



APPLICATION FORM

Thai SELECT



GENERAL INFORMATION

1. Thai Select or Thai Select Premium certification identifies Thai restaurants that offer at least 60 percent authentic Thai foods on their menus. They also imply that these restaurants employ the same or similar cooking methods as in Thailand, and may import ingredients from Thailand. The certifications, however, neither rates foods nor endorses any quality standard of the restaurant. They merely indicate authenticity of the Thai foods prepared.

2. Thai restaurants bearing Thai Select and Thai Select Platinum logos each receive a certificate with the signature of the Director-General of the Department of Export Promotion (DEP), which would also indicate the date of issue.

3. The certification is divided into two categories based on the levels of design and service excellence:

- **Thai Select Premium** indicates a degree of excellence of 5-star or higher. This is given to restaurants with a score of 85 or above. With the premium status, the restaurants suggest traditional Thai decorations and outstanding services. Thai foods offered are authentic and are of premium quality. Overall, these restaurants produce a premier dining experience.

- **Thai Select** indicates a degree of excellence of 3 to 4-stars. This is presented to restaurants with a score between 75 and 84. These restaurants serve fine authentic Thai foods. Overall, these restaurants offer diners a fine dining experience.

4. Restaurants that possess the Thai Select or Thai Select Premium certification have menus with at least a 60-percent authentic Thai foods, and fit into one of the following categories:

- **Classical Thai Restaurants.** This category is reserved for restaurant that boasts traditional Thai decorations as well as features cutleries and serving containers from Thailand. These restaurants may also employ Thai chefs.

- **Modern Thai Restaurants.** This category does not require restaurants to use traditional Thai design in their decorations and is given to restaurants whose interior design constitute a modern style.

- **Fast Food Outlets, Quick Serve Restaurants, or Home Delivery Services** are eligible to apply for the Thai Select certificate and logo only. There is no requirement on decoration or design for this category.



www.thaifoodrestaurant.com

ELIGIBILITY

To be eligible for certification, restaurants must meet the following criteria:

- Restaurant must have been in operation at least six months prior to the date of application
- At least 60 percent of dishes offered on the menu must be authentic Thai cuisine and the cooking methods must be the same or very similar to those in Thailand
- Head chefs may be either Thai or other nationalities. In case of non-Thai Head Chefs, the chefs must produce proof of at least a 2-year experience in cooking Thai foods or possess a Thai cuisine training certificate from an accredited institution

THAI SELECT APPLICATION PROCESS

1. Complete the application form and prepare accompanying documents.

2. Submit new application along with accompanying documents at the nearest Thailand Trade Office – a branch of the Department of Export Promotion (DEP). (*see www.thaitrade.com for contact information or more information on Thailand Trade Offices*)

3. Application is then assessed by a committee of qualified representatives from the DEP (*please note that all Thailand Trade Offices are a part of the DEP*). At this stage, the Thailand Trade Office will also visit the applicant's restaurant without any prior notification, and evaluate the dining experience.

4. Assessment results are then submitted to the Committee for consideration.

5. Should the Committee find that the restaurant is eligible to receive the Thai Select or the Thai Select Premium certificate, it will inform the DEP Director-General of the verdict.

6. The Director-General then awards the appropriate Thai Select certificate to the restaurant.

7. Thai Select and Thai Select Premium logos and certificates are valid for three years from when they are first given or renewed. These can be renewed at the same Thailand Trade Office when first applied.

PRIVILEGES OF THAI SELECT RESTAURANTS

- Invitations to attend related international trade fairs in Thailand
- Support for public relations activities or general advertisements in both international and domestic media (*subjected to the Department of Export Promotion's marketing plan and budget*).
- Support for participation in the Thai Select activities in DEP-Organized international trade fairs, such as THAIFEX

Application for Thai Select Certificate and Logo

1. BASIC INFORMATION

Restaurant name _____

Address _____

Phone _____ Fax _____

E-mail _____ Website _____

Contact person _____

Percentage of share holders Thai _____ %

Foreign _____ % (please specify) _____

Registered capital (please specify the currency) _____

Business registration no. _____ Issuing authority _____

Food Hygiene certificate _____ Issuing authority _____

Date of restaurant establishment _____

2. DETAILS OF BUSINESS OPERATION

Restaurant Services (please select)

- Full service restaurant
 - Type Classical Thai restaurant
 - Modern Thai restaurant
- Quick served restaurant/fastfood restaurant
- Home delivery

Personnel, please inform the number of

Chef(s)

Thai _____ with Thai cooking experience _____ years

Other _____ with Thai cooking experience _____ years

Staffs _____ Others (Please specify) _____

Restaurant Size, please inform the number of

Seats _____ Space _____ sq.ft. _____ sq.m.

Award Received

1. _____ From _____

2. _____ From _____

Member of Related Association _____

3. SIGNATURE

No. of branches In country _____
 Overseas _____ *(please specify)* _____

Percentage of customers ◇ Non-Thai _____ % ◇ Thai _____ %

Annual revenue *(for DEP internal use only)* _____

Ingredients used ◇ Thai products/own import
 ◇ Thai products from local suppliers
 ◇ Non-Thai products

Promotion activities in the past year _____

Participation in public activities _____

By signing, the restaurant certifies that the above and attached information is true and correct and agrees to accept all conditions required by the Department of Export Promotion regarding Thai Select, and understand that any alterations or erasures will void this form.



Signature

Title _____

Date _____ / _____ / _____

4. DETAILS OF DISHES

Please select three dishes from the list below and complete the details of raw materials and ingredients used.

- | | | |
|-----------------------|----------------------------------|-----------------------|
| 1. Gang Phed Ped Yang | 2. Yum Neua | 3. Tom Kha Gai |
| 4. Gra Tong Thong | 5. Panaeng | 6. Pad Gra Prao |
| 7. Pad Thai | 8. Tod Mun | 9. Gang Kiew Wan |
| 10. Gang Massaman | 11. Gai Haw Bai Toey | 12. Tom Yum Goong |
| 13. Kanom Jeen Namya | 14. Som Tam, Gai Yang, Khao Niew | 15. Khao Tang Na Tang |

First Dish

Name of the dish _____

Details of raw materials and ingredients _____

Second Dish

Name of the dish _____

Details of raw materials and ingredients _____

Third Dish

Name of the dish _____

Details of raw materials and ingredients _____



Accompanying Document for Thai Select Certificate and Logo Application

(Please attach the documents as requested)

Required Documents

- ◆ Copy of Certificate of Business Registration
- ◆ Copy of Certificate of Food Hygiene
- ◆ Copy of menu with photographs of at least three recommended dishes
- ◆ Copy of raw material purchasing order (last three months)
- ◆ Copy of Thai cuisine training certificate (if applicable)
- ◆ Restaurant's exterior photographs showing restaurant name
- ◆ Restaurant's interior photographs

Optional

- ◆ Map of restaurant location
 - ◆ Copy of award certificate (if any)
 - ◆ PR/Marketing Promotion Plan (if any)
 - ◆ Copy of advertising/promotional materials/website (if any)
 - ◆ In case of renewal, please attach the copy of previous Thai Select certificate
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