



Everything Thailand

Your pocket guide to Thai culture, food & flavours



Discover Thailand through its cuisine, herbs, traditions, and warm hospitality – right here at a Thai SELECT-certified restaurant.

What is Thai SELECT?

Thai SELECT is an official certification awarded by the Royal Thai Government to restaurants that serve authentic Thai cuisine.

It stands for:

- ✓ Authentic recipes
- ✓ Quality ingredients
- ✓ Traditional cooking methods
- ✓ Genuine Thai dining experience

When you dine at a Thai SELECT-certified restaurant, you experience the true taste of Thailand.



THE TASTE OF THAILAND

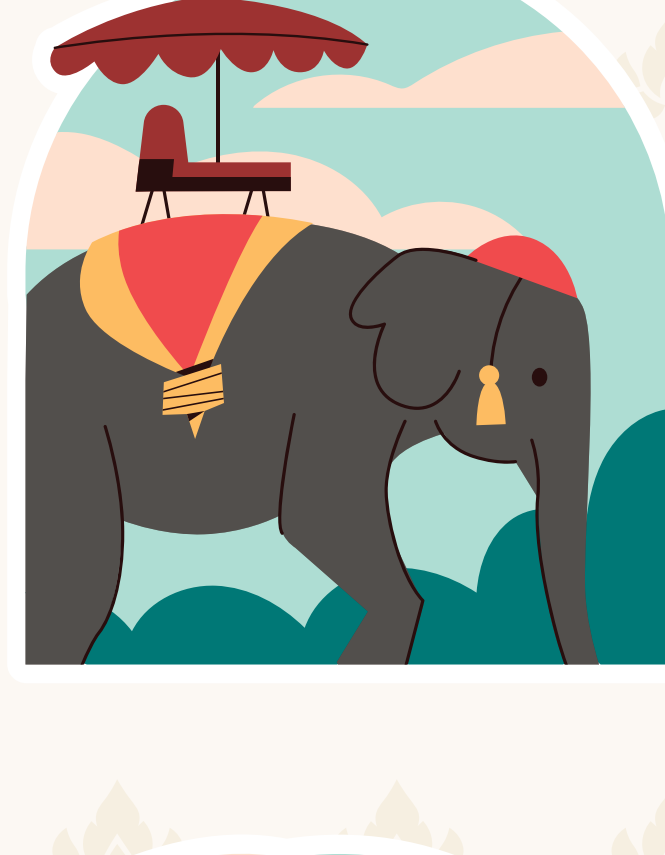
Thai cuisine is known for its unique balance of

- Sweet
- Sour

Common Thai herbs and ingredients include:

- Lemongrass
- Galangal
- Kaffir lime leaves
- Thai basil
- Coconut milk

These flavours and herbs come together to create the fresh, bold taste Thailand is loved for.



THAI CULTURE AND SONGKRAN

In Thai culture:

- Food is meant to be shared
- Hospitality is deeply valued
- Meals bring people together

Fun Facts:

- Thailand is often called the "Land of Smiles."
- Sharing food is a sign of friendship and warmth.

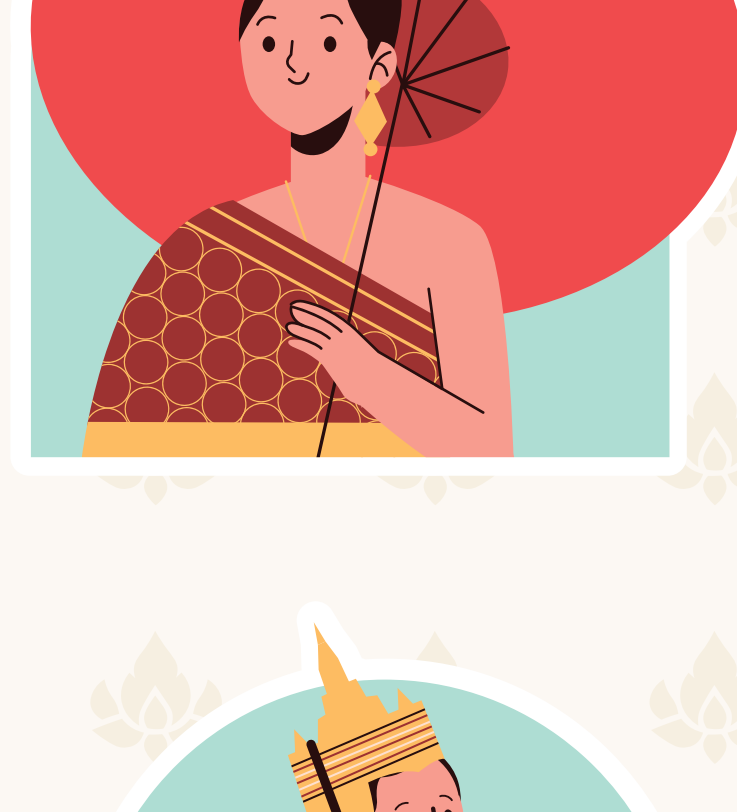


HOW TO EAT THAI

Thai Dining Etiquette

Thai meals are meant to be shared, with multiple dishes placed at the centre of the table.

- Try a little of everything to enjoy the balance of flavours
- Rice is often eaten with a spoon and fork
- Mild spice options are always okay to ask for
- Complimenting the food is a warm gesture in Thai culture



SAY IT THE THAI WAY

Hello - **Sawasdee**

(sa-was-dee)

Thank you - **Khop Khun**

(kop-khun)

Please - **Khor** (kor)

Delicious - **Aroy** (a-roy)

Very delicious - **Aroy Mak** (a-roy mak)

Yes - **Chai** (chai)

No - **Mai Chai** (mai)

A smile and a simple "Sawasdee" are always appreciated in Thai culture.



REGIONS OF THAI CUISINE

Flavours of Thailand

Thai cuisine varies by region, each with its own character:

- Central Thailand: Balanced flavours, popular curries and stir-fries
- Northern Thailand: Mild, earthy flavours, herbs and grills
- North-East (Isaan): Bold, tangy, and spicy salads
- Southern Thailand: Rich coconut-based curries and seafood

Every region adds to the rich diversity of Thai food.

LIST OF PARTICIPATING THAI SELECT RESTAURANTS

Mumbai

- Blue's Kitchen by Loima
- Nara Worli
- Toa 66
- Bang
- Fireback

Pune

- Thai House's Kitchen

Kochi

- Café de Bangkok

Bengaluru

- The Thai Vegan Kitchen
- Phra Nakhon
- The Thai Chef
- Thai Basil (Koramangala)
- Inazia

Goa

- Thai N Wok



Map of Thailand



Celebrate Thailand with Thai SELECT

This handbook is designed to enhance your dining experience and help you connect with Thai culture beyond the plate.

Scan the QR code at your table to:

- Participate in the Songkran lucky draw
- Win exciting prizes
- Discover more Thai SELECT restaurants

Thank you for celebrating Thai culture, language, and authentic cuisine with us.

Khob Khun Kha / Khob Khun Krub

