Sub-district, Mueang Chiang Rai District, Chiang Rai Tel. +66 (0) 5371 4128

- Talat Chok Charoen (Chok Charoen Market)

Address : Mae Kon Intersection, Mueang Chiang Rai District, Chiang Rai

- Warorot Market (Kat Luang)

Address : Wichayanon Rd., Chang Moi Sub-district, Mueang Chiang Mai District, Chiang Mai

Linchi Amphawa

- Ban Suan Linchi

Address : 101 Mu 1, Bang Sakae Sub-district, Bang Khonthi District, Samut Songkhram

- Suan Linchi Kamnan Sawat

Address : On the side of Khlong Mueang Mai, Amphawa District, Samut Songkhram Tel. +66 (0) 8 1995 5961, +66 (0) 9 2385 6060

- Suan Linchi Thi Pha Phon

Address : Kvae Om Sub-district, Amphawa District, Samut Songkhram Tel. +66 (0) 8 9889 3725

- Suan Lung Wichian

Address : 24 Mu 2, Suan Luang Sub-district, Amphawa District, Samut Songkhram Tel. +66 (0) 8 1802 4848, +66 (0) 3475 1583

- Suan Kaeo Phim Chai

Address : Bang Khonthi District, Samut Songkhram Tel. +66 (0) 8 9414 8648

Bangkok

- Khun Bamrung-Khun Tiang

Address : Stall 4/15, 5/9 Talat Or Tor Kor (Marketing Organization for Farmers Market), Kamphaeng Phet Rd., Chatuchak District, Bangkok Tel. +66 (0) 2618 5654

- Talat Mahanak (Mahanak Market)

Address : On the side of Khlong Mahanak, Pom Prap Sattru Phai District, Bangkok





MANGKUT

MANGOSTEEN

Thailand's Queen of Fruit is Mangkut, or the mangosteen. This delicious fruit is high in vitamins, minerals, fiber, and antioxidants, while the rind's anti-bacterial properties are used in traditional medicine to heal wounds and infections. The best Mangkut comes from the provinces of Nakhon Si Thammarat in the South and Chanthaburi in the East.



Mangkut Nakhon Si Thammarat

Sometimes called 'Mangkut Tai' (Southern mangosteen) or 'Mangkut Khiri Wong', have been planted for more than 300 years along the slopes of the Khao Luang Mountain range in Nakhon Si Thammarat province, and is still grown organically today. The pinkish purple thick-skinned fruit with sweet and tangy white flesh when ripe can also be eaten raw in being slightly sweet, sour and crunchy. The harvesting periods that tourists can visit these orchards runs from February to April, and from July to September every year.

Mangkut Chanthaburi

Renowned as one of the most famous fruit producing provinces in Thailand, Chanthaburi does not only grow produce using conventional methods but many are grown organically; such as, Longkong, Ngo (rambutan), Thurian (durian), and Mangkut. Many Mangkut orchards welcome visitors to pick and taste. Mature Mangkut is intensely sweet and tangy. Fruit graded for export are slightly raw, large with unmarked rinds, but for the domestic market and for those picking fruit off the tree, select deep purple fruit that has a slightly soft rind. The number of segments within each fruit corresponds with the petals at the base of the rind. Mangkut does not need refrigeration but stored at room temperature.

FRESHLY
PICKED FROM
THE ORCHARD



Festival Calendar

- “Mangkut Wan & Khong Di Mueang Khon” is held in Lan Saka district, Nakhon Si Thammarat province from July to August every year.
- “Khong Di Mueang Chanthaburi Festival” and “Wan Phonlamai Mi Sisan Tawan Ok” are held in Chanthaburi every year in May.

WHERE to BUY

In the provinces

Mangkut Nakhon Si Thammarat

- The Local Enterprise Network of Khiri Wong Mangosteen

Tel. +66 (0) 9 5953 6610

www.kwmangosteen.com

Mangkut Chanthaburi

- Sun Rian Ru Chum Chon Ban Patthavee (Rat Thai 9 Suan)

Address : 5/9 Mu 2, Patthawi Sub-district, Ma Kham District, Chanthaburi Tel. +66 (0) 8 1762 2702 Facebook: patthavee.
group ID Line : +66 (0) 8176 2270 2 (Reservation required)

- Suan Phu Yai Kamnueng (Fruit Buffet)

Address : Song Phi Nong Sub-district, Tha Mai District, Chanthaburi Tel. +66 (0) 8 9092 9596, +66 (0) 8 9099 0644, +66 (0) 3943 3088 (Please make an appointment 5 days prior to your visit.)

- Suan Pa Klaep

Address : Khao Bai Si Sub-district, Tha Mai District, Chanthaburi Tel. +66 (0) 3935 6945, +66 (0) 3932 0532, +66 (0) 8 6366 8002, +66 (0) 8 1936 4585

Bangkok

- Lek Mangkut

Address : Stall 6/21 Talat Or Tor Kor (Marketing Organization for Farmers Market), Kamphaeng Phet Rd., Chatuchak District, Bangkok Tel. +66 (0) 8 1488 2480, +66 (0) 8 1630 7086

- Che Yi Phonlamai Tam Ruedu Kan

Address : Talat Sam Yan, Soi Chula 9, Rama IV Rd., Pathum Wan District, Bangkok Tel. +66 (0) 2216 8604

- Gourmet Market

Address : G Fl., Siam Paragon, Rama I Rd., Pathum Wan District, Bangkok

www.gourmetmarketthailand.com



NGO RONG RIAN

RAMBUTAN

'Ngo' or rambutan, first arrived from Penang, Malaysia in 1937 and was planted in Ban Na San, Na San district, Surat Thani province, which now grows Ngo on more than 26,000 rai of land. Sweet, fragrant, thin-skinned 'Ngo Rong Rian' has firm flesh that separates easily from the seed. Considered Thailand's best

breed, **'Ngo Rong Rian Na San'** was first grown in Ban Na San School, so even when transplanted to Rayong province, it is still called 'Ngo Rong Rian'. This anti-pyretic fruit is ideal for eating in hot tropical weather.



Festival Calendar

The Municipal Office of Ban Na San organizes an annual “Ngo Rong Rian Na San Festival” from July to August beside Khlong Chawang in Ban Na San district, Surat Thani province. To find out more, contact the Tourism Authority of Thailand (TAT) Office in Surat Thani. Tel. +66 (0) 7728 8818-9



WHERE to BUY

In the provinces

Ngo Rong Rian Surat Thani

- Talat Pho Wai

Address : Na Mueang Rd., Mueang Surat Thani District, Surat Thani

- Ran Kha Sahakon Kan Kaset Surat Thani

(The Co-op of Agriculture Surat Thani Shop)

Address : 29 Mu 3, Nong Sai Sub-district, Phun Phin District, Surat Thani

Ngo Rong Rian Rayong

- Suan Pra Som Sup

Address : 108/7 Mu 5, Bang But Sub-district, Ban Khai District, Rayong Tel. +66 (0) 8 1481 6598, +66 (0) 8 1377 3056

- Suan Khun Phaibun

Address : 21 Mu 4, Na Khwan Sub-district, Mueang Rayong District, Rayong Tel. +66 (0) 8 2210 0188, +66 (0) 8 7136 4883, +66 (0) 8 9535 7008, +66 (0) 8 6149 1772

- Suan Yai Da-Pa Bun Choen

Address : 30 Mu 3, Ta Phong Sub-district, Mueang Rayong District, Rayong Tel. +66 (0) 3866 4369, +66 (0) 8 9099 1297, +66 (0) 8 9043 1330

- Ta Phong Fruit Market

Address : Sukhumvit Rd., Mueang Rayong District, Rayong

- Talat Phonlamai Noen Sung (Noen Sung Fruit Market)

Address : Thetsaban Sai 1, Soi 8 Ban Tha Mai, Mueang Chanthaburi District, Chanthaburi

Bangkok

- Talat Or Tor Kor (Marketing Organization for Farmers Market)

Address : Kamphaeng Phet Rd., Chatuchak District, Bangkok

- Mahanak Market

Address : On the side of Khlong Mahanak, Pom Prap Sattru Phai District, Bangkok



MAMUANG MANGO

Though found in many regions around the world, Thailand is the world's third largest mango exporter after the Philippines and Mexico. Thais savor raw sour green Mamuang Khiao Sawoei and Mamuang Raet with different dips, while Mamuang Nam Dok Mai and Ok Rong are popular sweet ripe served with sticky rice.

Mamuang Khiao Sawoei Sam Phran

Sam Phran district in Nakhon Pathom province had many types of mangoes in the olden days. Today, breeds that remain are Ok Rong, Nang Klang Wan and Khiao Khai Ka. When researchers successfully crossbred the latter two with similar characteristics, the hybrid was presented to His Majesty King Bhumibol Adulyadej that is why the name is Khiao Sawoei. The dark green-skinned elongated mango is slightly sweet and crunchy when raw, with a sweet dense flesh when ripe.

Mamuang Raet Paet Rio

Mueang Paet Rio or Chachoengsao province is famous for its fragrant dense-fleshed mangoes that are superb both when raw and ripe. It is best known for its Raet ('Rhinosceros'), a sub-species of Mamuang Pun Bao, that is easily distinguished by the slight 'horn' which gives its name. Raet is intensely sour when green and sweet-tart when fully ripe.

Chachoengsao's advantage lies in the weather and the quality of its slightly saline silt soil. Surrounded by brackish water, their mangoes are sweeter with softer flesh than those grown elsewhere. Chachoengsao is a major mango exporter growing other popular green breeds like Khiao Sawoei, Tawai Duean Kao, Khai Tuek, Chok Anan, and Man Khun Si, as well as sweet ripe breeds like Ok Rong and Mahachanok.

Mamuang Ok Rong Damnoen

'Ok Rong' or 'Ok Rong Boran' is a popular heirloom breed whose name refers to the clear cleave in the raw green fruit that fills out when it is completely ripe. Generally eaten when fully ripe, it is the best breed for the traditional dessert with coconut milk and sticky rice. Ok Rong mangoes are relatively small, so one kilogram can comprise up to five large mangoes.

It grows easily throughout Thailand but is primarily cultivated in the Central Region. The best Ok Rong comes from Bang Changsub-district in Damnoen Saduak district of Ratchaburi province where these mango is simply called '**Ok Rong Damnoen**'. Being an area that is historically famous for its agricultural produce, Ok Rong Damnoen is sweeter and more fragrant than its counterparts elsewhere. Due to high demand and a short season running from March to April, they are increasingly harder to find these days.





Mamuang Nam Dok Mai Bang Khla

Typically eaten when ripe, Nam Dok Mai is the quintessential Thai mango foreign markets demand most with its beautiful shape, firm thick fine-grained flesh, small stone and thin skin. Sour when green, and sweet and fragrant when ripe, Nam Dok Mai mangoes run large, averaging 400 grams each, and are easy to cultivate. The most popular breeds today are 'Nam Dok Mai Boe 4' and 'Nam Dokmai Si Thong'.

The most famous source for these two bestsellers is Bang Khla sub-district in Chachoengsao province, which is Thailand's center of Nam Dokmai with 11,063 rai of land devoted to growing these mangoes, resulting in an annual production of 8,850 tons. This copious production is due to the high nutrient levels in the soil that is a mixture of clay and silt in Bang Khla and the adjacent Khlong Kuean sub-district, which is ideal for cultivating mangoes.

WHERE to BUY

In the Provinces

Mamuang Raet Pat Rio

- **Suan Pat Rio**

Address : 110/6 Mu 17, Tha Khai Sub-district, Mueang Chachoengsao District, Chachoengsao Tel. +66 (0) 8 1091 9959

- **Suan Patchara**

Address : Mu 2, Bang Khla Sub-district, Ratchasan District, Chachoengsao Tel. +66 (0) 8 1806 7474

- **Talat Thai**

Address : Km. 42 across from Thammasat University Rangsit Campus, Khlong Neung Sub-district, Khlong Luang District, Pathum Thani

Mamuang Khiao Sawoei Sam Phran

- **Talat Nam Don Wai (Don Wai Floating Market)**

Address : Bang Kra Thuek Sub-district, Sam Phran District, Nakhon Pathom

- **Talat Nam Lam Phaya (Lam Phaya Floating Market)**

Address : On the side of the Tha Chin River in front of Wat Lam Phaya, Lam Phaya Sub-district, Bang Len District, Nakhon Pathom

- **Talat Bon and Talat Lang (Nakhon Pathom Fresh Market)**

Address : Phra Pathom Chedi Sub-district, Mueang Nakhon Pathom District, Nakhon Pathom

Mamuang Ok Rong Damnoen

- **Talat Nam Damnoen Saduak (Damnoen Saduak Floating Market)**

Address : Damnoen Saduak District, Ratchaburi

- **Talat Nam Don Wai (Don Wai Floating Market)**

Address : Bang Krathuek Sub-district, Sam Phran District, Nakhon Pathom

- **Talat Bon and Talat Lang (Nakhon Pathom Fresh Market)**

Address : Phra Pathom Chedi Sub-district, Mueang Nakhon Pathom District, Nakhon Pathom

Mamuang Nam Dok Mai Bang Khla

- **Talat Nam Bang Khla (Bang Khla Floating Market)**

Address : Bang Khla Sub-district, Bang Khla District, Chachoengsao

Bangkok

Mamuang Raet Pat Rio & Khiao Sawoei Sam Phran

- **Talat Or Tor Kor (Marketing Organization for Farmers Market)**

Address : Kamphaeng Phet Rd., Chatuchak District, Bangkok

- **Talat Sam Yan (Sam Yan Market)**

Address : Soi Chula 9, Rama 4 Rd., Pathum Wan District, Bangkok

- **Metta-Hia Fu**

Address : Bon Marché Market, Thetsaban Songkhro Rd., Chatuchak District, Bangkok Tel. +66 (0) 2953 9833, +66 (0) 8 1936 5977

Mamuang Nam Dok Mai Bang Khla

- Ekachai Phonlamai Ruam

(Packing & International delivery service available) ✈️

Address : Stall 7/30 Talat Or Tor Kor (Marketing Organization for Farmers Market), Kamphaeng Phet Rd., Chatuchak District, Bangkok Tel. +66 (0) 8 1441 0340

- Mamuang Som Si

Address : Talat Or Tor Kor (Marketing Organization for Farmers Market), Kamphaeng Phet Rd., Chatuchak District, Bangkok Tel. +66 (0) 8 9415 9220

- Che Lek

Address : Talat Sam Yan, Soi Chula 9, Rama 4 Rd., Pathum Wan District, Bangkok Tel. +66 (0) 2216 9008, +66 (0) 8 1837 7009

- Talat Ratchawat (Ratchawat Market)

Address : Nakhon Chaisi Rd., Dusit District, Bangkok

WHERE to BUY & EAT

In the provinces

- Khao Niao Mamuang Pa Chuea

Address : Naret Damri Rd. (Across from the Hilton Hotel), Hua Hin District, Prachuap Khiri Khan Tel. +66 (0) 3251 1704

- Khao Niao Mamuang Mae Nongnuch

Address : 57 Phetkasem Rd., Hua Hin District, Prachuap Khiri Khan Tel. +66 (0) 3251 1035

Bangkok

- Ko Panit

Address : 431-433 across the top of Soi Phraeng Phu Thon, Tanao Rd., Phra Nakhon District, Bangkok Tel. +66 (0) 2221 3554

- Khao Niao Mamuang Pa Lek-Pa Yai

Address : Wongwian 22 Karakadakhom Roundabout, Samphanthawong District, Bangkok Tel. +66 (0) 8 4935 2935

- Bun Sap (Khun Luang)

Address : 1478 Charoen Krung Rd., Bang Rak District, Bangkok Tel. +66 (0) 8 5364 9789, +66 (0) 2234 4086

- Khao Niao Mun Mae Wari

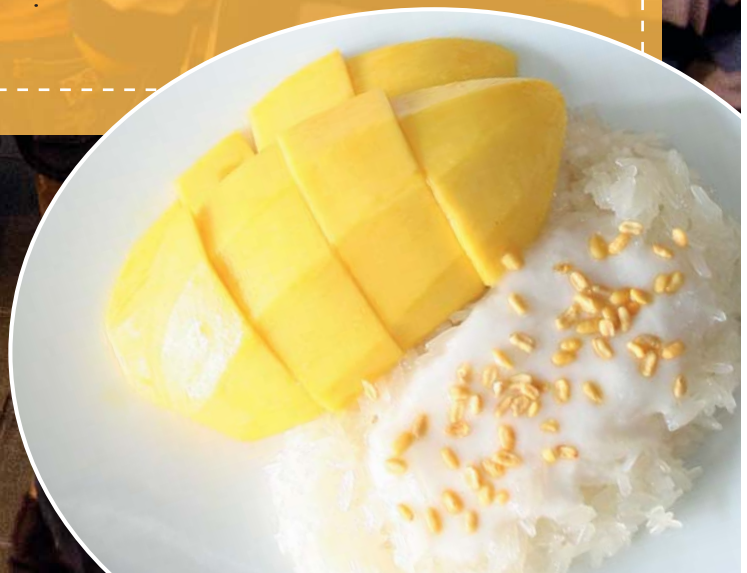
Address : Soi Sukhumvit 55 (Thong Lo), Vadhana District, Bangkok Tel. +66 (0) 2392 4804

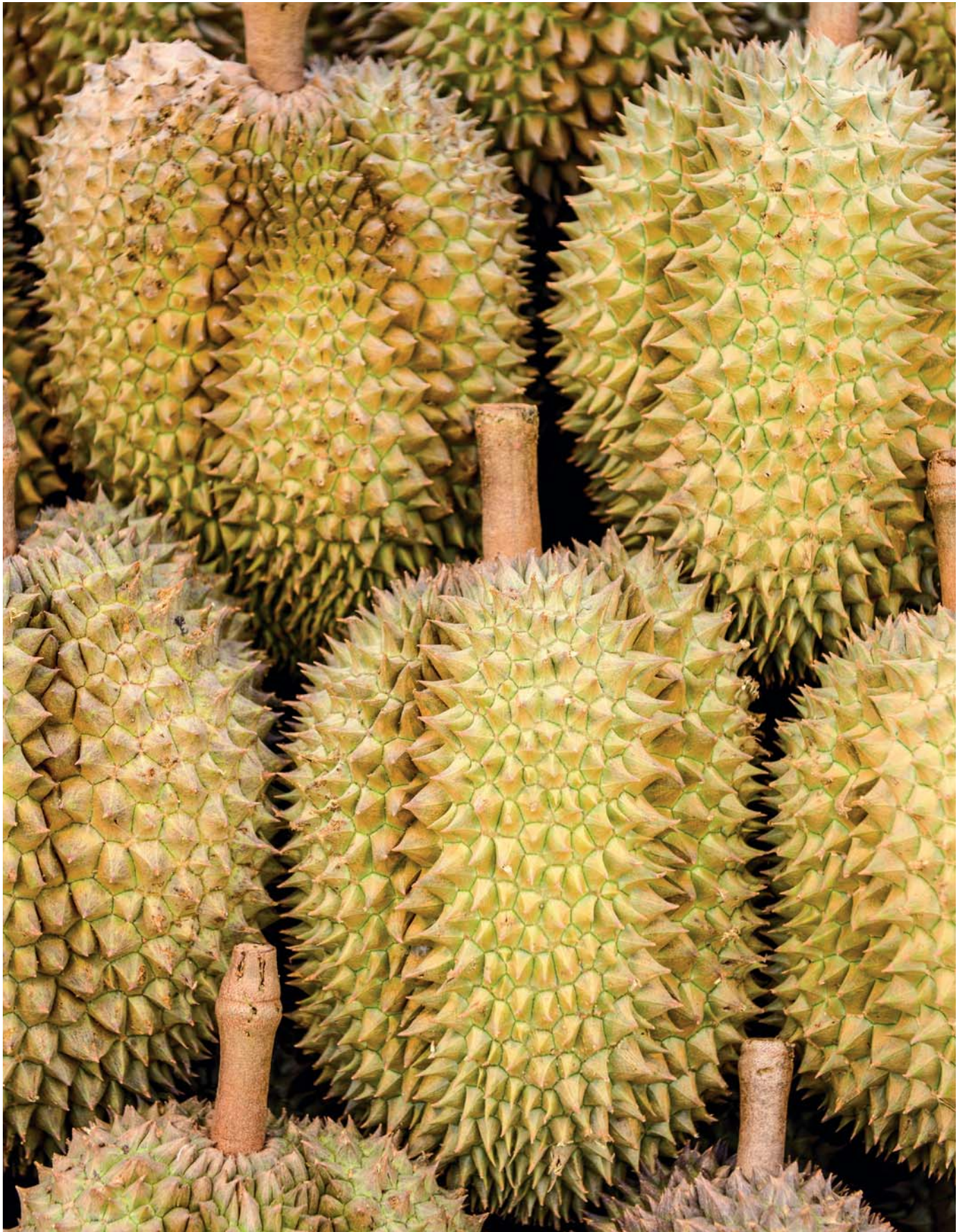
- Khao Niao Mamuang Mae Pra Phai Si

Address : Talat Or Tor Kor (Marketing Organization for Farmers Market), Kamphaeng Phet Rd., Chatuchak District, Bangkok Tel. +66 (0) 2271 3315

- Khao Niao Mun Si Som Bun

Address : 2329/36 Chum Chon Thep Prathan, Rama 4 Rd., Khlong Toei District, Bangkok Tel. +66 (0) 2359 1614





THURIAN DURIAN

As the world's largest Thurian exporters, Thailand's fertile soil and numerous breeds of this King of Fruits was able to export 271,948 tons worth 4.662 billion Baht in 2011, primarily destined for China, its largest market. The Chinese have now coined a saying, "There's nothing as delicious as Thurian" from their traditional saying, "There's nothing as delicious as Kiao (dumplings)." When durian season arrives, make sure you taste these famous breeds.

Thurian Nonthaburi

Historically famous for its Thurian and other fruit grown in the fertile silt soil, Thurian Nonthaburi is particularly noted for its smooth, rich, sweet, soft flesh unlike any other province. After the 1995 floods decimated the orchards, Thurian Nonthaburi growers replanted bestselling 'Mon Thong' and 'Kan Yao' breeds which have thin skin and are easy to peel.

Nonthaburi is famous for its Kan Yao, which flourishes in the rich soil and is irrigated with fresh water from canals linking to the Chao Phraya River. Grown in small orchards, farmers only use traditional folk methods, adding only natural fertilizer and compost of Thong Lang leaves at the base of the trees.

Though delicious Thurian Nonthaburi are intensely aromatic, sweet full-bodied, they are not cultivated widely today, and can only be found in these three sub-districts: Sai Ma, Bang Rak Noi, and Ban Krang.

Thurian Rayong

May to June are summer fruit lovers' heaven as people flock to Rayong, which is famous for its Ngo (rambutan) and Mangkut (mangosteen) as well as its Thurian 'Mon Thong' and 'Chani'.

Though 'Mon Thong' was originally bred in Nonthaburi and grown in many provinces, fruit from this Eastern province is beautifully shaped with slim seeds and relatively thin peel.

The province's pride is reflected in hosting a Mon Thong competition at its annual "Ngan Wan Kaset & Khong Di Changwat Rayong". When Thurian is in season, it is readily available throughout the province or drop by for a visit at tourist friendly Thurian orchards.

Thurian Chanthaburi

One of the most widely grown breeds in Chanthaburi is the delicious, intensely sweet, fragrant indigenous 'Puang Mani' with delicate orangey-yellow fleshed Thurian that is also hardy and resistant to disease.

An increasingly popular breed is 'Nok Yip'. Sweet when partially ripe, it turns sweeter and richer tasting than Mon Thong when fully ripe with fine-grained dark yellow flesh, a light aroma and small seeds. Resembling 'Mon Thong' in shape but with densely packed small spikes like 'Puang Mani', many people surmise that 'Nok Yip' is a hybrid of these two breeds.

Thurian Uttaradit

Often referred to as 'Lap Lae', Uttaradit province is famous for its rare Thurian 'Long Lap Lae'. Grown in Lap Lae district, the hybrid cultivated today is a result of grafting branches of the indigenous multiple award-winning Thurian tree belonging to Mrs. Long Upra who owns a Thurian orchard in Lap Lae district. The soft, lightly scented, mildly sweet Thurian is available between April to August. Typically grown by households for personal consumption, they are not readily sold.

However, orders can be made through the "หลงลับแล" Facebook page created by Thurian farmers' community of Mae Pun, which posts daily price updates of each whole fruit and sends certified genuine 'Long Lap Lae' Thurian directly to clients.



WHERE to BUY

In the provinces

Thurian Nonthaburi

- Suan Apranya

Address : 74/23 Bang Rak Noi Sub-district, Mueang Nonthaburi District, Nonthaburi Tel. +66 (0) 8 9695 0037

- Suan Lung Sawaeng Nak Nak

Address : Mu 1, Bang Rak Noi Sub-district, Mueang Nonthaburi District, Nonthaburi Tel. +66 (0) 8 5921 8628

- Suan Ta Kan Bang Krang

Address : Pak Khlong Lat Bang Krang, on the side of Khlong Bangkok Noi, Ratchaphreuk Rd., Mueang Nonthaburi District, Nonthaburi Tel. +66 (0) 8 9812 6539

- Suan Ahan Nat Phop

Address : 29 Mu 7, Phibun Songkhram Rd., Suan Yai Sub-district, Mueang Nonthaburi District, Nonthaburi Tel. +66 (0) 2525 2699

Thurian Rayong and Chanthaburi

- Suan Supatthra Land

Address : 70 Mu 10, Nong La Lok Sub-district, Ban Khai District, Rayong Tel. +66 (0) 3889 2048-9

- Suan Pra Som Sap

Address : 108/7 Mu 5, Bang But Sub-district, Ban Khai District, Rayong Tel. +66 (0) 8 1481 6598

- Suan Pa Nan

Address : 60 Mu 14, Yai Da Village, Ta Phong Sub-district, Mueang Rayong District, Rayong Tel. +66 (0) 8 1300 9518

- **Suan Sao Sut Chai**

Address : Mu 1, Plio Sub-district, Laem Sing District, Chanthaburi
Tel. +66 (0) 8 1377 3190

- **Ban Suan Khun Lim Online Shop**

Contact : Tel. +66 (0) 8 5071 4549
IG : bansuankhunlim

- **Suan Phu Yai Kham Nueng**

Address : 6/1 Mu 12, Song Phi Nong Sub-district, Tha Mai District, Chanthaburi
Tel. +66 (0) 8 9092 9596

Thurian Uttaradit

- “หลงทลับแล” Facebook Top quality Long Lap Lae durians are well selected and delivered to your door by the online vendor. Every durian is quality checked and stickered with the local QC label.

- **Suan Huai Chan Pha**

Address : Thetsaban Hua Dong, Mae Phun Sub-district, Lap Lae District, Uttaradit Tel. +66 (0) 8 6928 4180
(Package delivery by train is available nationwide) ✈️

- **Suan Khru Pi Run**

Contact : Tel. +66 (0) 8 5050 9920
<https://www.facebook.com/suankruPirun>

Bangkok

- **Thurian Nio Thong (Yaowarat)**

Address : Across from Soi Plaeng Nam, Yaowarat Rd., Samphanthawong District, Bangkok Tel. +66 (0) 8 5666 6428

- **Mae Aew Long Lap Lae**

Address : Talat Or Tor Kor (Marketing Organization of Farmers Market), Kamphaeng Phet Rd., Chatuchak District, Bangkok Tel. +66 (0) 2279 2080

- **Ta Toi Khon Rayong**

(Package delivery available for both national and international) ✈️

Address : Stall 7/26, 8/30 Talat Or Tor Kor (Marketing Organization of Farmers Market), Kamphaeng Phet Rd., Chatuchak District, Bangkok
Tel. +66 (0) 8 5212 8013, +66 (0) 8 9818 6530

- **Aoi**

(Package delivery available for both national and international) ✈️

Address : Stall 4/25-26 Talat Or Tor Kor (Marketing Organization of Farmers Market), Kamphaeng Phet Rd., Chatuchak District, Bangkok Tel. +66 (0) 8 1636 7424, +66 (0) 8 1752 2121

- **Thurian Nong Nit Rayong**

Address : Talat Or Tor Kor (Marketing Organization of Farmers Market), Kamphaeng Phet Rd., Chatuchak District, Bangkok Tel. +66 (0) 2279 2080

- **Phonlamai Prani**

Address : Talat Sam Yan, Soi Chula 9, Rama 4 Rd., Pathum Wan District, Bangkok Tel. +66 (0) 8 9178 9142

- **Thurian Mot Yim**

Address : Across from Chat Kaeo Village, Happy Land Rd., Khlong Chan Sub-district, Bang Kapi District, Bangkok
Tel. +66 (0) 8 6514 6380 (Delivery service available with 2-3 hours order prior to your delivery time) ✈️

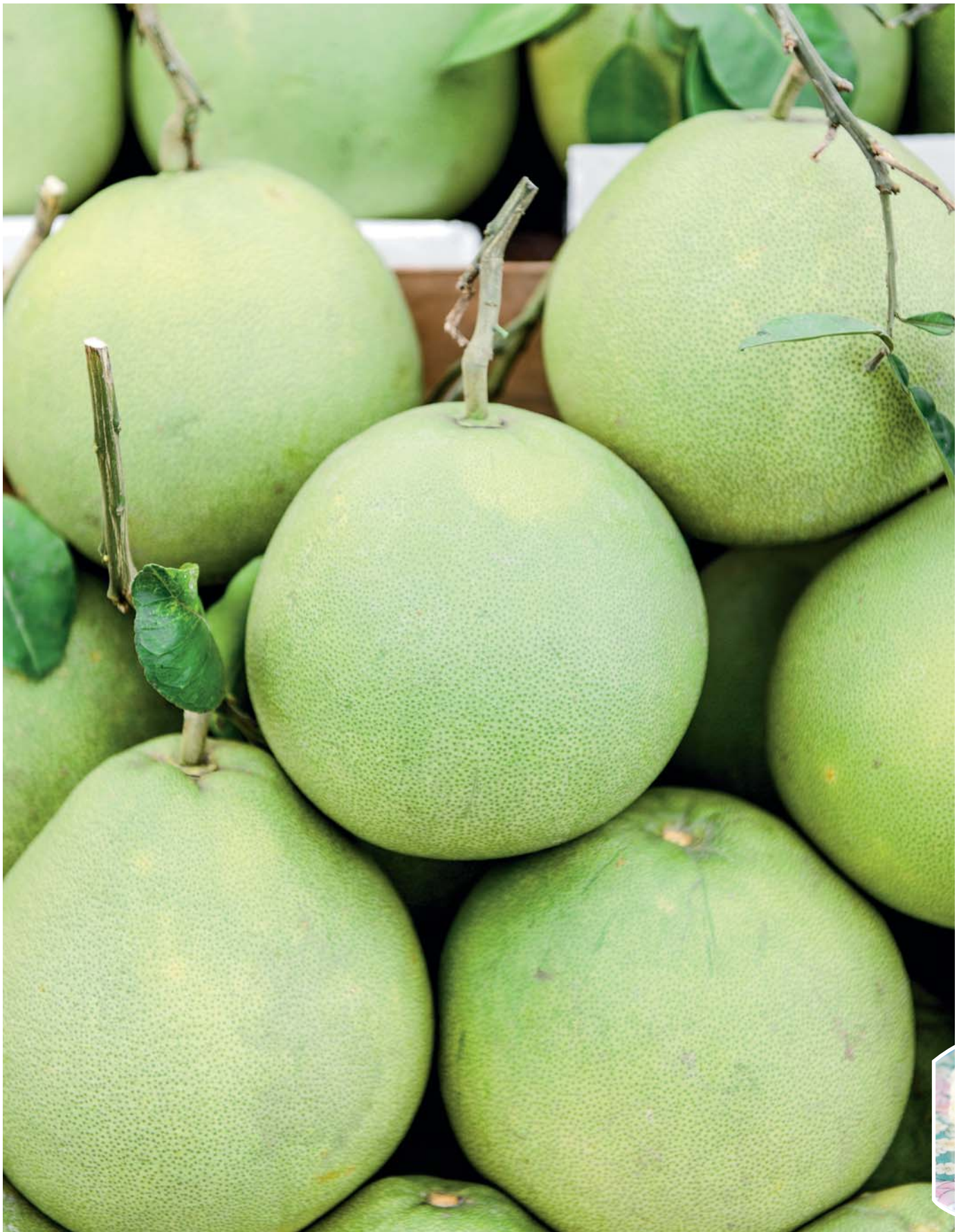
- **Thurian Nai Yut**

Address : Across from Si Wara Animal Hospital, Lat Phrao 94 Rd. (Panchamit), Wang Thong Lang District, Bangkok
Tel. +66 (0) 8 1919 9236



Festival Calendar

“Chanthaburi Fruit Festival” is held from 23-31 May every year. For more information, Contact: TAT Rayong office Tel. +66 (0) 3865 5420-1



SOM-O

POMELO

Som-o is the perfect thirst-quenching health booster. The fruit has many health benefits as the juice contains Vitamin C, antioxidants, nutrients and minerals. The juice effectively prevents scurvy, adds radiance to the skin and reduces abdominal bloating. The rind's essential oil has medicinal properties that tackle dizziness and nausea. The fruit's picking season is from April to June.

Som-o Nakhon Chai Si

Nakhon Pathom's Nakhon Chai Si district is famous for its Som-o Thong Di. The former yields big Som-o with sweet and sour yellow flesh while the latter is smaller in size, with sweet, juicy red flesh. The Thong Di variety benefits from nutrient-rich muddy and silty soil swept into this part of the Nakhon Chai Si River at high tide. For top-quality Thong Di pomelos, head to Nakhon Chai Si's Talat Thana Market.

Som-o Khao Yai Amphawa

Som-o Khao Yai, from Samut Songkhram's Amphawa district, are said to be the most delicious in April thanks to the district's nutrient-rich silty soil. The seedless fruit of these high-yield pomelo trees has aromatic, honey-hued flesh with sweet and sour juice. The ripe pomelo can be identified by its dry flesh and bottom core that should be dented when pressed. The oil glands on the peel should spread wide apart.

Som-o Khao Tang Kwa Chai Nat

Som-o Khao Tang Kwa, chiefly grown in Chai Nat's Manorom district, are sweet with a sour undertone. A firm favorite with fruit fans, the easy-to-eat fruit has chunky segments, and dry and tender flesh. Its harvest season is from July to September, but off-season pomelo technology produces a higher yield that is available from December to January and March to April, much to the delight of fruit lovers.



Som-o Thapthim Siam Pak Phanang

Dubbed “the Siamese ruby” for its pinkish flesh, Som-o ‘Thapthim Siam’ can only be found in Nakhon Si Thammarat’s Pak Phanang district from October to December. Pomelo growing was introduced to the district in 1996 when village headman Somwang Maslae transplanted the trees from Pattani’s Yarang district to his village. Thanks to the district’s calcium-rich clay, the GI-registered fruit has aromatic, soft and small segments and green rind with a velvety fur-like covering. The juice is sweet without a bitter aftertaste.



WHERE to BUY

In the provinces

Som-o Nakhon Chai Si

- Si Fa

Address : Talat Tha Na, Thammasop Rd., Nakhon Chai Si Sub-district, Nakhon Chai Si District, Nakhon Pathom Tel. +66 (0) 3433 1233, +66 (0) 3433 3465, +66 (0) 3433 8088

- Suan Som Thai Thawi

Address : 41/2 Mu 1, Song Khanong Sub-district, Sam Phran District, Nakhon Pathom Tel. +66 (0) 8 1857 8590

- **Talat Suk Chai (Suk Chai Weekend Market)**

Address : Km.32, Phetkasem Rd., Sam Phran District, Nakhon Pathom Tel. +66 (0) 3432 2544 ext. 5272

- **Talat Nam Don Wai (Don Wai Floating Market)**

Address : Bang Krathuek Sub-district, Sam Phran District, Nakhon Pathom

- **Talat Nam Wat Lam Phaya (Wat Lam Phaya Floating Market)**

Address : On the riverside of the Tha Chin River, in front of Wat Lam Phaya, Lam Phaya Sub-district, Bang Len District, Nakhon Pathom

- **Talat Bon-Talat Lang, Nakhon Pathom Fresh Market**

Address : Phra Prathom Chedi Sub-district, Mueang Nakhon Pathom District, Nakhon Pathom

Som-o Khao Yai of Amphawa

- **Suan Worachat (Ban Suan Worachat Resort Amphawa)**

Address : 16/1 Mu 7, Mueang Mai Sub-district, Amphawa District, Samut Songkhram Tel. +66 (0) 8 7125 3476

- **Suan Khun Somsong Saengtawan (Som-o Khao Yai Farmers Group of Bang Phrom)**

Address : 29/2 Mu 3, Bang Phrom Sub-district, Bang Khonthi District, Samut Songkhram Tel. +66 (0) 3476 1985

- **Suan Thanom Chit**

Address : 9 Mu 3, Bang Sakae Sub-district, Bang Khonthi District, Samut Songkhram Tel. +66 (0) 8 1736 4301

- **Talat Nam Amphawa (Amphawa Floating Market)**

Address : Amphawa District, Samut Songkhram

Som-o Khao Tang Kwa Chai Nat

- **Suan Som-o Chok Chai**

Address : 185 Mu 8, Nang Lue Sub-district, Mueang Chai Nat District, Chainat Tel. +66 (0) 8 1379 9166

- **Som-o independent stall in front of the Chai Nat Bird Park**

Address : Choeng Khao Phlong, Mu 4, Khao Tha Phra Sub-district, Manorom District, Chai Nat

Som-o Thapthim Siam Pak Phanang

- **Rai Suk Sawat**

Address : 39 Mu 15, Khlong Noi Sub-district, Pak Phanang District, Nakhon Si Thammarat Tel. +66 (0) 7539 9801, +66 (0) 8 9605 4388

Bangkok

- **Som-o Khun Yai**

Address : Talat Or Tor Kor (Marketing Organization for Farmers Market), Kamphaeng Phet Rd., Chatuchak District, Bangkok Tel. +66 (0) 8 1657 3695, +66 (0) 8 1431 9655

- **Serm Sup Som-o Thapthim Siam Som-o Pak Phanang**

Address : Talat Or Tor Kor, Kamphaeng Phet Rd., Chatuchak District, Bangkok Tel. +66 (0) 9 2656 5158

- **Som-o Ran Nong Malako**

Address : Talat Or Tor Kor (Marketing Organization for Farmers Market), Kamphaeng Phet Rd., Chatuchak District, Bangkok

- **Talat Bon Marché**

Address : Thetsaban Songkhro Rd., Chatuchak District, Bangkok



SAPPAROT PINEAPPLE

Sapparot, one of Thailand's favorite tropical fruits, is grown around the country even in drought-prone areas. The fruit inspires Thai dishes and sweets thanks to its multiple health benefits. The fruit is high in fiber, and thus helps with the excretory system. Pineapples contain a protein digesting enzyme called bromelain that helps with digestion and eases swelling and inflammation after surgery.

Sapparot Pran Buri

Prachuap Khiri Khan's Pranburi district is Thailand's largest center of Pattavia pineapple farming and pineapple processing and canning factories. Transplanted to this province from Indonesia or Malaysia via a Pathan grower, the Pattavia species has unique characteristics: a short stem, a cylinder-like shape, a big fleshy axis, thick yellow skin when ripe, and sweet juicy flesh. Pran Buri pineapples are a household name in the country, with the province now being seen as one of the kingdom's leading agro-tourism spots.

Sapparot Si Racha

Pattavia pineapples are also commercially cultivated in Chon Buri's Si Racha district, especially in its foothills, hill slopes and coastal areas on Thailand's Eastern Seaboard. The fruit-GI-registered since August 15, 2005-weighs in at round 1.5 to 3.5 kilograms, has a round shape, shallow eye spots, and green skin (turning yellow and orange when ripe). Its flesh is aromatic, sweet and very juicy. Si Racha pineapples are available all year round, especially from April to June and from October to December.

Sapparot Suan Phueng

When it comes to sweet and juicy Sapparot, Suan Phueng usually springs to mind. Named after a district of the same name in Ratchaburi province, Suan Phueng pineapple are grown in Ban Kha, which used to be just a village in Suan Phueng before it was later elevated to district status. These days people still prefer to call it by its original district name. Ban Kha district hosts more than 100,000 rai of Sapparot farming in a valley known for its magnesium-rich sandy soil.





Sapparat Huai Mun

Sapparat Huai Mun (of the *Pattavia* species) is signature produce of Huai Mun of Uttaradit's Nam Pat district. Here Sapparat plantations thrive on the hill slopes and hilltops at an elevation of 400 meters. The fruit is known for its honey-hued fleshiness and super-sweet juiciness. The species has shallow eye spots, is low in fiber and small in size, and weighs in at around 1-3 kilograms.

Sapparat Phuket

Phuket's mildly acidic sandy soil is not only ideal for pineapple farming, but creates the GI-registered Sapparat crop's characteristic features: the fruit is relatively small (1 to 2 kilograms in weight), very sweet when ripe, aromatic and crunchy. The green and yellow skin signifies a sweet and sour flavor. The orange skin type is the sweetest. After peeling off the skin of a Phuket pineapple, one should cut the fruit into four pieces with the stem remaining intact. So you have something to hold onto while munching on the crunchy axis.

Sapparat Phu Lae

Anek Pradep na Thalang, an academic at Chiang Rai Rajabhat University, is credited with transplanting Sapparat Phuket to Nang Lae sub-district, Mueang Chiang Rai district, Chiang Rai province, in 1997. Phu Lae (a cross between Phuket and Nang Lae) has since evolved in taste and texture. The fruit is relatively smaller (0.15 to 1 kilograms) than the Phuket variety. The stem is about the length of the fruit. When ripe, the skin is a mixture of yellow and green, or yellow throughout. The fruit has bulging eye spots, and sweet, crunchy flesh. The edible axis is quite crunchy.

Besides these varieties, Thailand boasts many other Sapparat species grown in different parts of the country. These include the Sapparat Rai Mueang of Loei province (sweet and crunchy), Sapparat Lampang (tight, sweet and juicy flesh), Sapparat Chik Ta of Phetchaburi and Sapparat Si Thong of Trat. Thailand is a veritable repository of pineapples, no less.

WHERE to BUY

In the Provinces

Sapparat Pran Buri

- On the side of Phetkasem Rd. (Highway no.4) between Hua Hin District and Pran Buri District, Prachuap Khiri Khan

Sapparat Si Racha

- Talat Nong Mon (Nong Mon Market)

Address : Sukhumvit Rd., Saen Suk Sub-district, Mueang Chon Buri District, Chon Buri

- Suthep Sapparat

Address : Talat Thai, 32/34 Phahonyothin Rd., Khlong Neung Sub-district, Khlong Luang District, Pathumthani
Tel. +66 (0) 8 1441 1546

Sapparat Suan Phueng

- Rai Sapparat Khun Neng-Chalermchai Si Thom

Address : 1 Mu 4, Nong Phan Chan Sub-district, Ban Kha District, Ratchaburi
Tel. +66 (0) 8 1572 4372

- Rai Khun Lamphun Phao Chanuan

Address : 34 Mu 9, Nong Phan Chan Sub-district, Ban Kha District, Ratchaburi
Tel. +66 (0) 8 1513 3232

Sapparat Huai Mun

- Rai Khun Ban Le and Khun Rattana Madikhian

Address : Huai Mun Sub-district, Nam Pat District, Uttaradit
Tel. +66 (0) 8 1740 3954

Sapparat Phu Lae

- Rai Sapparat Pa Sawang Kanthatian

Address : 98 Mu 18, Ban Du Sub-district, Mueang Chiang Rai District, Chiang Rai
Tel. +66 (0) 8 6915 9329

- Rai Pho Chai

Address : Chiang Rai
Tel. +66 (0) 8 5233 9636 Products are available in Bangkok at the Or Tor Kor Market (Marketing Organization for Farmers Market), Market next to SCB Park (Talat Nat) and Shibuya 19 Shopping Mall Pratunam

- Klum Phu Pluk Sapparat Phu Lae-Nang and Sangkat Sahakon Kan Kaset Chiang Rai (The Agriculture Co-op Group of Sapparat Phu Lae-Nang Lae Farmers of Chiang Rai)

Address : 160 Mu 3, Nang Lae Sub-district, Mueang Chiang Rai District, Chiang Rai
Tel. +66 (0) 8 5033 5518

Sapparat Phuket

- Klum Phu Pluk Sapparat Phuket (Sapparat Farmers Group of Phuket)

Contact : Tel. +66 (0) 8 3389 7614

Bangkok

- Talat Or Tor Kor (Marketing Organization for Farmers Market)

Address : Kamphaeng Phet Rd., Chatuchak District, Bangkok

- Talat Sam Yan (Sam Yan Market)

Address : Soi Chula 9, Rama 4 Rd., Pathum Wan District, Bangkok

- Talat Bon Marché (Bon Marché Market)

Address : Thetsaban Songkhro Rd., Chatuchak District, Bangkok

- Talat Ratchawat (Ratchawat Fresh Market)

Address : Nakhon Chai Si Rd., Dusit District, Bangkok



Festival Calendar

Ratchaburi's Ban Kha district hosts a wonderful pineapple festival annually from April to May.



KAFAE
COFFEE

Though coffee cultivation in Thailand dates back to the Ayutthaya period, it has gained momentum during the Bangkok period. During the reign of King Rama III, Kafee, as the popular drink is called in Thai, was one of Siam's imported commodities. The Siamese royalty acquired a taste for it, and experimented with coffee growing in the compound of the Grand Palace. Later the drink had a large following among the aristocracy. Somdej Phramaha Prayunrawong maintained a coffee plantation and gave three sacks of his coffee beans to Sir John Bowring as gifts.

More coffee was imported by the Fifth Reign, as evidenced by Dr Dan Beach Bradley's 1873 monolingual

Thai dictionary that defined coffee as "imported coffee beans that can be prepared as a hot drink through brewing."

With more coffee imports from Malaya and Indonesia, the Robusta from Indonesia was grown in Southern Thailand in 1904 at Ban Tanot of Songkhla's Saba Yoi district. Arabica beans were imported to Thailand in 1950 and central to a crop substitution campaign in the 1970s to eradicate poppy growing in Northern Thailand. The campaign intensified in the 1980s when the Doi Tung Development Project was established to promote sustainable coffee farming and eliminate drug crop cultivation.

Kafee Doi Tung

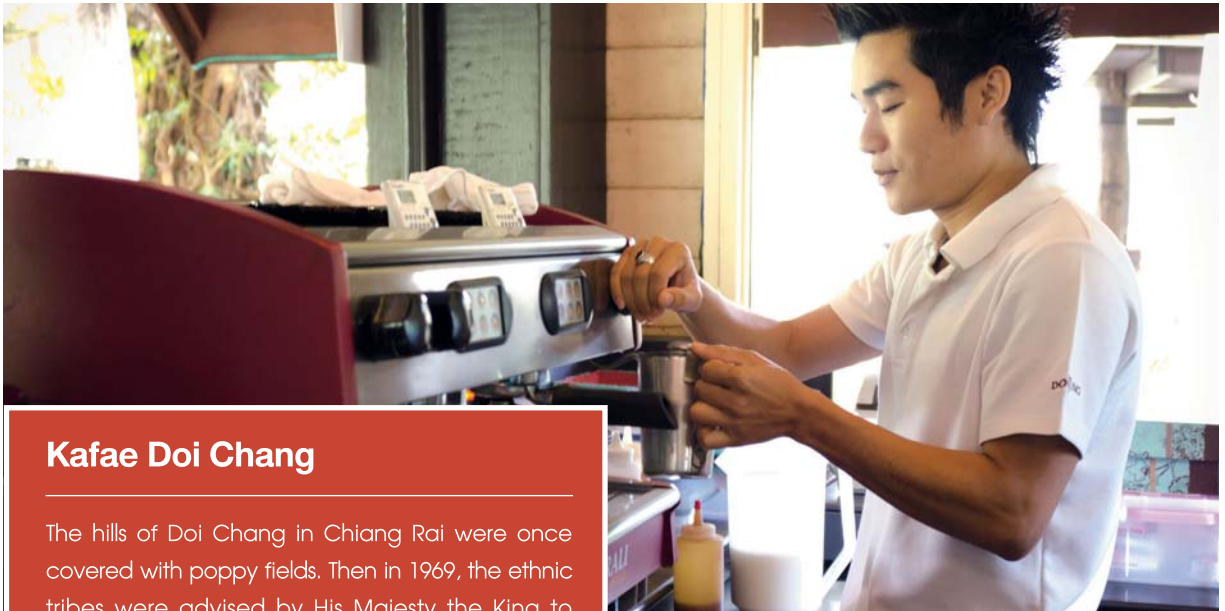
The hills of Doi Tung in Chiang Rai's Mae Fah Luang district are home to Thailand's finest Arabica coffee. The Doi Tung Arabica coffee beans are GI-certified and advertised as "single-origin" because they come solely from these hills at elevations of 1,000 meters above sea level or more. Unlike the Robusta, Arabica beans have finer, complex flavors, are less highly-caffeinated (1.2 percent caffeine by weight compared to Robusta's 2.2 percent).

The landscape that makes up the Doi Tung Development Project was once all bare hills and unfertile soil as a result of slash-and-burn farming. That changed in 1988 when His Majesty the King's late mother, revered across the nation as HRH Srinagarindra (Somdet Ya), set up the Doi Tung project in an attempt

to help the ethnic tribes find an alternative means of sustenance instead of growing opium poppies. Over time Arabica coffee farming brought greenery and wealth to the area.

Cafe Doi Tung is the most beautiful cafe in the area and the kingdom. Coffee lovers are welcome to visit for their best cup of Arabica coffee in the roastery- and for the flowers in Mae Fah Luang Garden.





Kafee Doi Chang

The hills of Doi Chang in Chiang Rai were once covered with poppy fields. Then in 1969, the ethnic tribes were advised by His Majesty the King to convert from growing opium poppies to cold climate crops. The area was originally inhabited by the Hmong. Then in 1915, the Lisu came along, followed by the Akha in 1983. At present, the hills are home to three ethnic groups: the Akha, Lisu and Yunnanese Chinese (Chin Haw).

The Akha were the first to experiment with Arabica shrubs instead of fruit trees in the 1980s. These days Doi Chang villagers tend to more than 30,000 rai of Arabica coffee plantations at elevations of 1,000 to 1,700 meters above sea level. They receive both coffee seeds and technical support from the Ministry of Agriculture and Cooperative and a United Nations organization.

Globally recognized for its delicate, crisp flavor, Doi Chang coffee has won organic certification by the United States Department of Agriculture and the European Union. It appeals to especially the health-conscious thanks to its chemical-free coffee production process.

Doi Chang coffee is among the 3,500 organic products that have been selected to grace the shelves of North America's biggest organic food products store chain, SunOpta.

Kafee Khao Thalu

Residents of Khao Thalu sub-district of Chumphon's Sawi district make their living from growing Robusta beans in the "Chumphon coffee valley". The area is set among the most breathtaking scenery: a host of lush, forested hills, one of which has a large gaping hole just below the hilltop. While the fruity tasting Arabica variety is grown at a high altitude (800 to 1,200 meters above sea level), the more rustic Robusta grows well in hot and humid climates; such as, the plains of Southern Thailand. Robusta beans need abundant rain and the area is blessed with a high annual rainfall from both the Andaman Sea and Gulf of Thailand.

Roasted Khao Thalu Robusta beans produce a strong, bitter, full-bodied coffee that is true to its slogan: "From trees to cups: Khao Thalu coffee for a truly strong taste". The beans have won many awards including the 5-star OTOP Award and the Outstanding Award at "Thailand ASEAN Coffee and Tea 2007". Khao Thalu coffee is exported to overseas markets; such as, Lao PDR, and Myanmar.

WHERE to BUY & DRINK

In the provinces

Kafe Doi Tung Chiang Rai

- Café Doi Tung, Suan Mae Fah Luang

Address : Doi Tung Royal Villa, Rop Wiang Sub-district, Mae Fah Luang District, Chiang Rai
Tel. +66 (0) 5376 7015 ext. 2248

- Mae Fah Luang Chiang Rai International Airport

Address : 404 Mu 10, Ban Du Sub-district, Mueang Chiang Rai District, Chiang Rai Tel. +66 (0) 5379 8268

- J.J. Market

Address : Atsada Thon Rd., Pa Tan Sub-district, Mueang Chiang Mai District, Chiang Mai Tel. +66 (0) 5322 6618

Kafe Doi Chang

- Ban Doi Chang

Address : Mu 3. Wawi Sub-district, Mae Saruai District, Chiang Rai
www.doichaangcoffee.co.th

- Kafe Doi Chang

Address : 542/2 Rattana Khet Rd., Mueang Chiang Rai District, Chiang Rai
Tel. +66 (0) 5375 2918

- Doi Chang Café

Address : J.J. Market, Atsada Thon Rd., Pa Tan Sub-district, Mueang Chiang Mai District, Chiang Mai Tel. +66 (0) 5322 6618

- Kafe Doi Chang

Address : The Doi Resort, 49 Mu 5, Hang Dong District, Chiang Mai
Tel. +66 (0) 8 1935 0763

- Kafe Doi Chang

Address : Soi Hua Hin 88, Thang Rot Fai Fang Tawan Tok Rd., Hua Hin District, Prachuap Kiri Khan
Tel. +66 (0) 3251 1456

Kafe Khao Thalu

- Saeng Thong Sawi

Address : 124 Mu 7, Na Pho Sub-district, Sawi District, Chumphon
Tel. +66 (0) 7753 1153

- Ran Khao Khong Fak Num Sao (Num Sao Souvenir Shop)

Address : Pak Nam Rd., Tha Yang Sub-district, Mueang Chumphon District, Chumphon Tel. +66 (0) 7752 1889

Bangkok

Kafe Doi Tung

- Café Doi Tung

Address : Ananta Samakhom Throne Hall, Ratchawithi Rd., Dusit District, Bangkok Tel. +66 (0) 2282 7321

- Café Doi Tung

Address : Sindhorn Building 130-132, Wireless Rd., Pathum Wan District, Bangkok Tel. +66 (0) 2627 3484

- Café Doi Tung

Address : Chamchuri Square, Surawong Rd., Bang Rak District, Bangkok
Tel. +66 (0) 2160 5009

Kafe Doi Chang

- Doi Chang Signature

Address : 179 Soi Sukhumvit 21, Vadhana District, Bangkok
Tel. +66 (0) 2101 1414

- A Cup Coffee

Address : 127 Panjaphum Building, South Sathon Rd., Sathon District Bangkok
Tel. +66 (0) 8 2020 9076

- Gourmet Market

Address : G Fl., Siam Paragon, Rama I Rd., Pathum Wan District, Bangkok
Tel. +66 (0) 2690 1000

www.gourmetmarketthailand.com

Kafe Khao Thalu Coffee

- Golden Coffee

Address : Soi Charoen Krung 56, Charoen Krung Rd., Sathon District, Bangkok

- Ran Khanom Tai

Address : Talat Bon Marché, Thetsa-ban Songkhro Rd., Chatuchak District, Bangkok Tel. +66 (0) 8 2899 8725

- Gourmet Market

Address : G Fl., Siam Paragon, Rama I Rd., Pathum Wan District, Bangkok
Tel. +66 (0) 2690 1000

www.gourmetmarketthailand.com





KLUAI TAK & KLUAI KUAN

SUNDRIED BANANA & BANANA CANDY

Kluai (Banana) are a fast-growing low-maintenance plant that produces considerable amounts of fruit at the same time. These qualities are true especially of 'Kluai Nam Wa', which requires ingenuity in processing this quick to ripe fruit before it spoils. Three of the most popular and traditional forms of quickly and easily processing these vitamin and mineral rich Kluai Nam Wa is by making 'Kluai Tak' or sundried bananas and 'Kluai Kuan' or banana candy.

'Kluai Tak' is made by drying ripe peeled bananas in

the sun for five to seven days, before flattening them with a rolling pin, and trimming the ends. The bananas are dehydrated again at 80°C or soaked in honey to reduce their moisture content and kill off bacteria. This delicious snack allows bananas to be kept for a long time in a way that retains most of its nutritional value. Over-ripe bananas are destined for the pot to be made into 'Kluai Kuan' or a rich chewy banana toffee made from banana puree, coconut milk, sugar, and salt. The two locations that are famous for making these snacks are Sangkhom district, Nong Khai province and Bang Krathum district, Phitsanulok province.

Kluai Tak and Kluai Kuan Sangkhom

As one of the Northeast region's largest centers with more than 8,000 rai of land devoted to growing Kluai Nam Wa, this traditional crop for Sangkhom district in Nong Khai province is synonymous with high quality fresh and processed bananas. It is also the only place in Thailand to organize an annual 'Kluai Nam Wa Festival'.

Kluai Sangkhom are not large, but the taste and aroma of the ripe organic fruit is unparalleled. Their Kluai Tak is an 'OTOP Product Champion' with a sweetness and fragrance that lingers on one's palate. Villagers process the fruit in hygienic conditions so its high nutritional value is retained and its visual appeal is due to being grown in well-watered fertile soil and suitable climate conditions.

Kluai Tak and Kluai Kuan Bang Krathum

Bang Krathum district is equally noted for its Kluai Tak and Kluai Kuan. The quality of their processed fruit is so high they are distributed nationwide and overseas to Singapore, Japan, Hong Kong and the US amounting to 10 tons a year. These processed products are only made from intensely sweet seedless 'Mali Ong' Kluai Nam Wa strain, and many new varieties are being bred just for Kluai Tak. Though Bang Krathum's production capacity is high, their Kluai Tak is still dried on bamboo mats as any type of metal screen will leave marks on the delicate flesh, and many new flavors have been developed to suit the taste of the young generation and different markets.

WHERE to BUY

In the provinces

Kluai Tak and Kluai Kuan Sangkhom

- Mae Arak

Address : 98/1 Ban Sangkhom, Sangkhom Sub-district, Sangkhom District, Nong Khai, Tel. +66 (0) 4144 1567, +66 (0) 8 4715 5656 or maearak@gmail.com

- The Distribution Center of Kluai Tak Sangkhom Products

Address : 95 Mu 1, Tang Luang 211 Rd., Sangkhom Sub-district, Sangkhom District, Nong Khai, Tel. +66 (0) 4224 1449

- The Women Agriculture Co-op of Sangkhom

Address : 72 Mu 2, Sangkhom Sub-district, Sangkhom District, Nong Khai Tel. +66 (0) 4244 1317, +66 (0) 8 7218 4899

Kluai Tak and Kluai Kuan Bang Krathum

- Kluai Tak Jiraphon

Address : 174/1 Mu 5, Bang Krathum Sub-district, Bang Krathum District, Phitsanulok Tel. +66 (0) 1604 2174

- The Ko Khu Farmer Housewives Group

Address : 137 Mu 3, Bang Krathum Sub-district, Bang Krathum District, Phitsanulok Tel. +66 (0) 1604 1237

Thurian Kuan & Thurian Thot & Thurian Chueam Durian Puree & Deep-fry Durian Chips & Glazed Durian

Due to the overwhelming annual production of Thurian (durian), fruit growers process this rich fruit to last the year in different ways to adding economic value to the produce and allowing people to enjoy different textures of this fruit.

The most traditional method is to make a sweet sticky paste called 'Thurian Kuan' by cooking ripe fruit puree with sugar. 'Thurian Thot' or 'Thurian Op Krop' is to respectively deep-fry or bake raw durian chips, and the arrival is 'Thurian Chueam'. These techniques have been perfected in the eastern provinces of Rayong and Chanthaburi, and the South in Chumphon.

Thurian Kuan remains the bestselling product as this fragrant, smooth, rich, sweet, chewy paste makes a satisfying snack and a good filling for desserts

like Khanom Pia and Mooncakes. The most famous Thurian Kuan producing provinces are Chanthaburi, Rayong and Chumphon, The best Thurian Kuan is made from fruit and sugar as other provinces add varying amounts of flour. While Thurian Kuan is equally delicious using any type of Thurian, Thurian chips made from raw green fruit primarily use 'Mon Thong' which has firmer and thicker meat than other varieties. Finely sliced, deep-fried rapidly over high heat and sprinkled with salt, these chips are addictive snacks.

'Thurian Chueam' also uses young 'Mon Thong' flesh that is still firm and cooked in thick syrup until it is dense and chewy. Using young fruit in this preparation completely eliminates its distinct fragrance to the point that many people do not even know it is Thurian.

WHERE to BUY

In the provinces

Thurian Kuan, Thurian Thot and Thurian Chueam Rayong and Chanthaburi

- Ban Suan Vanit

Address : 140 Mu 4, Chanta Nimit Sub-district, Mueang Chanthaburi District, Chanthaburi Tel. +66 (0) 3934 4534

- Women Association of Processed Durian Products

Address : 39/1 Mu 8, Khom Bang Sub-district, Mueang Chanthaburi District, Chanthaburi Tel. +66 (0) 3945 9198

- The Women Co-op of Ban Trok Nong

Address : 13 Mu 4, Trok Nong Sub-district, Khalung District, Chanthaburi

Thurian Kuan, Thurian Thot, Thurian Chueam Chumphon

- Ban Thurian Thot Chai Noi

Address : 19/1 Mu 4, Tale Sup Sub-district, Pathio District, Chumphon Tel. +66 (0) 8 1787 2349

Bangkok

- Ta-Toi

(Product packing and delivery service available for international delivery) ✈

Address : Stall 7/26, 8/30 Talat Or Tor Kor (Marketing Organization for Farmers Market), Kamphaeng Phet Rd., Chatuchak District, Bangkok Tel. +66 (0) 8 5212 8013, +66 (0) 8 9818 6530

PROCESSED
PRODUCTS





GOODS SHOP FROM THE (SUPER) MARKET



KAPI

SHRIMP PASTE

Traditional 'Kapi' (shrimp paste) has counterparts found across Asia. Thai Kapi is made by fermenting krill called 'Kung Foi' or 'Keui' with salt. Regional variations from the East and South result in Kapi suited to different dishes, so gourmards stock a variety. Good quality Kapi is aromatic and mildly salty.

Thailand's most famous kapi is '**Kapi Klong Khon**' or 'Kapi Keui Ta Dam' from Klong Khon sub-district, Mueang Samut Songkhram district, Samut Songkhram province. Made with Keui Ta Dam from mangrove forests, it is fermented for at least one month until it takes on a purplish hue. It is perfect in Nam Phrik Kapi and seafood stirfries.

Quality Eastern Kapi comes from Rayong and Chanthaburi provinces. '**Kapi Rayong**' from Kram sub-district, Klaeng district uses large deep-sea 'Keui Rayong' cleaned with seawater instead of freshwater to avoid diluting the taste to produce dark Kapi. Fine '**Kapi Chanthaburi**' is made in Ban Chao Lao Mu 6, Khlong Kut sub-district, Tha Mai district, and Ko Pe-rit sub-district, Laem Singh district ferments 'Keui Chanthaburi' that is larger than a matchstick for two to three months.

Famous Southern Kapi is from Ranong, Phang Nga and Ko Samui. 'Kapi Ko Lao', the best type of '**Kapi Ranong**' for Nam Phrik Kapi and stir-fried shrimp and 'Sato' (stink beans) is made from three types of Keui: Ta Dam, San Som-o, and Mae Luk. '**Kapi Phang Nga**' is delicious in all Southern dishes. Locals eat '**Kapi Ko Samui**' from Surat Thani province separately with vegetables and Nam Phrik after grilling Kapi on coconut shells.







NAM PLA

FISH SAUCE

'Nam Pla' or fish sauce is an indispensable seasoning in every Thai household, such that there will be a bottle even in homes without a proper kitchen because it is used to enhance the flavors of food from main dishes to noodles.

For something quintessentially Thai, Nam Pla was originally made by Chinese settlers in Chon Buri and Rayong coastal provinces in the Eastern region who had access to plenty of local fresh fish. As the taste for Nam Pla grew, traditional methods of fermenting it spread to other parts of the country.

Unlike fish sauce from other countries, the aroma of Thai Nam Pla tends to be milder and less salty due to the Thai preferences and the use of small freshwater Pla Soi (mud carp) inland, and two types of anchovies, Pla Sai Tun and Pla Katak along coastal areas.

Nam Pla Chon Buri

The origins of Nam Pla Chon Buri come from a Chinese fish trading family in Saphan San Chao district. As customers purchased only large fish, small fry that were leftover were used to make Nam Pla. In those days, the Thai people did not know Nam Pla and were only familiar with 'Nam Keui', leftover brine from making Kapi (shrimp paste) that was also used as a seasoning. The first drop of Nam Pla was successfully fermented in 1913 by Lai Jiang Sae Tang from small fish and salt in earthen vats. When he compared the taste, color and aroma of Nam Pla from different types of fish, he felt that the results made with small, translucent Pla Katak anchovies were superior. This led to the production of the 'Bo Daeng' (Red Ribbon) brand Nam Pla. The taste of Nam Pla Chon Buri is salty and aromatic.

Nam Pla Rayong

Although Nam Pla originated in Chon Buri, the neighboring province of Rayong is where most of Thailand's Nam Pla manufacturers are located, and account for one of Rayong's mottos being 'Nam Pla Rot Det' ('great tasting Nam Pla').

The most popular fish used are 'Pla Katak Hua Laem', and 'Pla Katak Hua On', another name for Pla Saitun. These fish are not meaty, but their high fat content makes the resultant Nam Pla fragrant and visually appealing, ranging in color from reddish to golden brown.

Nam Pla Rayong is popular nationwide due to the sandy coastal shores which make the anchovies found in the area taste cleaner than other provinces with muddier shorelines. The quality of its fish also makes a full-bodied tasting nam pla without being too salty. The most famous brand in Rayong is 'Pao Hue' (Abalone), and 'Ta Chang' (Justice)

Nam Pla Chanthaburi & Trat

Excellent Nam Pla Chanthaburi and Trat incorporates Thai folk methods by adding pineapple to shorten the fermentation process to just 10 months, and sweetened with sugar cane juice or sugar, before being boiled and bottled for sale.

Salty and slightly sweet, and highly aromatic, it is ideal for dishes where Nam Pla features prominently like stir-fried cabbage or Pla That Nam Pla (deep fried whole fish sprinkled with Nam Pla). Famous brands are 'Sam Katal' (Three Rabbits) and 'Phornphimon'.

SAUCE PHRIK SI RACHA

SI RACHA CHILI SAUCE

The fame of Thailand's Sauce Phrik Si Racha has spread around the world due to its popularity when paired with Thai food, and being used as a condiment in Vietnamese Pho noodle soups and in Japanese fusion Maki sushi rolls.

This smooth chili sauce which originated more than 70 years ago in Si Racha district of Chon Buri province is impossible to imitate due to the careful blending and fermentation of top-grade fresh Phrik Chi Fa (cayenne pepper or spur chilis) grown in Thailand with assorted ingredients. That is why chili sauces made outside Sri Racha cannot be considered the genuine article.

An authentic sauce is a bright vermillion red that has a full-bodied taste and is well balanced between spiciness, sourness, and a touch of sweetness to be the perfect condiment for Khai Chiao (Thai-style omelette), Hoi Thot (crispy pan-fried oyster or mussel pancaked), and even raw oysters. Fried rice incorporating this chili sauce is also surprisingly delicious.

The Si Racha people use the sauce in unusual ways; such as, spicing up dry stir-fried Kuaí Tiao (wide flat rice noodles), and mixing it at the table with Rat Na (noodles topped with a meat and vegetable gravy), and Phat Si-io (stir-fried soy-sauce noodles).







NAM PHRIK PHAO

ROASTED CHILI PASTE

'Nam Phrik Phao' is one of the most popular standbys in Thai households. It adds a smoky spiciness to spicy Phla salads, Tom Yam Kung, Tom Kha Kai (chicken and galangal soup), Kuai Tiao Tom Yam (Tom Yam noodle soup), Phat Hol Lai (stir-fried clams), and Khao Phat Nam Phrik Phao (fried rice), and jazzes up snacks like chips and crackers, Thai omelets, and bread.

This paste is traditionally made by pounding dried roasted red chilis until fine with salt in a mortar and pestle before adding and pounding in batches of shallots, garlic and shrimp paste that have all been roasted. Dried shrimps, Pla Haeng (dried fish), Pla Krop (crispy roasted dried fish) or Pla Yang (roasted fish) are added last. The mixture is stirfried with oil until fragrant and seasoned with fish sauce, sugar and tamarind paste, and can be stored for a long time.

NAM CHIM

DIPPING SAUCES

Nam Chim Kai (Chicken Dipping Sauce)

There is more to 'Nam Chim Kai' than fried chicken. The dip is known for its versatility and compatibility with other fried stuff like Pla Thot (deep-fried fish), Kai Thot (fried chicken), and Luk Chin Thot (fried meat ball). Also known as the "three-flavor dip" because of its sweet, sour and spicy flavors, the sauce is a mixture of cayenne pepper, garlic, sugar, salt, and vinegar. It is great as a shrimp, fish or squid marinade as well. Others like to pour the sauce over some deep-fried snacks.

Nam Chim Buai (Chinese Plum Sauce)

Nam Chim Buai is a thick and syrupy sour sauce that has got its kick from the aromatic pickled plums that have been stewed with sugar, salt and vinegar. The sauce is wonderful with especially Chinese fried food like Hoi Cho (deep-fried crab meat rolls), Po Pia Thot and Thot Man Kung (deep-fried shrimp cake).

Nam Chim Seafood (Spicy and Sour Sauce or Seafood Dip)

The pungent seafood sauce is absolutely indispensable in any seafood experience in Thailand. The sauce has many nuances of flavor, packing quite a punch: spiciness from fresh chilies and garlic; sourness from lime juice; and saltiness from fish sauce. It pairs well with steamed, roasted, and grilled seafood like shrimp, shellfish, crabs and fish. It can be substituted for the common Thai salad sauce in many spicy salad recipes like pork and seafood salads.

Nam Chim Suki (Sukiyaki Sauce)

Sukiyaki commands a huge following among the Thais, but it is nothing if not accompanied with the sukiyaki sauce. The sauce acts as a wow factor to flavor the broth and make the whole vegetable and beef hotchpotch so delicious and flavorful. In Thailand, diners usually add chopped chilies, sliced garlic and lime juice to the sauce to their personal taste.





PHRIK KAENG CHILI PASTE

An integral part of Thai cooking, Phrik Kaeng is the main thrust behind healthy curries and stir-fries. Available in different styles for specific types of Thai food, the Thai chili paste is a mixture of herbs, spices and other healthy produce from your backyard garden. With a delicious aroma, the spicy paste reflects Thailand's culinary wisdom, even considered a form of high art that brings added value to Thai cuisine.

Phrik Kaeng Matsaman (Matsaman Chili Paste)

A world-renowned Thai-Muslim curry, Matsaman (with lamb, beef or chicken) is an explosion of flavors (salty, sweet and sour) and aromas: cloves, coriander seeds, cumin seeds, cardamom, nutmeg, mace and cinnamon. The roasted spices are pounded together with chili paste mixed with fresh shallots and freshly fried garlic. After cooking, leave to cool overnight and bring it to a simmer. Matsaman is best with rice, roti, or nan bread.

Phrik Kaeng Kari (Yellow Curry Paste)

Phrik Kaeng Kari is used in Thai-style korma that looks like matsaman except that the paste used is mixed with curry powder and spices; such as, coriander seeds, cumin seeds, and Thai pepper powder. Matsaman is served with a side dish of cucumber slices and onions in vinegar. Best with rice and roti.

Phrik Kaeng Khiao Wan (Green Curry Paste)

The paste is mainly used in Kaeng Khiao Wan (with beef, pork, chicken, or fish balls). The key ingredients include coriander seeds, cumin seeds, green cayenne, bird's eye chili, shallots, garlic, lemongrass, galangal, and kaffir lime zest. Pan-fry the paste first, then add coconut milk, meat and fresh vegetables like pea eggplant and Thai eggplant. Garnish with Thai basil leaves.

Phrik Kaeng Phet (Red Curry Paste)

Red curry paste is indispensable to hot chicken curry, stir-fried chicken with red curry paste, roasted duck red curry and other dishes. The curry paste recipe includes sun-dried chillies, shrimp paste, coriander seeds, and kaffir lime zest. Pound the ingredients to a fine texture, and add fresh bird's eye chillies for more spiciness. Remember to pan-fry the paste first.

Phrik Kaeng Panaeng (Panaeng Curry Paste)

Panang curry paste brings intensity to savory and sweet beef panang curry while helping to tame the beef odor. The paste is slightly different from the red curry type in that it has more lime zest, coriander seeds and cumin seeds. Pan-fry the paste, then add coconut milk and meat. The dish is great with rice or bread.

PHONG PRUNG TOM YAM, TOM KHA & PHALO INSTANT POWDERS

Boiling is a popular mode of cooking in Thailand. Thais use herbal infusions to flavor their Tom Yam broth before adding meat and seasonings. Unlike curries, the soup is not subjected to a long period of stewing. But the result is no less aromatic and delicious.

Phong Prung Tom Yam (Tom Yam Powder)

Apparently the gateway to Thai food, the Tom Yam soup was originally clear. For an added spiciness, some add Nam Phrik Phao (roasted chili paste) and fresh milk. The herbal set adds scent to the salty, sweet and spicy broth thanks to lemongrass, kaffir lime leaves and fresh bird's eye chillies. The sourness comes from lime juice, and the saltiness from fish sauce.

Phong Prung Tom Kha (Tom Kha Powder)

The Tom Kha soup set goes into a pot of that sour, salty and spicy coconut and galangal soup (with chicken, shrimp or snake-skin gourami). The basic ingredients—young galangal, lemongrass and chillies—are the same as the Tom Yam set, but the galangal soup is thick with coconut milk. The herbal infusion is high in nutritional value too.

Phong Prung Phalo (Five-Spice Powder)

The five-spice powder is a mixture of Chinese cinnamon, star anise, coriander seeds, cumin seeds, and Sichuan pepper. It's used for cooking egg and pork five-spice stew. Start by coating the pork with a five-spice marinade that should be left for some time for absorption. Bring the water to a boil in a pot, then add the marinated pork, and stew for 30 minutes. The result is aromatic, a little sweet, savory and spicy. Pork can be substituted with duck or chicken.





SAMUN PHRAI THAI OP HAENG & PHONG
DRIED & GROUND HERBS

It is easy to be amazed by the sheer abundance of fruit and vegetables in Thailand. But the kingdom is also home to a mind-boggling array of herbs. Thanks to their medicinal properties, many kinds of Thai herbs have gained popularity abroad as well. The herbs are available as packaged dried and ground products.

Takrai Haeng & Phong (Dried & Ground Lemongrass)

Thais love Takrai, using it to add a tantalizing aroma to chili paste and dishes like Tom Yam soups and spicy salads in which it plays a role in masking the gamey smell in meat. It also makes a great herbal infusion that is said to help relieve abdominal bloating, excessive gas and loss of appetite. Dried Takrai should be soaked or boiled, or added directly to the broth or a stir-fry if in a powdery form.

Bai Makut Haeng (Dried Kaffir Lime Leaves)

Bai Makut are a common herb that is used in many Thai dishes from Tom Yam soups and curries to stir-fries and Phanang. The herb adds a refreshing scent to the dish, covers up food odors and has many health benefits: it is said to be good for the heart and helps with the blood flow. In the case of Tom Yam, bring water to the boil in a pot, then add Bai Makut Haeng, and the other remaining ingredients. The herb goes well with your cuppa too: just as a few dried leaves for a more subtle aroma.

Bai Kaprao Haeng (Dried Holy Basil Leaves)

Thanks to its peppery and pungent scent, holy basil is used in dishes that demand heat and fragrance like Phat Kaprao (stir-fried chili and garlic with holy basil). The herb should be soaked in warm water until soft. Mix with your cuppa and it eases colicky pain and excessive gas, and warms the body.

Phrik Pon (Ground Dried Chili Peppers)

Thai food is nothing without the fiery hotness of ground dried bird's eye chili peppers. The ground chili ranges in fieriness and comes in two varieties: coarsely or finely ground. Most Thais like to sprinkle ground chili over noodle soups and pasta dishes to fire up their tongues. Ground chili is a rich source of vitamins A and C, calcium and iron. It lowers blood cholesterol levels, prevents the formation of blood clots, balances out blood glucose levels, gooses the blood flow, and cleans out the excretory system.

HOWARAJ SELECTION

เฮอร์ราจ คัดสรร



SPICES เครื่องเทศ

WHERE to BUY

- Lor Yaowaraj

Address : 388 Yaowarat Rd., Samphantawong District, Bangkok

Tel. +66 (0) 2622 4034 or loryaowaraj@hotmail.com

- Nguansoon

Address : 158 Yaowarat Rd., Samphantawong District, Bangkok

Tel. +66 (0) 2226 3244-5 www.nguansoon.com

- Talat Kao Yaowarat (Yaowarat Market)

Address : Yaowarat Rd., Samphantawong District, Bangkok

- Talat Or Tor Kor (Marketing Organization for Farmers Market)

Address : Kamphaeng Phet Rd., Chatuchak District, Bangkok

- Talat Sam Yan (Sam Yam Market)

Address : Soi Chula 9, Rama 4 Rd., Pathumwan District, Bangkok

- Talat Bon Marché

Address : Thetsaban Songkhro Rd., Chatuchak District, Bangkok

- Gourmet Market

Address : G Fl., Siam Paragon, Rama I Rd., Pathum Wan District, Bangkok Tel. +66 (0) 2690 1000
www.gourmetmarkethailand.com

- TOPS Supermarket

Address : 7th Fl., Central World, Ratchadamri Rd., Pathum Wan District, Bangkok

- Isetan Supermarket

Address : 5th Fl., Isetan Department Store, Ratchadamri Rd., Pathum Wan District, Bangkok

PHONG PRUNG YOT NIYOM

POPULAR THAI SEASONING



Phong Prung Som Tam

Perhaps Thailand's best known dish, Som Tam (green papaya salad) is a cinch to prepare much to the delight of both Thais and foreigners. Mix sliced green papaya or carrot with the somtam seasoning and it is ready to be served.



Phong Prung Lap and Nam Tok

Lap (Isan-style spicy minced-chicken/ beef/ pork salad) and Namtok (Isan-style spicy sliced-pork/ beef salad) are the two most popular dishes from Northeastern Thailand. The dishes are nothing if not hot, sour and salty, and they are cooked the same way. Lap uses ground meat (pork, beef or chicken) while Nam Tok thrives on sliced grilled meat. Mix the meat with the seasoning, then add shallots, mint leaves, spring onions, and chopped cilantro leaves. Season with chili powder, fish sauce and lime juice.



Sauce Prung Phat Thai

World-renowned Phat Thai (stir-fried rice noodles dish) acts like the face of Thai food overseas. It is easy to cook too. Soak Thai rice stick noodles in cold water until the strands are white and soft. Heat oil in a wok, then add prawns and stir-fry until cooked. Add the noodles and stir-fry to soften, then add the seasoning powder. Give the mix a few tosses, then add eggs.



Phong Prung Phat Kaprao

Phat Kaprao (stir-fried ground chicken/ beef/ or pork with chili, garlic and Thai holy basil) ranks among the most popular Thai street fare. It is quick comfort food that is a household name. The key lies in holy basil that adds a peppery, pungent scent to the dish. Add the seasoning when the meat is being stir-fried in a wok. The seasoning magically creates both the aromas and flavors of the Thai herb and bird's eye chili pepper. Best with rice.



Phong Prung Phat Si-io, or Rat Na

Rat Na (fried noodles with pork and kale soaked in gravy) and Phat Si-io (fried noodles with soya sauce and meat) are easy to cook. Fry the noodles in a wok, then add the seasoning powder and kale. Stir-fry the mix and it is ready.



EXPLORE THE **5** SIGNATURE ROUTES OF THAILAND







ROUTE

1

**FRUIT LOVERS:
RAYONG-
CHANTHABURI**

Day 1

Morning - Depart for Chanthaburi. En route, enjoy breakfast in Chonburi's Ban Beung district renowned for its 'Kuai Tiao Ban Bueng' (Ban Bueng noodles), and once home to rice noodle production. The pork noodle soup is like no other: the bone stock is naturally sweet and tasty, with dried shrimp and seaweed. Most noodle shops are a family network, including 'Chao Kao Ok Chun-ho' (Withun Damri Rd., near Omsin Bank, Ban Bueng district, Chon Buri, Tel. +66 (0) 3875 0092). Go for the original recipe noodle soup called Sen Yai Nam (wide rice noodle soup). Worth checking out is "Ok 3 Chun-ho" noodle shop (Ban Beung sub-district, Ban Bueng district, Chon Buri Tel. +66 (0) 8 6662 4038).

Then, continue the journey onto Chanthaburi with its dazzling array of fresh and processed fruits and seafood.



Noon - Lunch at 'Chanthorn Pochana' (86/20, Maharat Rd., Talat sub-district, Mueang Chanthaburi district, Chanthaburi Tel. +66 (0) 3999 9999). Chanthaburi's first eatery to have won the Shell Chuan Chim Award way back in 1973, this 50 year-old restaurant offers a bewildering range of local delicacies, all using various kinds of fruit. Current favorites on the fruit curry menu (available from May to July) include Yam Mangkut (mangosteen salad mixed with ground dried shrimp and seasoned to taste). Another must-try is Kai Ban Tom Rakam (sour chicken Tom Yam with Rakam palm fruit). Only swollen Rakam fruits are used for natural sourness. Don't miss Kaeng Pet Yang Sai Ngo (roasted duck red curry with rambutan), Matsaman Thurian. You'll love the restaurant's classic dishes like Kaeng Mu Chamuang and Sen Chan Phat Pu the signature of Chanthaburi.

Then wrap up the meal with Sala Loi Kaeo (sala in chilled syrup). Chanthaburi has many great products like Phat Thai Sen Chan Samretrup (instant Chanthaburi Phat Thai noodles), fish sauce, and processed fruit products like Thurian Thot (durian chip), Thurian Kuan (durian puree) and Mangkut Kuan (mangosteen puree). To take part in a fruit saladcooking class, advance booking is needed.

Afternoon-Visit 'The Chanthaburi Horticulture Research Center' (63 Mu 6, Tapon sub-district, Khlung district, Chanthaburi Tel. +66 (0) 3939 7030). The Center is a repository of a vast array of fruit tree species in the East including the most Thurian (durian) varieties in Thailand; such as, Chani, Kan Yao, Mon Thong and classic Kradum. The Center runs fruit-tasting sessions featuring Thurian, Mangkut (mangosteen), Rakam (palm fruit), Sala (salak) and other seasonal fruits. The best time to visit the Center is from May to June.



Spend the rest of the afternoon tasting more fresh fruits at 'Ban Suan Khun Lim', a popular agro-tourism destination in Chanthaburi's Khlung district. The orchard has a huge following on Instagram (IG: bansuankhunlim), as evidenced by a flood of advance orders. Formerly known as Ban Suan Thurian, the mixed-fruit plantation is home to high-grade, export-quality durians thanks to the fertile land of Khlung district ideal for fruit tree farming. Visitors can taste classic and popular Thurian varieties; such as, Nok Yip, Nok Krachip, Chani, Phuang Mani, Kan Yao and Mon Thong. Other fruits for tasting include Mangkut, Longkong and Sala. The best time to visit is from May to June. For more information, call Khun Nil at +66 (0) 8 5071 4549.



Evening-Visit Laem Sing district and overnight at one of the many homestays there and in Khlung district like 'Jitnava Home Stay' (52/4, Mu 10, Nong Sim sub-district, Laem Sing district, Chanthaburi Tel. +66 (0) 8 4779 4549). Set in nature's lap, these homestays welcome visitors all year round with standardized services certified by the Office of Tourism Development, Ministry of Tourism and Sports.

Visitors are spoiled for choice when it comes to things to do. Hop on a rowing boat and sail out to sea to observe how fishermen set up crab pots. Or enjoy a river cruise to see the dense mangrove forests and cockle farms. Stroll around a fishing village and enjoy a spectacular sunset over the harbor, or go on a night tour to see fireflies. A homestay package comes with three meals per day. A typical dinner is especially hearty, with Pu Thale Nueng (steamed crabs), Kung Phao (roasted prawns), Tom Yam Thale (seafood Tom Yam), Hoi Nangrom Sot (fresh oysters), and Pla Kaphong Thot (fried sea bass). Top it all off with a big plate of seasonable fresh fruits.



Day 2

Morning - Enjoy a local breakfast at a homestay: Khao Tom Thale (seafood boiled rice) or Sen Chan Phat Pu (Chanthaburi fried noodles with crab). Then, visit Chanthaburi town.



Mention Chanthaburi, and Chanthaburi noodles spring to mind. The famous noodles - soft, firm and never floppy - are used in many local dishes; such as, Sen Chan Phat Pu (slightly different in flavor from Phat Thai of the Central Plains) and Kuai Tiao Mu Liang. Spare some time to tour the 40-year-old 'Siang Jiap Seng' factory (Tha Chalaep Rd., Talat sub-district, Mueang Chanthaburi district, Chanthaburi Tel. +66 (0) 8 9123 7536) that produces Sen Chan noodles under the brand 'Mangkon'. The factory owner is on hand to show every step of the production process. The dough here is not a mixture of flour and oil, as is commonly the case with most noodles. When fried, the noodles never stick together in lumps. Once soaked, they don't become goopy either. These days some noodle brands contain artificial coloring.



After the factory visit, visit the **'Mu Liang Phraya Trang'** restaurant (60/1 Mu 21, Tha Chang sub-district, Mueang Chanthaburi district, Chanthaburi Tel. +66 (0) 3933 9761) to enjoy Kuai Tiao Mu Liang noodle soup. 'Liang' means a herbal mixture that contains more than 10 kinds of herbs crushed together to add to the soup. One of them is 'Rew', a galangal-like herb that gives the soup its characteristic aroma. For authenticity's sake, go for Sen Chan noodles if you like its soft texture.

Then, head to Rayong province that, like Chanthaburi, has an abundance of fruits and seafood, fresh and processed.



En route to Rayong, stop for lunch and some shopping at **'Chanthaburi's Noen Sung Fruit Market'** (Sukhumvit Rd., Noen Sung Intersection, Tha Mai district, Chanthaburi). Though open all year round, the Market is at its most vibrant from April to July, with a good choice of fresh and preserved tropical fruits like Ngo (rambutan), different varieties of Thurian, Thurian Thot, Thurian Kuan, Sala, Ragam, Mangkut and Longkong. Nam Pla (fish sauce) and Phrik Thai Chanthabun (pepper) are also worth buying.

Afternoon - Enjoy lunch at the **'Phat Thai Khun Krai'** restaurant (48/3, Phae-Klaeng-Krum Rd., Klaeng sub-district, Mueang Rayong district, Rayong Tel. +66 (0) 3864 8055). A household name in Rayong, this 40-year-old restaurant is famous for its seafood menu: Phat Thai Pu or Kung, Yam Khai Pu, Pla Muek Daet Diaot Thot Krathiam, and Kunchiang Pu Neung. The restaurant has a souvenir shop selling Nam Pla Rayong, Phat Thai noodles and Phat Thai sauce.

Worth checking out is **'Kuai Tiao Kang Ban Phae'** restaurant (280/153, Suan Son Beach Rd., Mu 2, Phae sub-district, Mueang district, Rayong Tel. +66 (0) 3865 1150, +66 (0) 8 9696 4946). The real star here is Kang or mantis shrimp that go into noodle soups, fried rice and Phat Thai Kang.



Then, visit 'Suphattra Land' (70 Mu 10, Nong Lalok, Ban Khai district, Rayong Tel. +66 (0) 3889 2048-9) for a fruit-tasting tour of its plantation to gauge the difference between Rayong and Chanthaburi in fruit flavors. The orchard offers seasonal fruit tasting all year round. Try its three fruit buffet stations. The first station is Ngo that you can pluck from the trees from April to June.



The second station offers wild Mangkut along with a mix of other tropical fruits like Thurian, Mangkut, Sala, Som-o, Mamuang, Longkong, Chompu, etc. The fruit harvest varies seasonally. The third station is A-ngun (grapes). Aside from A-nyun, you can also try dishes like Som Tam Phonlamai. The station also sells organic and hydroponic salad greens, fresh and processed fruits.

Evening - On the way back, stop by Rayong's Star Market with a wide range of products and souvenirs like Nam Pla, seafood and processed fruits. One of the recommended shops is 'Che Tan' (69/9, Mueang district, Rayong Tel. +66 (0) 9 4536 6244).



Then, return to Bangkok.





ROUTE

2

**Amazing Thai
Ingredients:
Samut Sakhon-
Samut Songkhram**

Day 1

Morning - Leave for Samut Sakhon's Maha Chai sub-district by train from the 'Wongwian Yai Railway Station' for a tour to discover real Thai ingredients, experience village life and enjoy some greenery. Adjacent to the Maha Chai Railway Station is 'Talat Maha Chai', home to a bewildering range of fresh and dried seafood from the Gulf of Thailand, green leaves and basic foodstuffs.

Then, continue the journey to Ban Laem sub-district's Tha Chalom via a ferry to catch the Ban Laem-Mae Klong train. The lanes of Tha Chalom have a wide choice of breakfast; such as, Khao Mu Daeng, Khao Man Kai, and Kuai Tiao. It's possible to grab a bite on the train, too if you fancy train grub like Kai Yang and grilled glutinous rice wrapped in banana leaves.



Mae Klong, just an hour away by train from Tha Chalom, is famous for its 'Talat Rom Hup' or 'Mae Klong Railway Market' (Kasem Sukhum Rd., Mae Klong sub-district, Mueang Samut Songkhram district, Samut Songkhram). The fresh produce market occupies an area straddling a railway lined with vendors' vegetable stalls that are shaded by low-hanging awnings on poles set right on the track. As a train approaches, the track descends into a frenzy: the vendors pull back their baskets and buckets and retract their awnings/umbrellas so the train can lumber by.

Talat Rom Hup is part of Samut Songkhram's Talat Mae Klong that boasts a vast array of fresh and dried seafood like blue crabs, shrimp and squid. Mae Klong is famous for its Pla Thu Mae Klong (mackerel), Kapi Klong Khon (shrimp paste), Namtan Maphrao (coconut sugar) and Bai Chakhrum (annual seablite) leaves.

Nearby is 'Talat Mae Klong', home to high-grade fresh and dried ingredients for Thai cooking and a great place for lunch. For meat ball noodles, check out the 40-year-old 'Luk Chin Wira' noodle shop (333/19, Krai Chana Rd., Mae Klong sub-district, Mueang Samut Songkhram district, Samut Songkhram Tel +66 (0) 3471 5935). For wonton soup with red pork, look no further than the 'Bami Kong Meng Chan' restaurant (638, Phet Samut Rd., Mae Klong sub-district, Mueang Samut Songkhram district, Samut Songkhram Tel. +66 (0) 3471 1739). Its egg noodles and wonton are well protected from drying out in a cabinet.



Worth checking out is the 'Kao Lao Krung Thai' restaurant (643, Phet Samut Rd., Mae Klong sub-district, Mueang Samut Songkhram district, Samut Songkhram Tel. +66 (0) 8 6170 7701), which specializes in Kuai Chup Nam Sai and Kao Lao Luet Mu. On the waterfront is 'Khao Tom Rue Chek' (Wat Phet Samut pier, Mueang Samut Songkhram district, Samut Songkhram Tel. +66 (0) 3471 7997), which serves Khao Tom and Khao Haeng, all having rice and duck, chicken, sailfish, or barracuda, topped with green leaves and sprinkled with fried tofu.





Afternoon - Visit 'Talat Nam Amphawa' or 'Amphawa Floating Market' (near Wat Amphawan Chettiyaram, Prachaset Rd., Samut Songkhram). The place offers a wide choice of homestays to choose from. It's best to check in first, then take a leisurely stroll through Talat Nam Yam Yen Amphawa (open 3 p.m. onwards, Friday to Sunday, and public holidays) for a rare peek into traditional Thai life and culture. The market boasts a plethora of foodstuffs: Kuai Tiao Mu, Phat Thai, Hoi Thot, grilled seafood, and Khanom Wan Thai (Thai sweets). Worth trying are roasted seafood, Thai sweets, coconut juice, old-fashioned coffee and ice cream.

A boat tour to explore temples along Khlong Amphawa is highly recommended.



Evening - Check out the waterfront restaurants beyond the floating market. One of the more popular eateries is 'Nong Aum Seafood' (12 Sukhonthaman Rd., Amphawa district, Samut Songkhram Tel. +66 (0) 3475 1209), located right on the Mae Klong River. It uses high-quality ingredients like Pla Thu Mae Klong to create incredible dishes like Pla Thu Satia, Tom Yam Pla Thu and Tom Som Pla Thu. You might want to give a shot at Hoi Lot Phat Cha, Pu Nueng, and Kung Thot Sauce Makham.



Night - On moonless nights, visitors take a boat tour along tributaries to see 'Hing Hoi' fireflies. Book a firefly tour at the floating market or your resort.



Day 2



Morning - Rise early to soak up the atmosphere of Amphawa's riverine life, and make offerings to Buddhist monks on their alms round. After breakfast at the floating market, take part in a Khanom Wan Thai (Thai Sweet) cooking class and learn a few classic sweets praised by King Rama 2 in his Thai food poetry. Cap off the eventful morning by devouring Khanom Wan Thai from stalls along the canal.

Late morning - Visit the 'Amphawa Thai Dessert Museum' in the King Rama II Memorial Park (adjacent to Wat Amphawan Chetthayaram). On display are classic Khanom Wan Thai from the Sukhothai, Ayutthaya and Rattanakosin eras; such as, Khanom Tom Daeng, Khanom Tom Khao, and the nine auspicious sweets, sweets in glass jars and earthen pots, pickled or caramelized fruits and Nam Khaeng Sai (shaved ice with syrup and milk).



Noon - Take a proper lunch break at 'Chan Chala Coffee & Tea House' at the Amphawa-Chaipattananurak Conservation Project. It's possible to bring your purchases from the floating market to eat here. The Project is an ecotourism destination known for its mixed-fruit orchard (Linchi, Maphrao, Kluai), cooking classes, arts and crafts workshops, puppet and other cultural shows, and community shop selling local food, handicrafts, antiques and souvenirs.





Afternoon - Return to Bangkok via the same train services. En route, revisit 'Talat Maha Chai' and 'Talat Tha Chalom' for some more shopping for seafood: dried and fresh shrimp, squid, sea crabs, blue crabs, and salted eggs. Or enjoy dinner at one of the many local seafood eateries. Try fish menu; such as, Ho Mok, Pla Thu, Pla Thu Satia, and Som Tam Pla Thu.



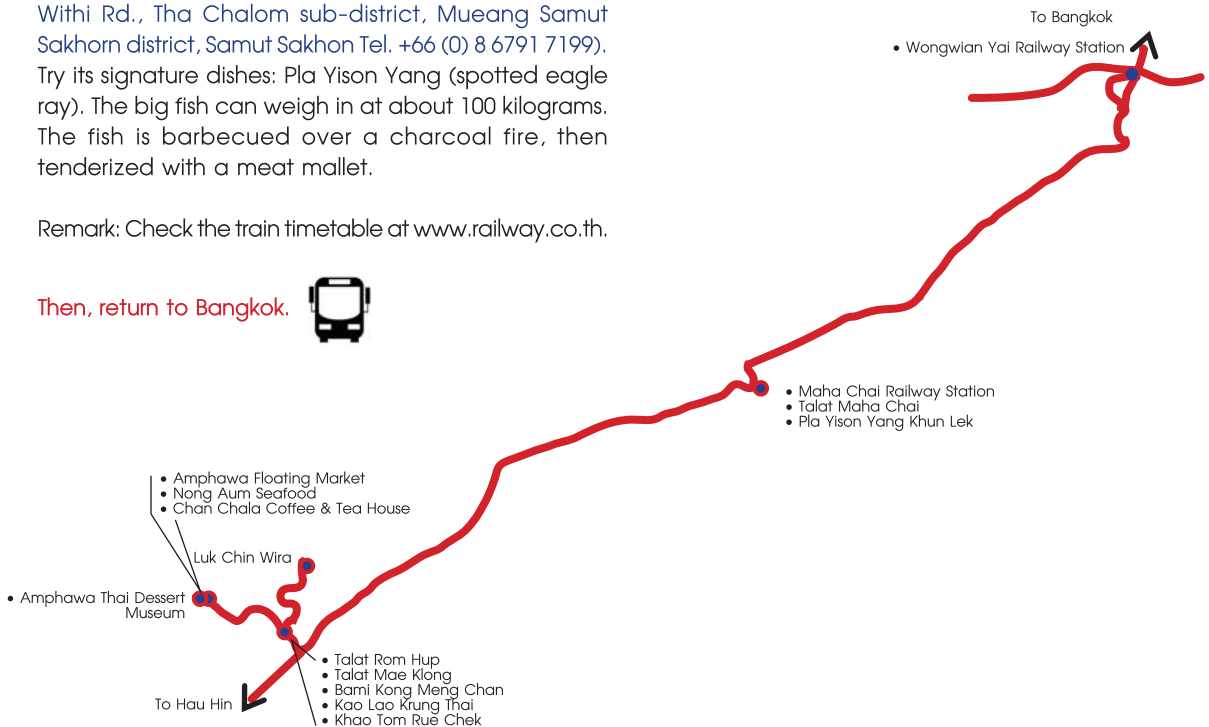
One of the favorites is 30-year-old 'Pla Yison Yang Khun Lek' (at the mouth of Soi San Chao Kuan U, Suthiwat Withi Rd., Tha Chalom sub-district, Mueang Samut Sakhorn district, Samut Sakhon Tel. +66 (0) 8 6791 7199). Try its signature dishes: Pla Yison Yang (spotted eagle ray). The big fish can weigh in at about 100 kilograms. The fish is barbecued over a charcoal fire, then tenderized with a meat mallet.

Remark: Check the train timetable at www.railway.co.th.

Then, return to Bangkok.



Route 2 - Amazing Thai Ingredients: SamutSakhon-Samut Songkhram



ROUTE

3

**Where the Foodie
Should Go:
Phra Nakhon
Si Ayutthaya**





Morning - Depart for Phra Nakhon Si Ayutthaya from Bangkok. The second Siamese capital after Sukhothai is not only steeped in history and beauty, but it also has an exceptionally rich culinary heritage. The first stop is '**Bang Pa-in Royal Palace**' (Bang Len sub-district, Bang Pa-in district, Phra Nakhon Si Ayutthaya Tel. +66 (0) 3526 1941), also known as the Summer Palace of King Rama V the Great. The Palace's European architecture reflects Siam's quest for modernity that started more than 130 years ago.

Open daily to visitors, the Palace complex is on the banks of the Chao Phraya River, 18 kilometers south of Ayutthaya and 80 kilometers from Bangkok. Nearby is '**Wat Niwet Dhamma Prawat**', just across the river via a cable car, is an elegant Buddhist temple that sports the architecture of a Gothic church.



Noon - Enjoy lunch with 'Kung Phao Ayutthaya', roasted river prawns with their characteristic sweet firm flesh served with a spicy sauce. Other popular dishes of Ayutthaya include Pla Nuea-on Thot Krathiam, Pla Kaphong Nueng Manao, Kaeng Som Lai Bua, Tom Yam Kung, and Chu-chi Kung.

You'll love the old-world, folksy charm of the '**Khrua Ya Bua**' restaurant (on the banks of the Pasak River, Kramang Railway Rd., Phra Nakhon Si Ayutthaya district, Phra Nakhon Si Ayutthaya Tel. +66 (0) 3524 2725). With the river at high tide, you'll see how the prawns are still caught the old way.

For a peek into the kitchen frenzy involving your Kung Phao Ayutthaya, check out the **'Ton Nam Bang Pa-In'** restaurant (26/7, Mu 6, Ho Rattanachai sub-district, Phra Nakhon Si Ayutthaya district, Phra Nakhon Si Ayutthaya Tel. +66 (0) 3526 1006). Worth trying are **'Phae Kung Kao'** (4 Mu 2, Uthong Rd., Ho Rattanachai, Phra Nakhon Si Ayutthaya district, Phra Nakhon Si Ayutthaya Tel. +66 (0) 3524 1555 and **'Ruen Thai Kung Phao'** (1/2 Mu 4, Ratchakham, Bang Sai district, Phra Nakhon Si Ayutthaya Tel. +66 (0) 8 1269 5061, +66 (0) 8 9887 0871) Aside from Kung Phao and river fish, many other local staples are also on the menu at these eateries.



Afternoon - Enjoy Thai-style sweet treats at **'Talat Hua Ro'** (Hua Ro sub-district, U Thong Rd., Phra Nakhon Si Ayutthaya district, Phra Nakhon Si Ayutthaya). The 200-year-old market is bustling with life and a great place to observe local ways. For local color and community flavor, visit the nearby Hua Ro community, indeed a melting pot of cultures: Thai, Chinese, Mon, Vietnamese and Muslim.

Originally the Chinese predominated the Hua Ro area. Their presence is well evidenced by the range of noodle shops in the market selling old-fashioned and "boat" noodles. Go for herbal drinks like Nam Bai Bua Bok (Asiatic pennywort juice) or Nam Chup Liang (za liang juice). Great buys include dried and fresh farm produce.

Hua Ro is the main spot where long-tailed boats dock to pick up tourists for a boat tour of waterfront temples around the Ayutthaya city island. A city tour with a "frog-head" tuk tuk is another tempting option.



Then shop for fish mobiles woven from palm fronds by Muslim crafters at the 'Ban Chak San Pla Thapian Bai Lan community' (13 Mu 1, Phu Khao Thong sub-district, Phra Nakhon Si Ayutthaya district, Phra Nakhon Si Ayutthaya Tel. +66 (0) 3521 1608). Phra Nakhon Si Ayutthaya is the country's biggest producer of woven silver barb mobiles, a century-old heritage craft. Call the center to make an appointment for a mobile-weaving class.

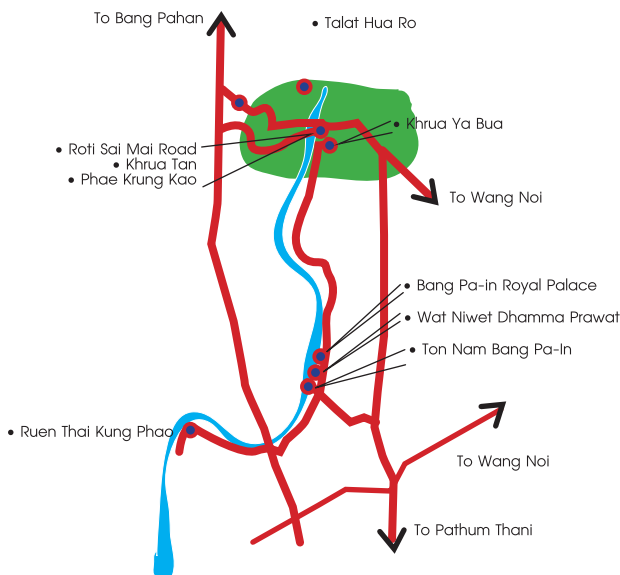
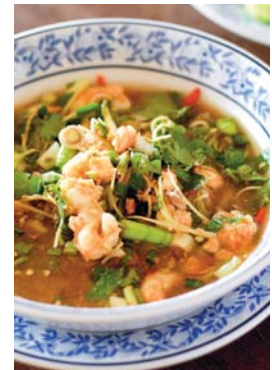


Mobile weaving is Ayutthaya's important cottage industry with the silver barb being an auspicious symbol of fertility: the fish grows big as the rice is ready to harvest. Thais refer to this season as a time of "New rice, fatty fish", and love to hang these mobiles over babies' cradles.



Then head to 'Roti Sai Mai Road' lined with stalls selling hugely popular 'Roti Sai Mai Ayutthaya' (candyfloss roti), especially on U Thong Road to in front of the general hospital. Check out the famous stalls like Roti Sai Mai Bang Pia Saeng-Arun, Aberdin-Pranom Saeng-Arun, and Roti Sai Mai Bung Bi.

Evening - Cap off the day trip with a sumptuous meal of the Central Plains, especially Kung Phao and fish at the 'Khrua Tan' restaurant (87/7, U Thong Rd., Ho Rattanachai sub-district, Phra Nakhon Si Ayutthaya district, Ayutthaya Tel. +66 (0) 3581 1677). On the menu are Kung Phao, Kung Pha, Tom Yam Kung, Sai Bua Phat Kung, Phat Phet Pla Klao and Chu-chi Pla Nam Ngoen.



Then, return to Bangkok.



Route 3: Where the Foodie Should Go - Phra Nakhon Si Ayutthaya

ROUTE

4

**Where the Gastronomer
Should Go:
Phetchaburi**



Day 1

Morning - Depart from Bangkok for Phetchaburi, home to a plethora of Thai cooking ingredients. Blessed with the bounty of nature, the city is worth a thorough exploration. First, immerse in the old-world charm of the downtown with a scattering of quaint old coffee shops like 60-year-old 'Tek Nguan' (41, Theves Rd., Tha Rap sub-district, Mueang district, Phetchaburi Tel. +66 (0) 3242 6334). Along with coffee, it serves O Liang, Pa Thong Ko, Khai Luak (poached eggs), old school donuts, and Thai-style cupcakes.



Then, visit a palm plantation named 'Suan Tan Lung Thanom' (Mu 4, Thamrong sub-district, Ban Lat district, Phetchaburi Tel. +66 (0) 8 7800 7716). Lung (uncle) Thanom's 10-rai farm has beautiful rows of sugar palm trees grown to protect the province's natural heritage and produces nationally acclaimed Phetchaburi 'Tan Tanot', or palm sugar, which lies at the heart of Thai cooking.

The plantation functions as a learning center where visitors learn how Tan Tanot has played a key role in the world of Thai food and sweets for centuries through demonstrations, from climbing a palm tree and chopping the fruit to Tan Tanot preparation. You'll see how the flesh of palm fruits can be crushed to make Khanom Tan (palm cake). Then, indulge in some palm juice tasting, and if lucky, get yourself some palm sugar on sale there.

The geographic characteristics of Ban Lat, or the terrain, directly shape and influence the quality of palm sugar. Phetchaburi palm sugar has received geographical indication (GI) certification recognizing its place of origin and authenticity.

Noon – Visit ‘Talat Tha Yang’ for lunch at ‘Phat Thai Tha Yang’ (42, Ratbamrung Rd., Tha Yang district, Phetchaburi Tel. +66 (0) 3246 1268). The 80-year-old eatery is famous for its old-fashioned Phat Thai using prawns, crab’s roe and other seafood. The trick is in the use of powerful Karen ground chili powder, hotter than any Thai chilies as the chilies are sourced from the Pa La U Forest (Hua Hin district, Prachuap Khiri Khan). The fabulous appetisers include fish balls and fresh palm juice, another classic goodie of Phetchaburi.

Another traditional dish on the menu is Khao Chae Mueang Phet, quite a far cry from the more popular royal recipe because it comes without bell peppers and fresh green leaves-just rice, ice water scented with jasmine flowers and sweet smelling smoked ylang-ylang, and a bowl of candle-smoked water. Expect three side dishes: sweet stir-fried spotted eagle ray, fried shrimp paste balls, and sweet fried turnips. Brass spoons add an extra chill on the palate.



Also popular at Talat Tha Yang is ‘**Khao Chae Chon Thong Sawoei**’ (52 Mu 1, Ratbamrung Rd., Tha Yang district, Phetchaburi Tel. +66 (0) 3246 1307). Its Khao Chae recipe belongs to Mae Lek Sakitchai who’s been cooking the dish since she was 11. Her mother was also a Khao Chae seller in downtown Phetchaburi before moving to this market. She serves three or four side dishes including sweet shredded pork.



Before leaving Tha Yang, don’t forget to munch on some classic Thai sweets at ‘**Mae Bun Lon**’ (Soi Mae Bun Lon, Tha Yang district, Phetchaburi Tel. +66 (0) 3246 1181, +66 (0) 3243 7095). Among the favorites at this 60-year-old shop are Khanom Mo Kaeng (taro custard), Khanom Ba Bin, Khanom Chan, Thong Yip, Thong Yot and Foi Thong, all using palm sugar and coconut from Thap Sakae, Prachuap Khiri Khan. To join a cooking demonstration, call to set things up.



Just opposite Mae Pin shop is **'Thong Muan Thip'** (322/52 Soi Bangkok Bank, Tha Yang district, Phetchaburi Tel. +66 (0) 3243 7678), selling another goodie of Phetchaburi: Thong Muan (coconut biscuit curls) with its aromas swirling across the street. The biscuits use Phetchaburi palm sugar and coconut milk from Thap Sakae district, Prachuap Khiri Khan. The shop conducts cooking demonstrations as well.

This vast farmland hosts several plantations that produce economic crops: pineapple, lime, coconut, tapioca, dragon fruit, rose apple and banana. Growing in other plots are holy basil, pumpkin and chillies. Endless paddy fields yield rice and glutinous rice. The Project also maintains a dairy farm, chicken farm, and vegetable gardens. Before leaving, check out the Project's own souvenir shop, Golden Place, for premium organic farm produce.



Afternoon - Visit the **'Chang-Hua-Man Royal Initiative Project'** (1 Ban Nong Kho Kai, Khao Kapuk, sub-district Tha Yang district, Phetchaburi Tel. +66 (0) 3247 2701). Founded by His Majesty the King, the agricultural development project aims to promote sustainable agriculture as a major source of livelihood for farmers. A repository of economic crops, the Project operates demonstration farms targeting local farmers and open to visitors as well. A tram service is available to explore the labyrinth of this agro-tourism complex.



Late afternoon - Visit the seafood heaven of Cha-am district for a sumptuous blue crab meal. Among the notable seafood eateries is **'Khrua Met Sai'** (27/14 Narathip Rd., Cha-am district, Phetchaburi Tel. +66 (0) 3243 0196). Highly recommended are steamed blue crabs, fried squid with salted egg, and stir-fried mantis shrimp with garlic. Also popular is **'Pa Hit'** Seafood (near the Cha-am Fish Market, 199/20 Cha-am district, Phetchaburi Tel. +66 (0) 8 1944 5219). Make sure you order spicy stir-fried razor clams.



Day 2

Morning - Walk along the bridge at the mouth of Khlong Cha-am near North Cha-am Beach for an insight into the charming village life. Villagers at Ban Khlong Thien depend on the sea for their livelihood and the bridge is both a refuge from storms and a marketplace. Freshly caught crabs are kept fresh and alive in net bags dangling from the 'Saphan Pu Chack' bridge railings with the captive crabs submerged. For more information, call the TAT's Phetchaburi office at +66 (0) 3247 1005-6.

Adjacent to the stone bridge is a 'Blue Crab (black eggs) Bank' established by local fishermen to protect female crabs carrying fertilized egg masses. These females will spawn at the Bank that doubles as a conservation center. The egg masses are then returned to the crab's natural habitat to produce larvae. After spawning, the females will be sold and the proceeds are deposited at the Bank that uses the money to fund the community's social welfare work from boat overhauls to medical care.



Noon - Enjoy noodle lunch at **'Kuai Tiao Nuea Chek Ar'** (Damnoen Kasem Rd., Mueang Phetchaburi district, Phetchaburi Tel. +66 (0) 3241 1276). Part of a row of 80-year-old wooden houses, the noodle house serves 'Kuai Tiao Nuea Nam Daeng' based on Phetchaburi's original recipe: it comes with a sauce, Karen chili peppers in vinegar (the chillies sourced from the Pa La-u Forest in Hua Hin district, Prachuap Khiri Khan), and palm sugar. So it's rather spicy and sweet.



Non-beef eaters might want to try Kuai Tiao Mu Nam Daeng at **'Phen Phrik Phet'** (opposite Wat Yai Suwannaram, Phongsuriya Rd, Mueang Phetchaburi district, Phetchaburi Tel. +66 (0) 3241 2990). Expect a long queue as this 30-year-old noodle shop is hugely popular. The menu also includes steamed and scalded specialities.



Khao Chae Mueang Phet is the right goodie to fight the horrid heat. It's available at many downtown shops like **'Khao Chae Pa Uean'** (opposite 8th Red Cross Station, Uean Health Center, near Talat A-namai). The shop thrives on Auntie Uean's 70-year-old Khao Chae recipe that includes three side dishes: sweet fried fish, fried shrimp paste balls and sweet fried turnip. Jasmine rice is served in a bowl filled with cool water scented with refreshing jasmine flowers.



Afternoon - Visit '**Suan Lung Thoen's Chomphu Phet**' rose apple orchard (Mueang Phetchaburi district, Phetchaburi Tel. +66 (0) 9 4134 2386). The orchard cultivates the sweet and crunchy Phet Sai Rung variety first grown in Phetchaburi 176 years ago and considered Thailand's most delicious Chomphu - the signature of Phetchaburi. The fresh fruit is harvested in summer.

Beyond the Chomphu harvest season, it's worth roaming Manao (lime) plantations. The most popular is '**Saming Ban Rai**' (200/1 Mu 10, Liap Klong Chonprathan Rd., Tha Khoi sub-district, Tha Yang district, Phetchaburi Tel. +66 (0) 8 6791 9323). Tha Yang produces the best quality Mango, and this lime garden has a lovely homely feel to it despite being the district's centre of the lime trade.

Then please your sweet tooth with Phetchaburi's classic sweets, all flavored with palm sugar; such as, Lot Chong Nam Tan Tanot and Tan Tanot ice cream at '**O Thueng (Mr. Kee)**' (Ratchadamnoen Rd., Mueang Phetchaburi district, Phetchaburi Tel. +66 (0) 8 1852 3350). More sweet treats can be had at '**Che Muai Lot Chong Nam Tan Sot**' (Ratchadamnoen Rd., next to the Siam Commercial Bank, Mueang district, Phetchaburi Tel. +66 (0) 8 9127 6601).





Evening - Cap off the day with an authentic Phetchaburi dinner at **'Phuang Phet'** (389 Mu 1, Raisom sub-district, Mueang Phetchaburi district, Phetchaburi Tel. +66 (0) 3242 6753). Once the sea's favorite child from Ban Laem district, its owner is well-versed in local seafood recipes. Phat Cha Pla Duk Thale is everyone's favorite using powerful Karen chili peppers from the Pa La-u Forest and traditional curry paste. The menu also includes Pla Muek Nam Sam Rot, Tom Som Pla Krabok, and Hoi Siap Sot Phat Khing. Tone down the spiciness with Hoi Cho and Phat Poi Sian.

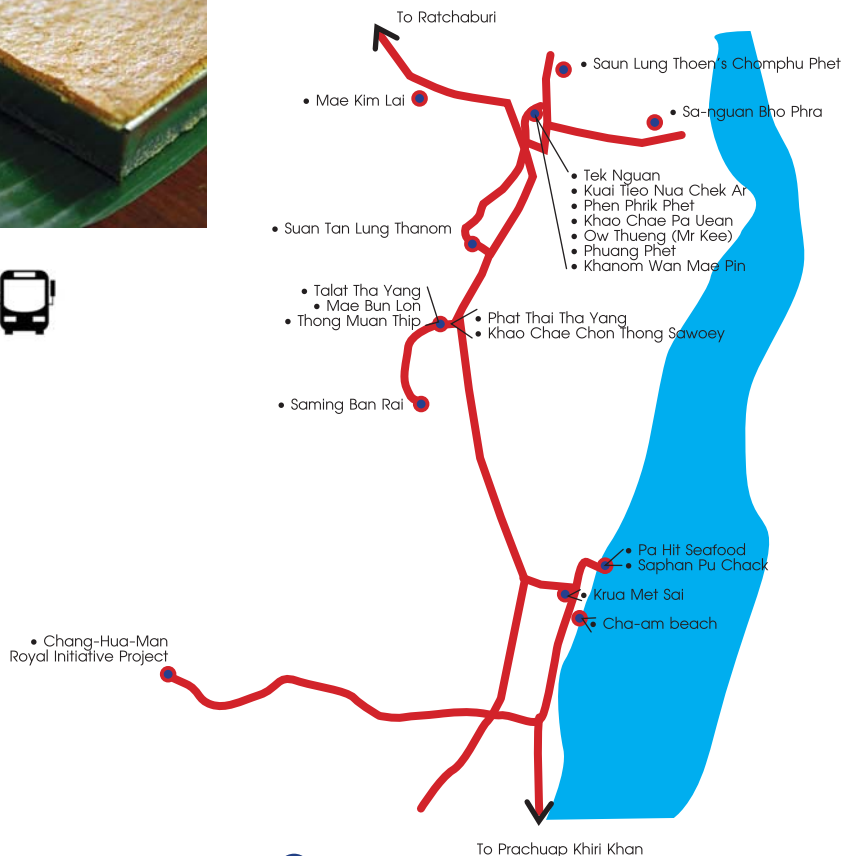
Heading back to Bangkok, stop by at **'Khanom Wan Mae Pin'**, Phetchaburi's first Khanom Mo Kaeng or Thai custard shop (22 Matayawong Rd, Mueang Phetchaburi district, Phetchaburi Tel. +66 (0) 3242 5425) for Thai custard and other Thai traditional sweets. The century-old shop opened its doors during the reign of King Rama VIII. Its dessert recipes have been passed down from generation to generation.

Equally popular are **'Sa-nguan Bho Phra'** (8 A-namai Rd., Talat A-namai, Mueang Phetchaburi district, Phetchaburi, Tel. +66 (0) 3242 5277) and **'Mae Kim Lai'** (Phetkasem Rd., Mueang Phetchaburi district, Phetchaburi Tel. +66 (0) 9 0661 0759).

Then, return to Bangkok.



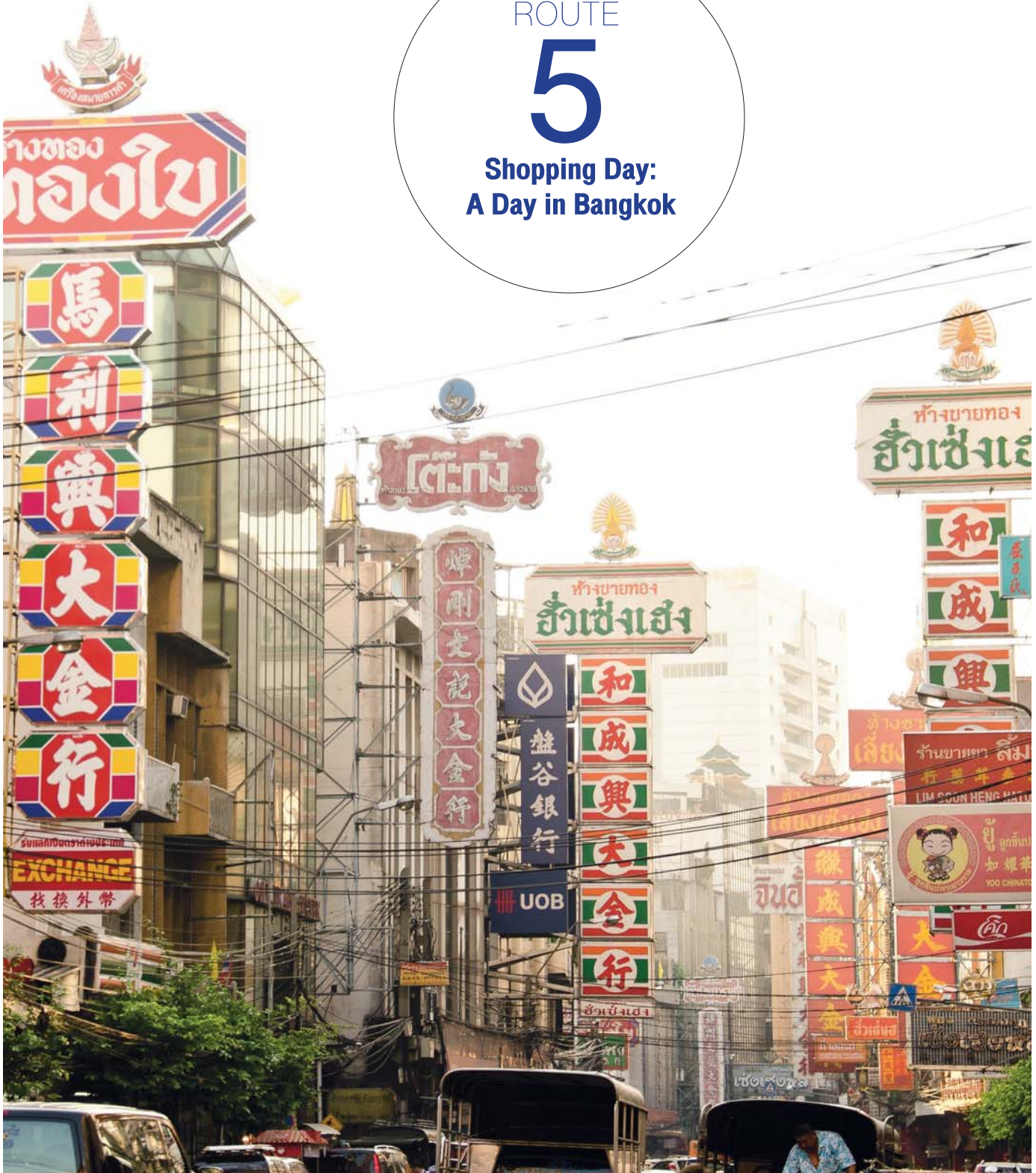
Route 4: Where the Gastronome Should Go, Phetchaburi



ROUTE

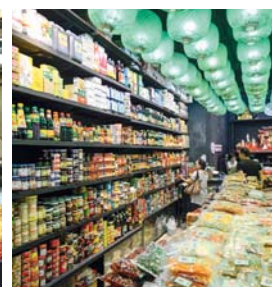
5

Shopping Day:
A Day in Bangkok



Morning - Take a walking tour of 'Yaowarat' (Yaowarat Rd., Samphanthawong district, Bangkok), or Thailand's Chinatown, home to Bangkok's Thai-Chinese community for over a century. The city's vibrant commercial hub hosts restaurants and gold shops lining both sides of the street. A veritable food heaven to lovers of Chinese food, Yaowarat boasts not just acclaimed, long-standing restaurants, but premium Chinese cooking ingredients and dried products, as well.

Kick off the tour with a visit to 'Talat Kao Yaowarat' (Soi Yaowarat 23, Chakrawat Rd, Samphanthawong district, Bangkok). The 'old market' has everything under the sun: Chinese herbal medicines and liquor, Thai and Chinese herbs and spices, vegetarian cooking ingredients, Chinese sauces, dried and fresh seafood and other foodstuffs. For spices and herbs, visit 'Nguan Soon' (www.nguansoon.com). Some of the great buys are pork floss, dried shredded pork, Chinese sausages, smoked ducks, and dried seafood.



Noon - Chinatown has a bewildering range of restaurants, from upscale to regular, along with streetside stalls tucked away down a back alley. For a simple noodle lunch, go to 70-year-old 'Ung Peng Chung' Fish Ball Yaowarat (opposite the White Orchid Hotel, Yaowarat Rd., Samphanthawong district, Bangkok Tel. +66 (0) 8 1732 5955). Also popular is 'Yu Fish Balls' (433 Yaowarat Rd, Samphanthawong district, Bangkok Tel. +66 (0) 89 782 7777). Worth checking out is 'Khu Kui Ki' (155, Soi Yaowarat 6, Yaowarat Rd., Samphanthawong district, Bangkok Tel. +66 (0) 2224 4056, +66 (0) 8 1910 5656), now run by the third generation.



Taechiow-style duck boiled rice (from a 60-year-old family recipe) sells like hot cakes at 'Khao Tom Pet Tang Nge Huat' (49 Soi Plaengnam, Yaowarat Rd, Samphanthawong district, Bangkok Tel. +66 (0) 2221 6547). Also irresistible is Hoi Thot at 'Hoi Thot Nai Mong' (539 Si Yaek Plaengnam, Plaphla Chai Rd., Pom Prap Sattru Phai district, Bangkok Tel. +66 (0) 8 9773 3133). Recommended dishes are Hoi Malaeng Phu Thot, Hoi Nangrom Thot, and O-suan. 'Daeng Racha Hoi Thot' (342 Soi Sukorn 1, Thai-China Friendship Rd, Samphanthawong district, Bangkok Tel. +66 (0) 8 1345 2466, +66 (0) 8 1409 3906) also serves great Hoi Thot.

Seafood lovers should head to **'Jok To Diao'** (23 Trok Issaranuphap, Plaphla Chai Rd., Pom Prap Sattru Phai district, Bangkok Tel. +66 (0) 2221 4075, +66 (0) 26233921, +66 (0) 8 1919 9468). Its specialties include steamed sea crabs, stir-fried sea crabs with chilies and salt and snowfish fried in fish sauce. Also noteworthy is **'Tang Jai Yoo'** (85-89 Yaowapanit Rd., Samphanthawong district, Bangkok Tel. +66 (0) 2224 2167) that serves popular dishes like Lobster Sashimi, Pu Thale Nueng, Pla Kao Mo Fai. Upstairs is Thailand's first Taechiow restaurant **'Yim Yim'** (89 Yaowapanit Rd., Samphanthawong district, Bangkok Tel. +66 (0) 2 224 2205). On the menu are such favorites as yusheng (raw fish), cold mutton, Taechiow roast suckling pig, steamed pomfret with Chinese plums, and fried rice with salted fish.



Afternoon - For a little more retail therapy, visit **'Talat Or Tor Kor'** at the Marketing Organization for Farmers (Kamphaeng Phet Rd, Chatuchak district, Bangkok Tel. +66 (0) 2279 2080). Popular with tourists, the market provides a model for other fresh produce markets to copy because it's clean, well-organized and well-stocked with top-quality foodstuffs from all over the country. There's a wide range of tropical fruits like durian, mango, rambutan, longkong, banana and orange. Air-freight packing is available at the **'Ekachai'** fruit shop.

Talat Or Tor Kor is also a heaven of seafood and freshwater fish and prawns. Processed seafood ; such as, dried shrimp and squid



and shrimp paste is quite popular with tourists. Shops selling Pla Salit (snakeskin gourami) include 'Pa Nao's' and 'Prathum' that provide air-freight packaging. Best-selling products are rice, processed fruits, herbs, spices and curry pastes. High-grade, yet inexpensive beef is also available.

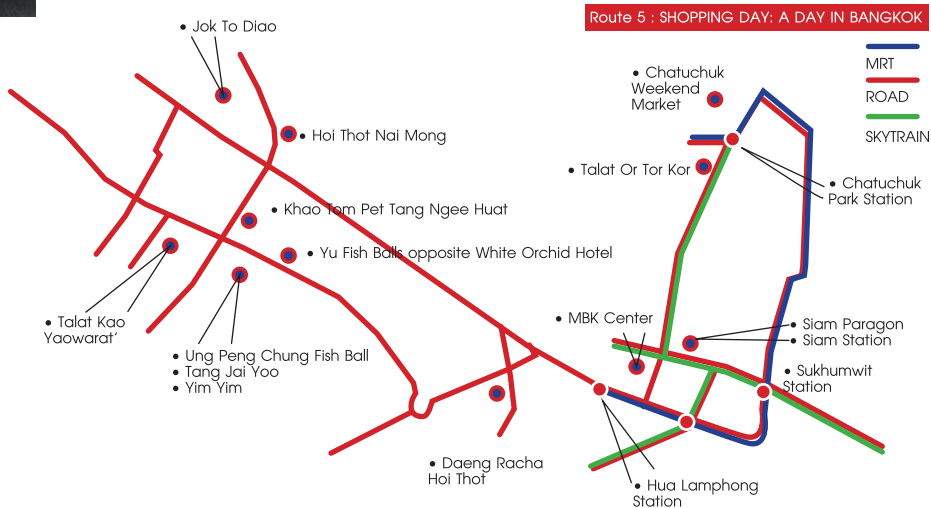


Ready-to-eat food is available from shops like 'Sut Chai Kai Yang Or Tor Kor', run by Thailand's first Som Tam champion, with a myriad of mouth-watering dishes. 'Che Puk's offers great grilled Kung Phao (river prawns with spicy seafood dip), Kunchiang Pu Nueng (crab's roe chili dip) and fish cakes. There's plenty in the way of Thai sweets like Thong Yip, Foi Thong and Lot Chong Wat Chet.

Evening - As Thailand's food capital, Bangkok boasts supermarkets and gourmet stores located in top department stores. One of the best is 'Gourmet Market' (G Fl., Siam Paragon, Rama I Rd., Pathum Wan district, Bangkok Tel. +66 (0) 2610 8000 www.gourmetmarket.com), itself a repository of Thailand's best goodies: farm produce, processed food, herbs, curry pastes, chili pastes, Tom Yam sets, Si Ratcha chili sauce, Chinese plum dip, sweet chilli sauce for fried chicken, roasted chili paste, seafood sauce and sukiyaki sauce. Bestsellers include Chinese pork jerky, sausages, crisply fried pork, and processed fruits.

'The fourth floor of the MBK Center' (Phayathai Rd., Pathum Wan district, Bangkok Tel. +66 (0) 2620 9000 www.mbk-center.com) offers a diversity of shopping opportunities, and so does the 'Big C Superstore' (Ratchadamri Rd., Pathum Wan district, Bangkok Tel. +66 (0) 2250 4888). These places offer the best goodies of Thailand, from dried to processed products.

Then, return to the hotel or the airport.



GRAB & GO: 3 Easy Ways to Pack & Fly Home!!!

Stores that offer Overseas Packing Services

- All the fruit and raw material stalls in Talat Or Tor Kor (Kamphaeng Phet Rd., Chatuchak District, Bangkok)
- Gourmet Market, supermarket at The Mall Group department stores (www.gourmetmarketthailand.com)
- Central Food Hall (7th Fl., CentralWorld, Ratchadamri Rd., Pathum Wan District, Bangkok)
- Isetan Supermarket (5th Fl., Isetan Department Store, Ratchadamri Rd., Pathum Wan District, Bangkok)

02



Select your purchases and pay at the 'Cashier'.

PACKING SERVICE

There are many stores, markets and supermarkets that have services to pack up fresh and dried produce and processed food products for overseas visitors to take home with them.

01

Inquire about Packing Services from the 'Customer Service' counters.



03



Packing service specialists will then assemble and wrap your purchases according to regulatory requirements in each country to ensure safe and smooth entry.

● PACK BY YOURSELF

You can also easily pack your food purchases yourself according to these examples:

01



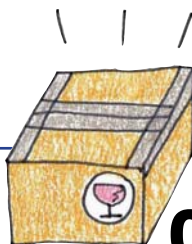
Place the heaviest objects at the bottom and the lightest at the top, remembering to separate each layer with shock absorbing material.

02



Seal the box carefully and shake the box. There should be no sound.

03



Seal with another layer of plastic wrap and affix a 'Fragile' sticker.

04



You are ready to fly home!

● Special Service

01



Visit www.classichana.com or drop by the "Florist Fleur Classique" on the 1st Fl. of the Isetan Department Store.

02



Fill in the order form for various fruit and flowers you wish to order.

03



Await the arrival of your order in Japan.

FINAL CALL



Shop 'Till You Drop...Bring Thai Food Products in Last Minute Before You Fly!



Attention to all Thai food, spices, local ingredients, processed products, fresh and dried fruits lovers: No matter how much time you have left, you can still shop for our well selected 'Product of Thailand' goods at duty-free stores located in the Departure Hall of Suvarnabhumi and Don Mueang International Airports. We promise that good quality food products from our beloved Thailand will delightfully complete your journey back home.



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