

## Thai Emerald wins 'Thai SELECT Signature' certificate

- A Monitor Desk Report

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Dhaka: The popular restaurant at the capital's Gulshan area, Thai Emerald, received "Thai SELECT Signature" Certificate from the Ambassador of Thailand to Bangladesh Makawadee Sumitmor on March 17.

The Office of Commercial Affairs, Royal Thai Embassy and Thai Emerald jointly organised the certificate giving ceremony at the restaurant at Gulshan-1.

The Chief Guest of the ceremony Ambassador of Thailand to Bangladesh Makawadee Sumitmor handed over the certificate to the Managing Partner of Thai Emerald Shamima Rahman.

Khemathat Archawathamrong, Director of Thai Trade Centre Dhaka, and Vachirachai Sirisampan, Director of the Tourism Authority of Thailand, New Delhi Office, among others, were also present on the occasion.

Speaking on the occasion, Makawadee Sumitmor said, Thai cuisine is one of the outstanding features of Thailand, which is well known around the world and enjoyed by people of all ages.

She added, some dishes, such as pad thai and tom yum koong, have become popular items in Asia, Europe, North America and in Bangladesh.

The "Thai Select" certificate is an endeavour of the Ministry of Commerce of Thailand and the Thai Trade Centre in every country to search for Thai restaurants and eateries that represent the finer elements of Thai cuisine, such as using qualified ingredients and cooking with genuine recipes.

Thai Select is certainly the guide to help customers distinguish the best from the rest, the Thai envoy mentioned.

"I hope that more restaurants in Bangladesh will be added to the list so that local customers can experience Thailand without traveling there," she noted.

The Thai envoy congratulated Shamima and her team for their successful efforts in maintaining the standards of food and excellence of services that fulfill the requirements of Thai Select.

Thai SELECT is a mark of certification awarded by the Ministry of Commerce, the Royal Thai Government to guarantee the authentic Thai taste of Thai food products and Thai restaurants in Thailand and overseas.

The award is divided in two categories: Thai ready-to-eat/ready-to-cook products and Thai restaurants.

The symbol is given to restaurants in three categories, assessed by type of restaurant, decoration, and level of food and service excellence. The categories are Thai SELECT Signature, Thai SELECT Classic and Thai SELECT Casual.

Thai SELECT Signature is the highest level of accreditation, given to restaurants that exceed all of the criteria. Restaurants awarded this certification personify authentic Thai characteristics, serve Thai food made with quality ingredients, offer an elevated setting, and provide outstanding service. At present, Thai Emerald, Gulshan, has achieved this level in Bangladesh.

Currently, 1,354 Thai SELECT certified restaurants are available across the world. Among them, there are 456 in the USA, 297 in Europe, 357 in Asia, 88 in ASEAN, 106 in Australia, 24 in Africa and 26 restaurants in the Middle East.

There were three Thai SELECT certified restaurants in Bangladesh. However, at present, only Thai Emerald is continuing the business.

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