



## THAI SELECT : The sign of authentic Thai cuisine

Thai cuisine takes pride in its rich heritage, practiced as an art and handed down from generation to generation. It is known for the harmonious blend of flavors created by different ingredients, various cooking styles, and the enthusiastic use of fresh herbs and spices such as coriander, lemongrass, Thai basil, shallots, galangal, tamarind and, of course, chilies. "Nam Pla" or fish sauce, palm sugar and shrimp paste are staple ingredients in Thai cuisine which impart a unique character to every Thai dish. Whether in a curry, spicy soup, savory salad, or sweet dessert, the competing and complementing flavors create a harmonious blend that once tasted will never be forgotten.

Since 1960s, Thai cuisine had become well-known worldwide. Currently, there are approximately 15,000 Thai restaurants around the world. However, due to its huge popularity, many restaurants overseas try to attract customers by naming their places "Thai restaurant" or serving Thai food. Many of them do not even have Thai food in their menus.

Recognizing this situation and the importance of maintaining high standard and quality of Thai food, the Royal Thai Government has therefore launched the "Thai SELECT" program to certify and promote real Thai cuisine around the world. It is a seal of approval granted to Thai restaurants overseas that serve authentic Thai food, and later, in 2012, expanded to include local Thai restaurant and ready-to-eat/ready-to-cook processed Thai food. The objective of the program is to increase the recognition of quality Thai restaurants and ready-to-eat/ready-to-cook processed Thai food products as well as to encourage Thai restaurateurs and food producers to raise their quality while maintaining authenticity.

The certification of Thai SELECT restaurant is divided into two categories based on decoration and service excellence :

- **Thai SELECT PREMIUM** indicates a degree of excellence of 5-star or higher. The label is granted to restaurants that offer authentic Thai food of premium quality with luxury decorations and outstanding services.
- **Thai SELECT** indicates a degree of excellence of 3 to 4-stars, awarded to restaurants serving fine authentic Thai foods.

In fact, Thai SELECT does not only certifies food, but also include hospitality and atmosphere of the restaurant. Chefs must be carefully trained in the preparation of bona fide Thai meals. Receiving this prestigious award is not easy; the bar is set high and the guidelines are strict. Still, through training and inspections, high standard Thai Restaurants worldwide have achieved this distinction. To date 1,483 restaurants overseas and 67 restaurants in Thailand have received this prestigious award whereas .

So anywhere you travel, look for the stamp of approval "Thai SELECT". It assures you that delicious Thai cuisine is being served in a pleasant atmosphere, and with the famous Thai smile. It's not just a meal; it's a journey into Thai culture.

**" Look for AUTHENTIC THAI CUISINE, look for Thai SELECT. "**