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Thai govt sets to boost Thai cuisine globally

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Chai Wacharonke, the government spokesperson, has announced that the Thai government is dedicated to promoting Thai culinary culture worldwide. The aim is to use culinary diplomacy to increase the popularity of Thai food globally.

One initiative, the Global Thai Restaurant Company, has significantly increased the number of Thai restaurants worldwide, from 5,500 to over 15,000, which has helped to enhance the global appeal of Thai cuisine. This strategy has led to Thai cuisine becoming one of the most popular foods globally, with Thai dishes often ranking high in international food surveys. For example, the "Tasteatlas Awards 2023/2024" recognised five Thai dishes among the top 100 in the world, including Pad Krapow, Khao Soi, Phanaeng Curry, Tom Kha Gai, and Massaman Curry, out of nearly 11,000 dishes.

The Commerce Ministry's policy aims to expand the Thai SELECT symbol to Thai restaurants abroad. This symbol is a mark of quality for Thai restaurants and pre-packaged Thai food products that offer authentic Thai flavours. As of October 2023, there were nearly 17,500 Thai restaurants worldwide, with the United States hosting the largest number, approximately 6,850, which was about 39 per cent of Thai restaurants overseas. Globally, there are about 1,400 Thai SELECT-certified restaurants across 70 countries.