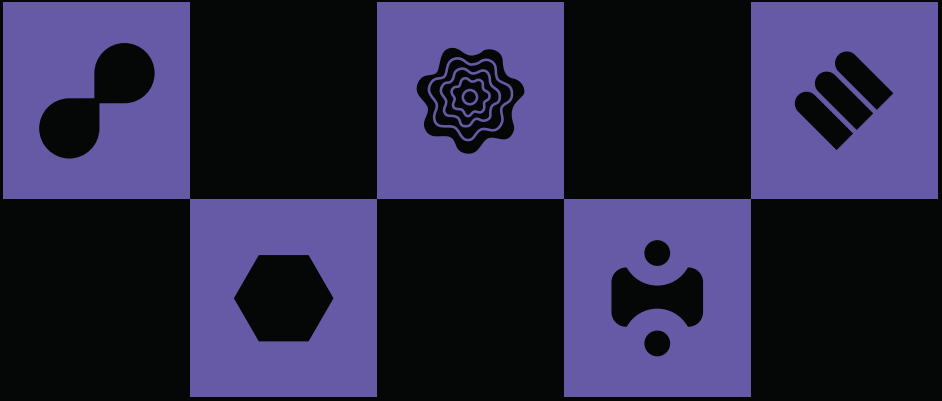
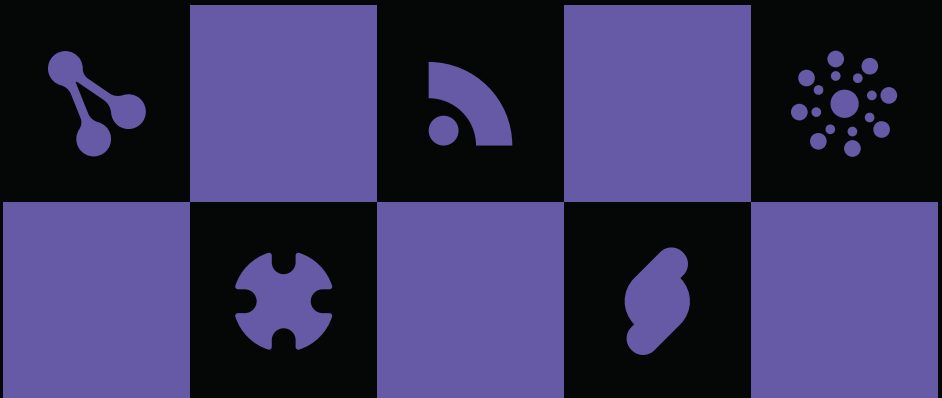


Fostering  
the Future  
of Food,  
Faith and  
Flavours



# THAILAND'S TASTE OF TOMORROW 2024

 The  
Himapan



founded by



co-created by



# INTRODUCTION

Thailand's food journey

Here are four of the most important Thai words for you to know; Sawasdee, aroy, sanook and kob khun...probably in that order. (Hello, delicious, fun and thank you.)

We are friendly, we find tasty food essential to living and life without fun is pointless. For all of this we are thankful. As a nation of bon vivants, Thai people spend much of our lives talking about food, cooking food, sharing food, showing off food, looking for food and being grateful for food. It is a national past time.

But there is much yet to be fully explored when it comes to Thai cuisine.

According to Thai pharmacology, aroy is a combination of nine flavours — *spicy, sour, sweet, salty, bitter, astringent, oily, intoxicating and coolly aromatic*. These are all flavours found in Thai herbs and ingredients, or in combining and balancing them with one another. However, the original use of these herbs so many centuries ago was not born of taste, but rather for medicinal purposes.



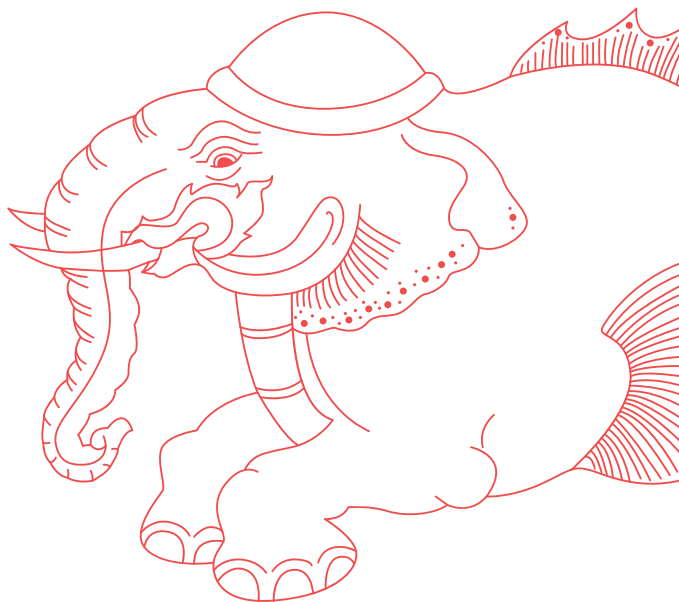
Thai herbs have known healing properties from lowering blood pressure to easing digestion, healing wounds to enhancing energy; the exploration of their benefits by modern science is still in its infancy. Over the years, as herbs were mixed and matched into medicine, they were also introduced into our cuisines, with many of our dishes guarding secret medicines and vast health benefits much forgotten by recent generations.

Thailand's government has, in recent years, echoed growing sustainable and health trends by focusing much attention on supporting Thai farmers, innovators, entrepreneurs and researchers in their various works to elevate modern Thai cuisine through creativity and technology while also fusing it with the wisdom and knowledge passed down through generations.

---

## GROWING SUSTAINABLE AND HEALTH TRENDS

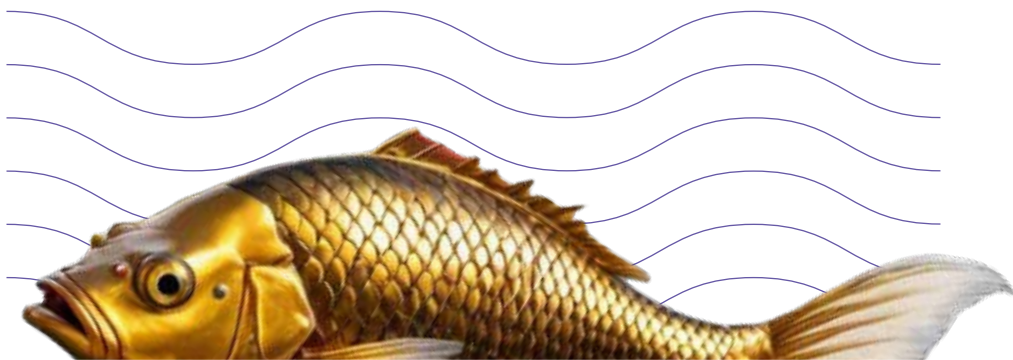
---



During the reign of King Rama V, in the early 20th century, Thailand's various fiefdoms and kingdoms were gathered together, Thailand's constitutional monarchy being formed in 1932. One of the commonalities among the new Thais, who came from a diverse religious, ethnic, cultural and regional backgrounds, was our shared rice culture; in those days, the ubiquitous sticky rice with one prominent historian calling our people, 'The Sticky Rice People'. Rice plays a major role in Thai society, from birth to death. It doesn't just nourish, but it brings economic bounty, it's harvest is a time for celebration and traditions, and the land on which it grows creates an ecosystem rich with fish, shrimps, shells, and even feed larger animals from buffalos to pigs and chicken.

Thai cooking techniques were relatively simple, when compared to some more sophisticated cuisines such as French because our ingredients were abundant and always fresh. We used to simply cook from direct heat, either grilling, frying or boiling. As time went by, pickling (fermentation, vinegering, salting) allowed food and ingredients to travel, and the technique was folded into the cuisine, resulting in dishes such as our beloved pla ra fermented fish.

Natural harvests of honey and fruits added sweetness with younger and greener fruits adding sourness, coconut oiliness, some leaves leaving a taste of bitterness and so on and so forth. Once food began to travel and be shared, the word for any dish but rice in Thailand became known as simple kap khao — *'together with rice'*.



Over the years other and often international flavour profiles were added to Thai cuisine, as we hungrily absorbed, adopted and adapted the best of neighbouring or visiting cuisines. Indian cuisine had long infiltrated Thai households, with its sophisticated use of blended dried herbs resulting in Thailand's popular curries, pounded together in a mortar and pestle (green curry, massaman). Ships from South America via Europe carried over an abundance of new spices in the 16th and 17th century resulting in much of our spicy profile while also adding other essential ingredients from corn to papaya; tomatoes to pumpkin (som tam, tom yam kung). In fact, the Japanese/Portuguese/Bengali wife of a Greek adventurer to the Thai court in the late 15th century is today credited with introducing Portuguese desserts to Thailand, some of the most popular traditional desserts still found in every market across the country (foi thong, thong yip, thong yod).

As to China's famous stir fries, consommés, steams and fried foods which arrived along with a Chinese adventurer and eunuch to the Thai courts in the early 14th century, Zheng He, it has been so integrated into Thai cuisine for so long we have claimed it as our own.

Once the current dynasty was founded in Bangkok over two centuries ago, stability led to a culinary renaissance. Thai royals, of which there were a great number, studied abroad, bringing back international cooking technique and food knowledge, helping to develop a new and more complex Royal cuisine, much of which was based on medicinal knowledge of ingredients. While delicious, the more expensive and time consuming to cook dishes were for the privileged only, with the poor subsisting on sticky rice and various pastes filled with spice and salt to fuel the energy needed during a hard and hot day's work.

It was, however, a book published by a member of the Royal family in 1908, sharing Royal recipes to the public, that initiated the spread of Thai cuisine deep into the rural regions of the nation.

In 1932, amidst seismic political and social changes, the government formed the Division of Nutrition, developed to promote healthy eating to the public. Farmers were encouraged to diversify their crops as well as their livestock, introducing chicken, pigs and a great number of new vegetables to rural communities across the nation. Government campaigns urged people to eat a balanced diet and the concept of nutrition began to enter the public consciousness. One dish that emerged from this campaign was the 'Nation Saving Noodle' which combines a great number of healthy and importantly tasty ingredients, or what you all know and love today as Pad Thai.

As consumerism did what it does best, consume, production sped up, pesticide use was rife and Thailand's food ecology suffered. Numerous studies emerged warning of dangers of a fast-food society which wasn't sufficiently educated on how to nourish the body for optimal health. This kickstarted a massive amount of investment and energy in reeducating the public and slowly shifting the food industry back to its more holistic roots. Today, Thai society is as aware as any other about dangers of consuming chemicals, how our eating habits affect the environment and what helps or harms us as we put it into our bodies.

---

<b>ChixTein</b> <i>All Natural Chicken Protein Concentrate.</i>	<b>07</b>
<b>OverDaBlue</b> <i>Wild Algae™, Wild Algae™ (Spirulina) and Biominerals from Wild Algae™</i>	<b>35</b>
<b>Plant Origin</b> <i>Plant-Based Egg Powder with Rice Bran Protein.</i>	<b>28</b>
<b>Samadul</b> <i>TREQUARR, Plant-Based Purée for Dysphagia.</i>	<b>21</b>
<b>Rico</b> <i>Non-Alcoholic Rice Wine from Thai Rice.</i>	<b>69</b>
<b>Get Taste Thai</b> <i>GET THA, Thai Fruit-Infused Herbal Effervescent Tablet.</i>	<b>42</b>
<b>ImmuneUP</b> <i>Cell-Based Immune Boosting Ingredients.</i>	<b>13</b>
<b>Calcineers</b> <i>Calcineers, Bio Calcium from Tuna Bones.</i>	<b>63</b>
<b>Honey Medica</b> <i>Sustainable Honey-Based Health Products from Melaleuca.</i>	<b>49</b>
<b>Musarium</b> <i>MusaWa Puffs, Cereal-Based Products from Green Banana Flour and Thai Rice.</i>	<b>56</b>

---



# ChixTein

**Company / Brand:**

Thai Ento Food Company Limited

**Name of Product:**

ChixTein - All Natural Chicken  
Protein Concentrate







# ChixTein

While the chicken and the eggs debate rages on, ChixTein has leapt-frogged the traditional products, utilising advanced food technology, to produce an inimitable product of the future – *protein-concentrated chicken powder extracted from real and premium chicken meat.*

ChixTein is poised to become the ultimate protein supplement to revolutionise the protein supplement industry, providing a naturally preserved, pure, bioavailable and versatile protein concentrate powder to health-conscious consumers as well as manufacturers around the world.

ChixTein is produced from 100% real chicken meat, sourced from numerous certified farms across Thailand. By working with only high-quality producers who meet ChixTein's standards of safety, integrity, security, ethics and sustainability, benefits are provided to both the consumer as well as local Thai farmers. The premium chicken meat then undergoes a cutting-edge production process resulting in a non-allergenic





concentrate powder containing an unparalleled protein content of 80–85%, which is approximately four times the amount of protein found in regular chicken meat or six to seven times the amount of protein found in whole eggs.

Employing a state-of-the-art automated technology called Innovative Sustainable Effective Conservable (I-Sec) to extract and concentrate the valuable protein from chicken, ChixTein ensures the highest quality as well as consistency in each and every tasty scoop. It is this advanced technology that allows ChixTein to preserve the natural goodness of chicken essence, resulting in a pure, bioavailable protein powder that tastes surprisingly better than any expectations.

ChixTein's highly versatile powder can be used by a wide range of consumers from athletes and fitness enthusiasts to the health

conscious and those looking to maintain a balanced or high-protein diet. Easily incorporated into a variety of recipes, ChixTein can be added to smoothies and shakes, used in baked goods as well as a great number of savoury dishes – the limitation is only in the imagination. The result is that levels of protein in food products can be greatly enhanced without having to compromise on taste or texture.

Trailblazing and redefining the landscape of protein nutrition, ChixTein's mission is to harness the untapped potential of chicken as a superior protein sauce to cater to the ever-evolving needs of health-conscious people worldwide. This clean, lean and allergen-free

*protein concentrate is guaranteed to deliver the highest quality, bioavailability and importantly, performance.*

**"WE BELIEVE THAT THE PATH TO A HEALTHIER FUTURE IS PAVED WITH INNOVATION, SUSTAINABILITY, AND UNCOMPROMISING QUALITY. WE ARE NOT JUST CREATING A PRODUCT; WE ARE IGNITING A MOVEMENT. A MOVEMENT THAT CHAMPIONS THE WELL-BEING OF INDIVIDUALS, COMMUNITIES AND THE ENVIRONMENT. WITH EVERY SCOOP OF CHIXTEIN, YOU BECOME PART OF THIS TRANSFORMATIVE JOURNEY, NOURISHING YOUR BODY AND CONTRIBUTING TO A BETTER TOMORROW."**

*– WHO SAID THIS?>*



The applications for ChixTein are endless. Not only are its ethical and sustainable goals met and exceeded, but this highly nutritious and versatile protein solution, painstakingly developed over many years, meets the demands of growing world food trends in its adherence to health and clean-label ingredients.

*ChixTein collaborates with leading manufacturers world wide, empowering them to create products that contribute to the well-being of the consumers as well as the planet.*

Leaving the chicken and the eggs to continue to vie for first place, ChixTein is forging its own path. Aiming to provide a high-nutrient as well as high-value protein product, ChixTein is looking towards the future, in accordance with Thailand's current drive to develop future foods in a sustainable and truly Thai way.



Address : 90/29 Moo 1 , Poochaosamingphrai RD. , Samrongklang ,  
Phrapradaeng , Samutprakarn 10130



TEL : +66 8 1960 5399

Website : [www.thaiento.com](http://www.thaiento.com)

# OverDaBlue

**Company / Brand:**

OverDablue

**Name of Product:**

Wild Algae™, Wild Algae™  
(Spirulina) and Biominerals from  
Wild Algae™



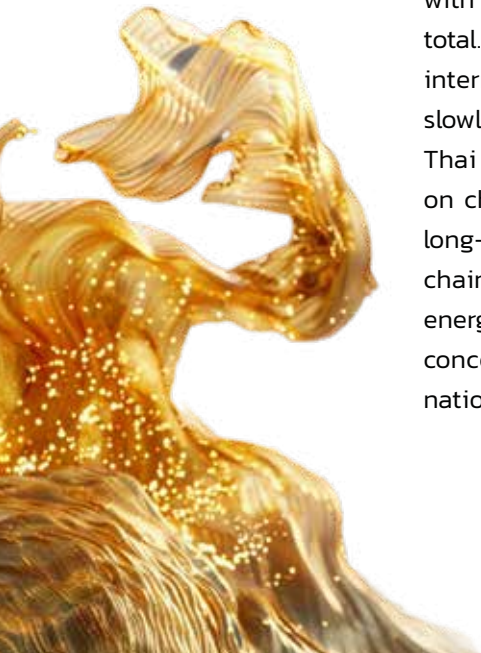


# OverDaBlue

*OverDaBlue nourishes  
from the depths under  
the blue*

There is no need to panic over the undersupply of our future foods when we are blessed with superfoods such as the humble 'Wild Algae', which are not only rich in nutrients but also cultivated in endless local supply in Thailand's excellent climate.

While food, beauty and health products made from microalgae such as spirulina and chlorella are highly demanded today globally, Thailand has recently struggled to be competitive in this arena. Despite its abundant natural resources, perfect climate and skilled workers, Thailand's lack of control over supply chains and the need for imported fertilisers substantially escalate the local algal cultivation and production expenses, with these costs accounting for up to 80% of the total. This hinders Thailand's edge on the international market while at the same time slowly destroying small scale local farmers and Thai agricultural culture. The heavy dependence on chemical fertilizers also raises concerns about long-term environmental impact and food supply chain security. Fertilizer manufacturing is energy-intensive and predominantly concentrated in a few geopolitically sensitive nations.



**“I WITNESSED THE RISE AND FALL OF MY FAMILY’S RICE RETAIL VENTURE OVER MY CHILDHOOD AND TEEN YEARS, ALSO COMING TO THE REALISATION THAT MILLIONS OF FARMERS AROUND THAILAND FACED SIMILAR LACK OF SECURITY. WITNESSING THE COUNTLESS DREAMERS AND FIGHTERS SURRENDER TO THE SYSTEM, I COULDN’T HELP BUT WONDER WHAT I COULD DO TO HELP. FORTUNATELY, MY MOTHER BELIEVED IN EDUCATION, ENCOURAGING ME TO TURN TO SCIENCE TO FIND WAYS TO CREATE A FAIRER PLAYING FIELD. WITH A DOCTORATE IN BIOTECHNOLOGY, I FOCUSED MY ATTENTION ON ALGAE, DRAWN TO THEIR SIMPLICITY AND RESILIENCE. THESE TINY ORGANISMS, OFTEN OVERLOOKED, ARE FUNDAMENTAL TO LIFE ITSELF. AND AS THE WORLD WAKES TO ITS POTENTIAL, I FOUND MYSELF AT AN INTERSECTION OF BUSINESS AND INNOVATION. AND THAT IS HOW OVERDABLUE WAS FORMED.”**

*– Dr. Panwong Kuntanawat, founder of OverDaBlue.*





OverDaBlue's flagship product, Wild Algae Spirulina, utilises an innovative symbiotic cultivation method to reduce costs up to ten-fold, while also offering a more natural alternative to the ubiquitous chemically-cultivated spirulina currently flooding the market.

This understanding of the importance of a well-balanced ecosystem has been extended into the entire philosophy of the company, in that it seeks ways for farmers to use best and sustainable practices, while gaining autonomy and control through opportunities and reduced costs.

---

**"OUR DREAM IS TO CULTIVATE SUSTAINABILITY ACROSS THE BOARD, FOSTERING AN INCLUSIVE ECOSYSTEM WHERE ENTREPRENEURS, SCIENTISTS, FARMERS AND PRODUCERS CAN SHARE A VISION TO THRIVE TOGETHER. WE HAVE LAUNCHED INITIATIVES SUCH AS OUR LOCAL COOPERATIVE FOR ALGAL FARMERS, PROVIDING RESOURCES, MENTORSHIP AND FAIR-TRADE OPPORTUNITIES, LEAVING NO ONE BEHIND."**

---

In the wild, algae grows symbiotically with a group of microorganisms. Their natural habitat supplying a complex, yet less concentrated nutrients than those found in the industrial

cultivation ponds.

OverDaBlue has invented a 'symbiotic raceway' which recreates the natural habitat but within an industry setting,



allowing for all the complexities and elements found in the wild to naturally foster the algal growth. This holistic system is designed to comply with modern food and drug regulations as well as exponentially growing demands.

Turning to a cultivation formula which is derived from locally sourced agricultural leftovers, OverDaBlue is able to end its reliance on synthetic 'complete medium' formulations. This allows both the algae and their microorganism partners to form a unique consortium within the production process's 'raceway', enhancing the bioactivity of wild algae in previously unforeseen ways. In laboratory, the harvested Wild Algae are found to have increased anti- inflammation properties as well as reduced cytotoxicity to the human cells. Wild Algae also grow four times faster than conventionally cultivated spirulina, reducing production

time, labour and facility depreciation costs.

OverDaBlue's groundbreaking research and development has resulted in the rolling out of a range of innovative new products. One such product is Spirucal, a high-in-calcium vegan superfood. Using the company's innovative secondary cultivation technology, Wild Algae are further cultivated to enhance their natural bioaccumulation of calcium, reaching levels of up to 100 times that of naturally-found algae. This highly bioavailable natural biocalcium form can be used directly as a supplement or as a complement to any daily meal.

Through cooperative systems, technology transfers and mentoring service, OverDaBlue hopes to empower farmers to produce quality, innovative products while also bridging them to international markets.



**"OVERDABLUE IS NOT JUST A BUSINESS,  
IT'S A MOVEMENT TO UPLIFT  
THOSE WHO DREAM AND FIGHT."**



Address : 395 Chai Mongkhon, Muang Nakhon Ratchasima, Nakhon  
Ratchasim 30000



TEL : +66 6 5009 8987

Website : [www.overdablue.com](http://www.overdablue.com)

# Plant Origin

**Company / Brand:**

Plant Origin Food Co., Ltd.

**Name of Product:**

Exx, Plant-Based Egg Powder with  
Rice Bran Protein





# Plant Origin

---

## PUT ALL YOUR EXX IN THIS BASKET

---

*One such innovative solution, which has received multiple innovation awards, is Exx, a rice based product by Plant Origin Food.*

*Plant Origin Food has developed a powder it calls Exx, which not only mimics the tastes and textures of an egg, but which can hold its own against any real egg, milligram to milligram, when it comes to nutrients. This plant-based powder is made from rice bran, a previously-wasted detritus of rice milling, which has been processed into a refined powder to be cooked to taste...just like an egg.*

Rice farmers are the backbone of Thailand', so says the old adage passed down through generations and still taught in every school across the nation today. In fact, people living in the Southeast Asian region are at times fondly called the 'sticky rice people', as the importance of rice to not only our diet, but our traditions, history and beliefs, is our shared cultural DNA.

With health- and environmentally-conscious people around the world becoming more concerned about unchecked practices of mass agriculture, solutions and sustainable practices are being developed and applied worldwide. Thailand's many entrepreneurs have understood and appreciated the public need to lessen our impact on our world, resulting in a rapidly emerging plant-based industry.





Exx by Plant Origin was the brainchild of CEO Pasakorn Niratbhand, who spent much time in the United States studying the then-burgeoning plant-based food sector. Armed with knowledge and expertise, he returned to his home country of Thailand on a mission to revolutionise the plant-based food industry, which is still in its infancy. Scouring research papers from various Thai universities to find innovative ideas and inspiration, he one day came across a study by Professor Akkasit Jongjareonrak on hydrolysed rice bran protein from Chiang Mai University. He met with and soon recognised the potential of this technology, leading to a collaboration and a partnership which is now Plant Origin, a company dedicated to driving forward the development of plant-based solutions and sustainable food innovations in Thailand.

Recognising the symbolic cultural as well as the practical importance of rice to Thailand, Plant Origin began to conduct research and development into the applications of the nutrient-rich rice bran which is steeped in protein, fibers, vitamins as well as minerals.

Rice is not just a symbol of resilience and pride in Thailand, but also an economic juggernaut which has shaped the country's identity for centuries. Rice farmers must find ways to maximise the use of their produce, conform to sustainable global standards while increasing their earnings, so the benefits of Plant Origins will be felt far beyond the boardroom and deep into the heart of Thailand's agricultural sector.

**“AFTER WITNESSING THE ENVIRONMENTAL IMPACT OF TRADITIONAL ANIMAL AGRICULTURE, I BECAME PASSIONATE ABOUT FINDING A SUSTAINABLE ALTERNATIVE. THIS IS WHY I FOCUSED MY CAREER ON THE PLANT-BASED FOOD INDUSTRY. BY HONOURING THE HARD WORK AND DEDICATION OF THAI RICE FARMERS, WE STRIVE TO UPHOLD TRADITION WHILE EMBRACING THE FUTURE OF SUSTAINABLE FOODS. WE ARE COMMITTED TO ENVIRONMENTAL STEWARDSHIP AND HEALTH-CONSCIOUS CHOICES, REDEFINING PROTEIN PRODUCTION THROUGH CUTTING-EDGE TECHNOLOGY AND ECO-FRIENDLY PRACTICES.”**

*- Pasakorn Niratbhand, CEO.*



## BUT WHY EGGS?

Since the pandemic it has become clear that the world supply of poultry eggs is no longer a viable and sustainable source of protein for an increasing world population. Constant outbreaks of avian flu and disruptions caused by supply chains have meant that traditional eggs are no longer a sure thing. Yet eggs have been a part and parcel of our diet for millennia.



Exx, leaning heavily on an endless and inexpensive supply of rice bran, can be marketed to the Horeca industries as a healthy and inexpensive alternative, used to cook delicious meals, from omelettes to soufflés, and offers a potential which is only just being glimpsed and barely tapped into. It also offers multiple other applications such as being used as an anti-hypertension capsule or turned into peptide for skin care. Protein drinks, cosmetics and health supplements are just some of the applications of this product currently being studied and developed for.

No need to walk on eggshells with the launch of this unique new plant-based egg powder which proves that the egg doesn't always have to always come from a chicken.

Or was it the other way around?



Address : 120/136 Mu Ban Palm Spring Place Mahidol Road, Tha Sala  
Sub-district, Mueang Chiang Mai, Chiang Mai 50000



Website : [www.plantorigin.com](http://www.plantorigin.com)

# Samadul

**Company / Brand:**

Samadul Foods

**Name of Product:**

TREQUARR, Plant-Based Purée for  
Dysphagia





# Samadul

A balanced, holistic and very Wholesome Puree

Nearly a decade later, here we are, in London, United Kingdom, introducing Samadul, a food research business dedicated to reviving the role of food in health restoration. Samadul has also launched its new ready meal product, Samadul Wholesome Puree, which is high in protein-prebiotics, designed for safe swallowing, as well as being nutritiously concentrated.

Samadul is a Thailand-based food research company which emphasises the adage, 'You are what you eat', highlighting the importance of aligning diet with individual needs. Drawing from both traditional knowledge and wisdom as well as the most cutting edge of scientific research and innovation, Samadul aims to revive the role of food in the restoration of health.

*"When my husband's father died of cancer during the final year of my doctorate, I made a promise to the universe that I would dedicate my future endeavour to research meaningful foods to heal and help patients,"*

*said Pimnibha Hirunsorn.*



**“UPON HEARING THE DEVASTATING NEWS ABOUT MY HUSBAND’S FATHER OF TERMINAL CANCER, OUR FAMILY TURNED TO HOLISTIC SOLUTIONS, INCLUDING THERAPIES AND REMEDIES AS OUR ONLY HOPE. I EMBARKED UPON A JOURNEY ACROSS THAILAND TO EXPLORE ALTERNATIVE HEALING PRACTICES, RECEIVING GLIMMERS OF HOPE THROUGH MY QUEST TO PROLONG OUR FATHER’S LIFE. VISITING NUMEROUS CENTRES FOR CANCER TREATMENTS, I WAS DISMAYED TO DISCOVER LONG QUEUES AND LACK OF CLARITY WITH INFORMATION PROVIDED, WHICH HIGHLIGHTED THE SHARED STRUGGLES OF SO MANY FAMILIES WITH A LOVED ONE SUFFERING FROM CANCER. WE FOUND THAT SOME PATIENTS FOUND IT HARD TO ACCESS NUTRITIONAL FOODS, OTHERS STRUGGLED WITH LOSS OF APPETITE, WHILE SOME STILL MAINTAINED THEIR APPETITE, BUT DUE TO THEIR ILLNESS WERE CHALLENGED BY CHEWING, SWALLOWING OR DIGESTION. THROUGH THE NAVIGATION OF OUR SHARED SUFFERING, WE FORGED BONDS, EXCHANGED IMPORTANT INFORMATION AND INSIGHTS AND STRENGTHENED OUR RESOLVES TO FIND SOLUTIONS.”**

*Following her husband’s father eventual passing, and her attainment of her PhD, Pimnibha Hirunsorn created Samadul (a Thai word for balance), a company dedicated to finding holistic and balanced solutions on both a bespoke as well as industry level.*

Samadul’s first flagship product is its Wholesome Puree, a high calorie density, high protein, high fiber puree infused with Vitamin B1, B2, Ca and Fe, created for easy swallowing and digestion. This ready-to-eat rice and mixed grains soaked in rice milk has been designed by the company in conjunction with medical professionals and researchers at Khon Karen University. It is plant-based, rich in nutrients and energy and undergoes high standards of retort sterilisation for longer shelf life. Best of all it is tasty with comfortingly familiar flavours such as mixed



berries, honey, pineapple, and fresh tropical fruits as well as a multitude of enticing and comfortingly familiar flavours such as mixed berries, honey, pineapple, and fresh tropical fruits as well as a multitude of enticing and exotic flavour for the more daring such as Job's tears, golden beans, lotus seeds and germinated Thai RD43 rice, recognised as low GI rice. These flavours, while unfamiliar outside of Thailand, have long been embedded into the ancient Thai cuisine, its properties known for centuries for their enhancing nutritional values. These are top-tier, age-old remedies which will hopefully elevate just a fraction of Thailand's endless supply of healthy local ingredients to the world market as a recovery superfood.

Samadul remains steadfast today in its commitment to producing nutritious foods for patients and individuals seeking physical recovery. It's many recipes are both sweet and savoury, and all designed and created for those in need of special care. Samadul is looking for businesses worldwide who wish to collaborate on developing health products infused with nutrients and flavour, focusing its efforts on finding food solutions to address particular challenges in patients such as food swallowing or








patients undergoing physical rehabilitation.

Holistic health care has grown out of its buzzphrase beginnings to become not only a dedicated field of study unto itself, but also an exponentially growing industry, supported by millions around the world. The aim of holistic health care is to balance and maintain overall well-being by encompassing the essential components of emotions, nutrition and physical activity. Not dissimilar from the essences of Buddhist philosophy, as followed by most Thai people. This holistic approach to health, which is innately understood by generations of Thai people, has long left its fringe beginnings and has now entered the mainstream of acceptance, evolving into an ever-increasingly significant and appreciated approach to healthcare far beyond Thailand's borders.

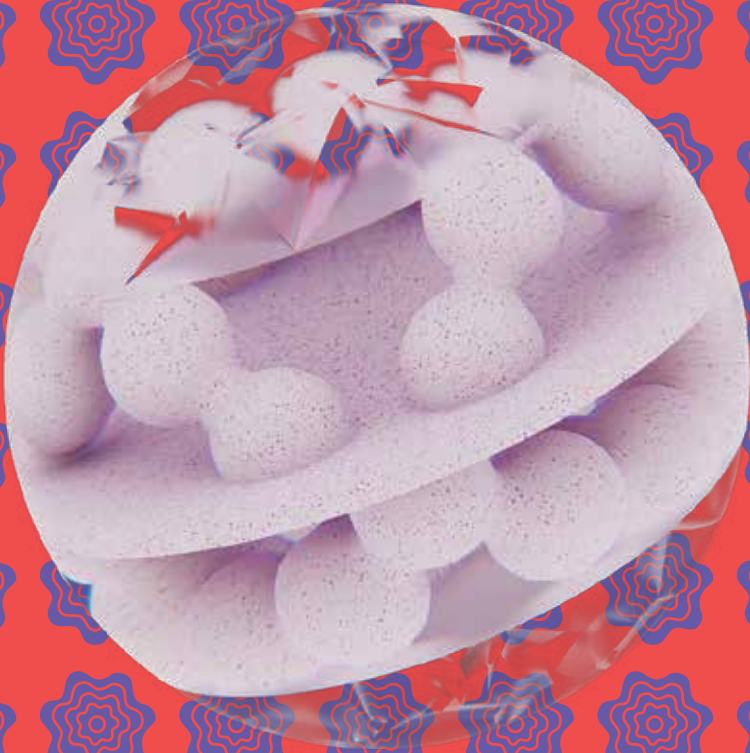






**"OUR PHILOSOPHY IS THAT A BALANCED DIET,  
A BALANCED STATE OF MIND AND  
A WELL BALANCED PHYSICAL REGIMEN  
CREATE THE HIGHEST POTENTIAL FOR  
HEALING AND RESTORATION."**

Address : 88/43 Piman Thani Nong Khot Village, Nong Khot, Ban Ped,  
Mueang, Khon Kaen 40000



TEL : +66 9 9235 6629

Website : [www.samadulfoods.com](http://www.samadulfoods.com)

# Rico

**Company / Brand:**

Rico Food Research Center

**Name of Product:**

Rico, Non-Alcoholic Rice Wine from  
Thai Rice





# Rico

---

## DID YOU KNOW THAT 30% OF EAST ASIANS HAVE ALCOHOL INTOLERANCE OR ARE SIMPLY ALLERGIC TO ALCOHOL?

---

*Which is a crying shame as satho is not just a rice-based alcoholic drink, it is a beloved tippie of our people, with flavours as varied and sophisticated as those found in other Asian countries.*

In spite of this concerning fact, here in Thailand we are a culture of revelry who love to indulge in sanook, the Thai word for fun. Our forefathers would ferment rice wine made from local sticky rice to produce at any, and most likely all, gatherings. For a variety of reasons, the sale of Thailand's rice wines — satho — has been made illegal, which means that the only place to find these traditional drinks is up country or hidden away from most mainstream eyes.

With the decrease in alcohol consumption amongst millennials and generation z worldwide, as well as a rapidly growing international Halal sector, the beverage market is becoming flooded with non-alcoholic drink options to keep people partying, coming together and enjoying social sipping options which are healthy as well as tasty and sanook. Amidst all of these social metamorphoses, the classic satho is at risk of being forgotten to the pages of history.

"I FOUND THAT THE OLDER I BECAME, THE FEWER PARTIES I WOULD GO TO BECAUSE I DIDN'T ENJOY DRINKING ALCOHOL. OFTEN, THE ONLY DRINKING OPTIONS AVAILABLE WOULD BE WATER, SODAS WHICH I DIDN'T LIKE OR FRUIT DRINKS STEEPED IN SUGAR. AS ONE BY ONE OUR FRIENDS DROPPED OFF FROM THE ALCOHOL-FUELED SOCIAL SCENE, I FELT THE INEVITABILITY OF THE END OF OUR PARTYING DAYS AND SADDENED BY THE DISTANCING OF FRIENDS. WHEN WE HAD THE OPPORTUNITY TO WORK WITH A GROUP OF LOCAL RICE FARMERS IN THAILAND'S RATCHABURI PROVINCE, GROWING RD43 RICE WITH A SIMILAR FLAVOUR AND SCENT PROFILE TO THE CLASSIC JASMINE RICE, WE JUMPED AT THE OPPORTUNITY. WE SOON DISCOVERED THAT THE PADDY FIELDS WERE NEAR A SOURCE OF NATURAL SPRING WATER. THE IDEA FOR RICO, A NON-ALCOHOLIC SPARKLING RICE WINE, WAS BORN. I THOUGHT IT WOULD BE WONDERFUL IF WE COULD RECREATE THE MANY PROPERTIES WE LOVED ABOUT SATHO, BUT REMOVE JUST ONE THING, ALCOHOL."



Rico believes that local Thai wisdom, passed down through generations, has a home in today's modern world. Thai farmers' produce, unchanged for centuries, can be developed into products that have a high demand on the modern international markets.

The fermentation technique is also unique. Using well-selected strains of microbes, the process lowers the levels of alcohol over a period of time and at a certain temperature, the flavours and scent are stabilised – minus the alcohol. The product then enjoys a robust shelf life of up to ten months.

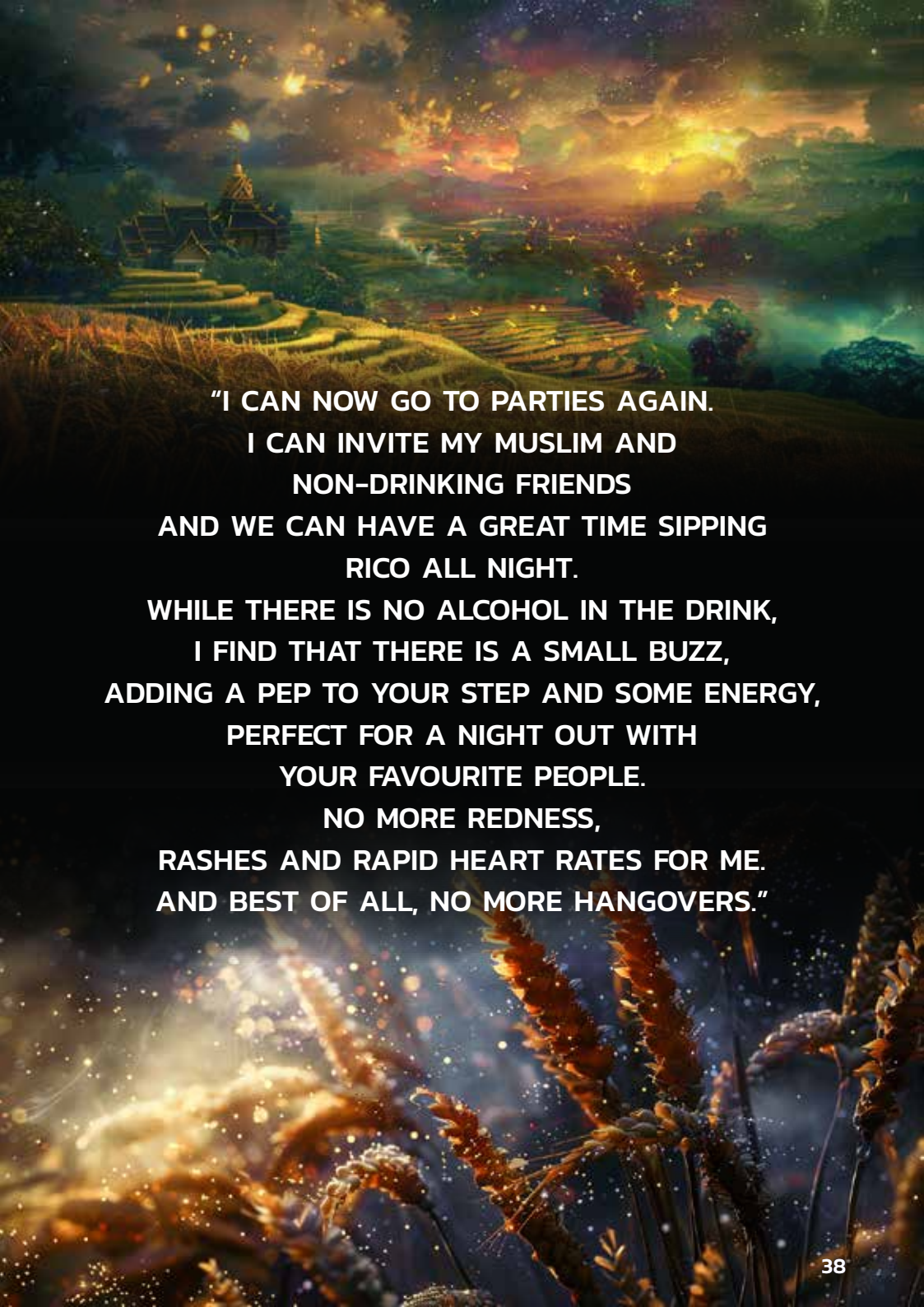
Rico's vision is to bring back the beloved and nearly-forgotten satho, found in every village celebration across the country, elevating the product to suit a new generation and new markets. Each sip tells a story of local pride, well-preserved cultural heritage and family.

*The effervescent drink is designed for fun. It is bright, mellow, sweet, sour, fresh, clean and summery; all the flavours of youth and joy.*

*Rico will be developing a multitude of flavours for its drinks over the coming years, focusing on locally sourced produce which are environmentally friendly as will help to benefit and develop local farming communities. Best of all, all ingredients are 100% natural.*





The background of the page is a rich, multi-layered image. The top half shows a dramatic sunset or sunrise over a landscape with terraced fields and a traditional building with a golden spire. The sky is filled with colorful clouds and falling golden particles. The bottom half of the page features a close-up of golden rice stalks against a dark, starry night sky with glowing light trails and particles.

**"I CAN NOW GO TO PARTIES AGAIN.  
I CAN INVITE MY MUSLIM AND  
NON-DRINKING FRIENDS  
AND WE CAN HAVE A GREAT TIME SIPPING  
RICO ALL NIGHT.  
WHILE THERE IS NO ALCOHOL IN THE DRINK,  
I FIND THAT THERE IS A SMALL BUZZ,  
ADDING A PEP TO YOUR STEP AND SOME ENERGY,  
PERFECT FOR A NIGHT OUT WITH  
YOUR FAVOURITE PEOPLE.  
NO MORE REDNESS,  
RASHES AND RAPID HEART RATES FOR ME.  
AND BEST OF ALL, NO MORE HANGOVERS."**

Address : 55/11 Moo. 3, Bang Mae Nang, Bang Yai, Nonthaburi 11140



TEL : 02 100 6477 , +66 8 5903 5488

Website : [www.ricofoodthailand.com](http://www.ricofoodthailand.com)



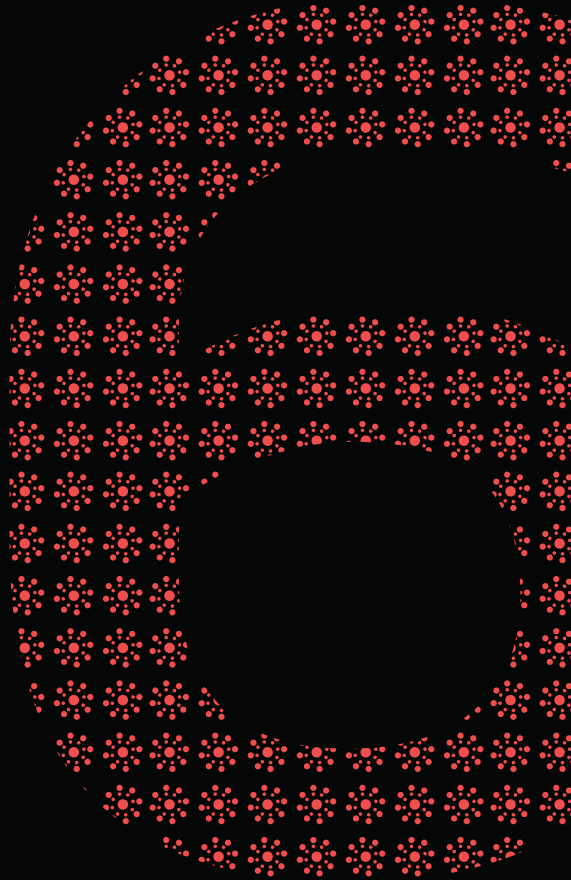
# Get Taste Thai

**Company / Brand:**

Get Taste Thai Company Limited

**Name of Product:**

GET THA, Thai Fruit-Infused Herbal  
Effervescent Tablet





# Get Taste Thai

---

## TASTES LIKE INNOVATION SPIRIT

---

*While our curries, our salads, our Royal Thai cuisine and our street food are widely known globally, there are depths to Thai cuisine yet to be explored, developed and promoted, which Get Taste Thai hopes to delve into, innovate upon and introduce to the world of gastronomy.*

Thai cuisine has a history as rich, as multi-cultural, as creative and as beloved as some of the best world cuisines. The clever use of such a multitude of the freshest of locally grown vegetables, fruits, herbs and spices in each dish — with the salty, the sweet, the sour, the spicy, the crunchy, the bitter, coming together like a soaring symphony.

Thailand is a land of plentiful, where it is said every field produces rice and every river contains fish. In recent decades, Thailand has developed a robust food ecosystem which is turning towards home grown, nutritious, medicinal, sustainable and traditional approaches to farming, production and eating habits while at the same time utilising modern food technology and innovation to propel the cuisine into the future.





Get Taste Thai was borne of a love of Thai cuisine and a desire to work with likeminded PhD colleagues who, together, envision a future where Get Taste Thai will serve as a bridge, connecting the richness of Thai culinary traditions with global tables, all while fostering a sustainable ecosystem that benefits every stakeholder in the food chain. Get Taste Thai aims to produce ready-to-eat products that focus on quality ingredients, nutritional value and health benefits while being true to the essence and flavours of Thai cuisine. Each item developed is crafted by a nationally-renown chef who work alongside local farmers to highlight the best of their produce.

Get Taste Thai's flagship product line, GET THA represents a unique approach to instant Thai cuisine. By combining traditional Thai herbs and fruits with advanced technology, we have developed has

launched a Thai fruit-infused herbal effervescent tablet which are as continent as they are effective. Due to its natural ingredients, these tablets are rapid and enhanced in their absorption, speeding up the bioavailability process by up to four times. The best ingredients are sought from across the nation, studied for their medicinal properties and historical applications, to maximise their effectiveness. Flavours are natural in their taste as well as scent profiles, the fresh active ingredients stretching its shelf life and slows degradation.

*All fruits and herbs used in the Get Taste Thai process have geographical indicators (GI), ensuring only the best products grown through the best practices from each region are used.*



Get Taste Thai's team of formidable researchers have proven that the prototype of this tablet offers anti-inflammation, immune boosting, anti-oxidant and energy amplification properties. Traditional pills or dry herbs are often a challenge to those who need them the most, as they tend to be difficult to swallow as a patient ages. Get Taste Thai not only focuses on the flavour of our fruity herbal tablets, but the ease of swallowing as well as the fresh and authentic flavours.

*While the tablets are produced in the lab, its ingredients are found in the most fertile soil and healthiest agricultural ecosystems in the nation, ensuring a responsible approach where benefit is spread throughout the supply chain.*

Get Taste Thai's ambition is to bring taste, health and happiness to its consumers, introducing Thai tastes to the global stage through a number of unexpected products, all of which will be designed as high-protein, low-calorie, low-sodium, sugar-free and high-fiber options.



**“OUR COMPANY IS PASSIONATE ABOUT BRINGING AUTHENTIC FLAVOURS OF THAI CUISINE TO THE GLOBAL MARKET. WE ARE DRIVEN BY A DEEP RESPECT FOR THAILAND’S RICH CULINARY HERITAGE AND A COMMITMENT TO INNOVATION AND SUSTAINABILITY. WE WANT TO GET TO A POINT WHERE GET TASTE THAI ELEVATES THAI CUISINE TO UNPARALLELED HEIGHTS, MAKING IT A GLOBAL HALLMARK OF CULINARY EXCELLENCE AND INNOVATION. THE BRAND ENVISIONS AN INTERCONNECTED ECOSYSTEM WHERE THAI CUISINE IS NOT JUST CELEBRATED FOR ITS FLAVOURS, BUT REVERED FOR ITS ROLE IN PROMOTING HEALTH, SUSTAINABILITY AND CULTURAL RICHNESS.”**

*- Phensiri Na nakornpanom, CEO.*



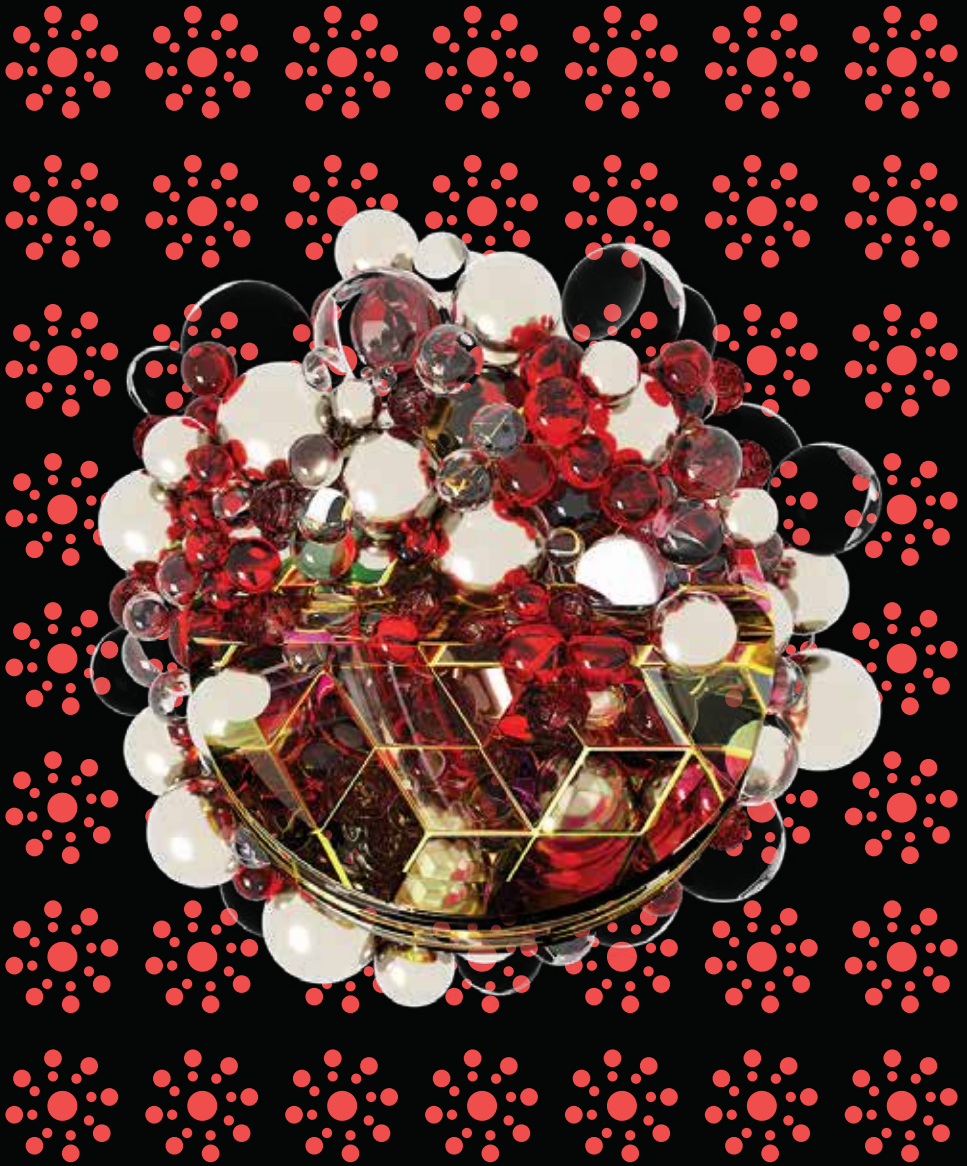
Get Taste Thai's roots in its founder's evolution from a culinary enthusiast to a pioneering force on the Thai culinary landscape, brings to the forefront the exciting possibilities for Thailand's culinary future. With hefty research into research and development as well as having implemented a secure IP protection protocol, Get Taste Thai is now ready to forge partnerships with forward-facing businesses around the world.

*There is a hungry market out there yearning for the fabulous tastes of Thailand, and Get Taste Thai aims to deliver.*





Address : 141 Soi Navatane 3, Klongkum Sub-District, Buengkum District,  
Bangkok



Website : [www.gettastethai.com](http://www.gettastethai.com)



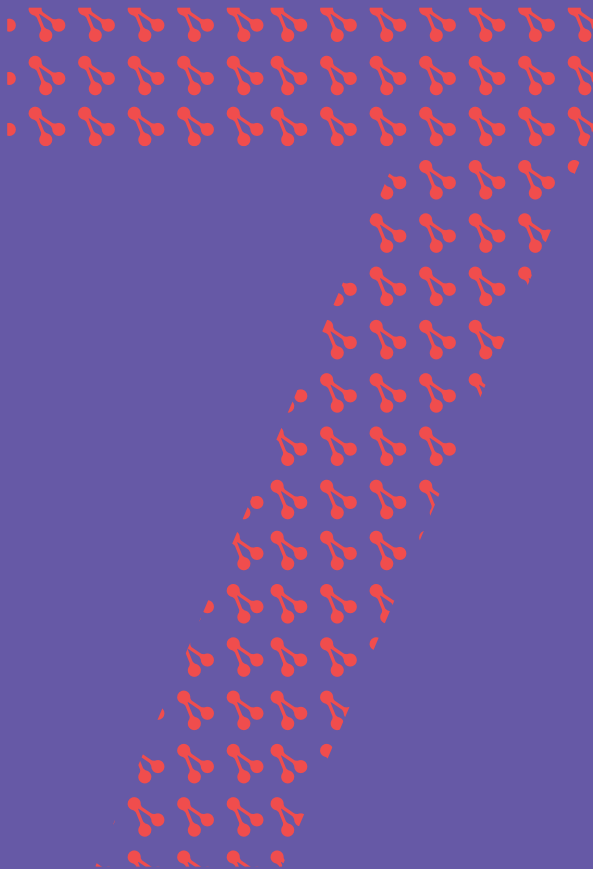
# ImuneUP

**Company / Brand:**

BIST Inno Reform Co., Ltd

**Name of Product:**

ImuneUP, Cell-Based Immune  
Boosting Ingredients



**THE VAST UNIVERSE UNDER THE  
MUSHROOM  
WHAT GOODIES HIDE UNDER THE  
MUSHROOM ?**

---





# ImmuneUP

As we gingerly pick and choose our edible mushrooms, amidst fungi-filled forests and jungles across Thailand, most of us are unaware of the at-times immense labyrinth of root-like branches of goodies (mycelium) lurking below the soil surface, unexplored and until recently, untapped.

Fungal colonies composed of mycelium, which vary in size from the microscopic to that which can cover thousands of acres, have now been harvested and harnessed into a unique new food medicine product called Immuneup, developed by Thai food tech startup BIST Inno Reform.

*Immuneup is proven to not just increase innate immune cells, strengthen white cells and regulate immune cell compounds, it also offers protection against creeping viruses, bacteria, microbes and other unwelcome toxins which enter the body.*





One of Thailand's leading centres for agricultural — and specifically mushroom — research, is Maejo University, in the lush mountainous northern region of the country. The university's original foray into mushroom research was its ambition to assist businesses in developing techniques to cultivate wild mushrooms in green houses for commercial applications as well as assisting the government in studying the impact of mushroom harvesting on the annual air pollution. Over the years Maejo University has since expanded its research and development to study all things mushrooms. Today, its Mycology Department works alongside numerous forward-thinking Thai and international companies who are looking to harness the numerous fabulous properties of mushrooms to present to its various markets around the world.

One of the great success stories of this collaboration was with BIST Inno Reform, a startup dedicated to finding solutions to enhance the immune system through groundbreaking solutions, recently launching its flagship product, Imuneup. Zeroing in on the vast potentials of mycelium, Imuneup collects the root-like structure of a fungus, found lumped on a fallen tree trunk as easily as greedily weaving its way through a block of Stilton, but available in great abundance in Thailand's mushroom-laden countryside, and has harnessed it into a health supplement designed to target the human cells with immune-boosting ingredients.

**“DRIVEN BY AN UNWAVERING BELIEF IN NATURE’S CAPABILITIES, WE EMBARKED ON A JOURNEY TO UNCOVER THE HIDDEN POTENTIALS OF MUSHROOMS. OUR PASSION WAS TO DEMYSTIFY FUNGI AND SHOWCASE THEIR REMARKABLE BENEFITS. UNDERNEATH ANY MUSHROOM IT’S A VAST NETWORK OF MYCELIUM — THE TRUE ESSENCE OF THESE MIRACULOUS ORGANISMS. MYCELIUM HAS A UNIQUE ABILITY TO CONDUCT ELECTRICAL IMPULSES AND ACT AS NATURE’S INTRICATE DATA HIGHWAYS, NOW PROVEN TO BE EXEMPLARY PRODUCERS OF CELL-BASED IMMUNE-BOOSTING INGREDIENTS,”**

*– WHO SAID THIS>?*



BIST Inno Reform has since emerged as a company at the forefront of Thailand's food innovation industry, dedicated to enhancing immune health through groundbreaking research, development, innovation and advancement in food technology.

Passion, expertise and a bold vision have come together to reimagine functional and sustainable nutrition. With a strong team of researchers, food engineers, biotechnology experts and entrepreneurs all sharing a vision and common goal, there is a new product on the market set to revolutionise how we extract all the benefits from the never-ending supply of mycelium.

The growth potential for this industry matches its availability – which is infinite for our demands. BIST Inno Reform cultivates mycelium in fermenters, using by-products from food production, not only reducing waste, but leaving a bare minimum of a carbon footprint. The company also testifies that there is no agricultural land sacrificed to this technology, reaffirming its commitment not just as responsible stewardships of our immune health, but also of our environmental well-being.





As our first wave of pandemic swept around our earth, we were all made increasingly aware of the importance of a strong immune system. Imuneup offers us the power to bolder our immune defenses so that we an help ourselves by protecting against such treats.

From a simple idea and humble beginnings, BIST Inno Reform has navigated the world of innovation and entrepreneurship, now using a state-of-the-arts manufacturing facility to meet any and all world standards required from their future partners.

*“Mycelium emerged as the heart of our research and development, with its remarkable ability to conduct electrical impulses and serve as nature’s data highways. We are thoroughly committed to enhancing the immune system health through cutting edge innovation, positioning ourselves at the forefront of an industry poised for growth, impacting people’s lives as well as treating our environment with the care and love it deserves.”*





Address : 528 Moo 10, Nong Han, San Sai, Chiang Mai, 50290



TEL : +66 9 0661 7788

Website : [www.imuneup.com](http://www.imuneup.com)

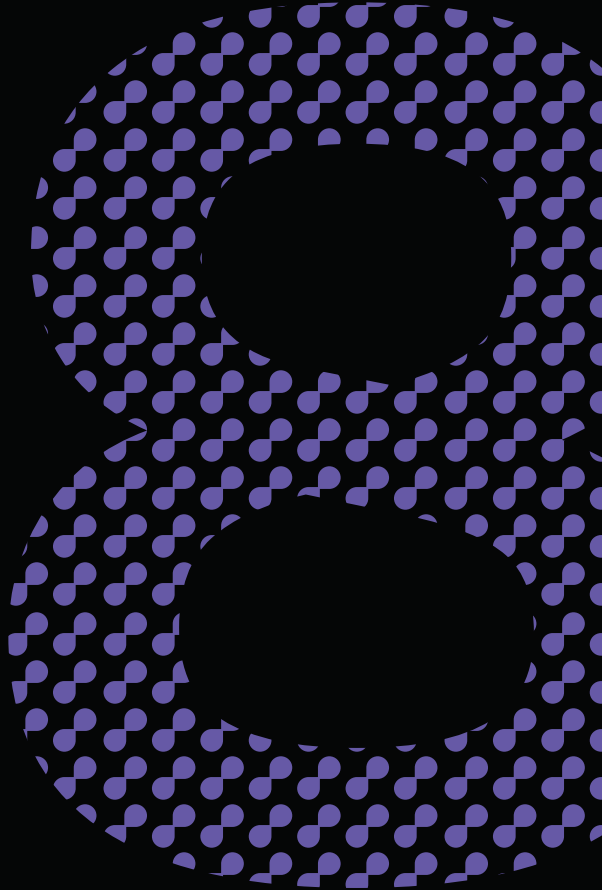
# Calcineers

**Company / Brand:**

Thai Herbal Creation

**Name of Product:**

Calcineers, Bio Calcium from Tuna  
Bones





# Calcineers

---

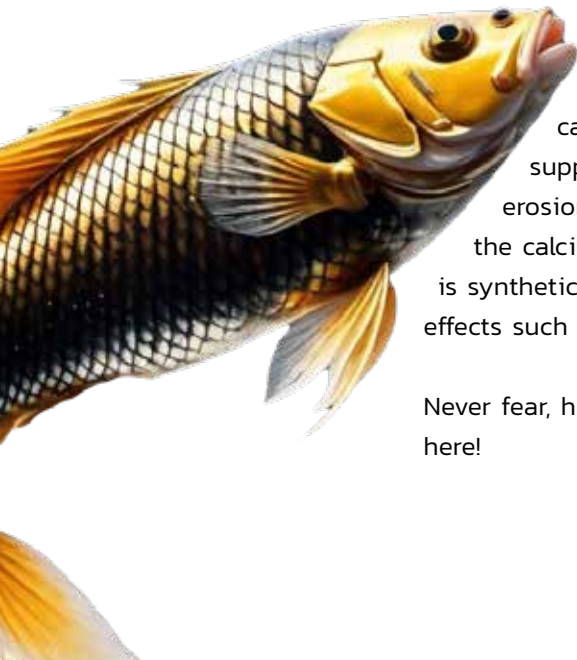
**WASTE NOT  
WANT NOT  
WITH THESE  
LOVELY  
BONES**

---

Ageing is, if we are lucky, inevitable. It is predicted that by 2050, over a fifth of the world population will belong to an ageing society, creating a great number of unique challenges for society to prepare for and rise up to meet. With age's winged chariot hurrying near, the ageing population of the world has needs which has in recent decades generated one of the largest economic sectors on the planet.

As we age, our bone density decreases, creating innumerable problems from bone thinning to fracturing. According to the World Health Organisation, osteoporosis is the second most common public health problem in the world, following only heart and vascular diseases. This well known fact is shown in just about every pharmacy in the world providing some form of calcium strengthening medicine or supplement to help decelerate the erosion of the bone. Unfortunately, most of the calcium currently available in the market is synthetic which can lead to unforeseen side effects such as gallbladder infections.

Never fear, however, because the Calcineers are here!





A team of engineers from Northern Thailand's Maejo University, upon learning of the importance of calcium for the elderly, put their brains together and focused their research and expertise on the development of natural calcium that not only benefits the body but also the environment. Today the Calcineers have launched a product which is 100% natural calcium using raw tuna bone and waste which is not just affordable but encourages a more holistic approach to the fishing industry.

Heading south towards the Gulf of Thailand, the Calcineers discovered that in Chumphon Province, the fishnet of Thailand where fish are at their most abundant, there is an enormous tuna export industry. As the world's biggest exporter of canned and processed tuna, Thailand's fishermen have it good, as the rotund and boney black bonito tuna is in apparent endless

supply, feasting on the plethora of small fish swarming just under the surface. While this industry is a great source of economic pride to Thailand, the reality, as discovered by the Calcineers, is that the industry is wasteful and harmful to the environment. Fish bones, fish heads and fish scraps are casually discarded, at best as fish meal and animal feed, at worst as waste. While our plump bonito tuna are still plentiful, their numbers are inevitably declining and it is estimated that between two to five tonnes of waste is produced each and every day from the local industry.

*Rich in calcium, phosphorus, collagen, peptides, amino acids as well as their derivatives, the tonnes of waste is in fact a goldmine of nutrients.*

**“WE WANT CONSUMERS TO USE OUR PRODUCTS IN THE MORNING, WAKING UP AND BRUSHING THEIR TEETH WITH BIO-CALCIUM TOOTHPASTE FOR HEALTHY TEETH. THEN PERHAPS THEY CAN HAVE AN AFTERNOON DRINK CONTAINING IOCALCIUM OR A BIO-CALCIUM TABLET BEFORE ENJOYING AN EVENING GUMMY OR EFFERVESCENT POWDER BEFORE BED. THE CALCIUM FROM THESE FISH BONES ABSORB SUPERBLY INTO THE BODY, LEAVE ZERO RESIDUE ACCUMULATION AS WELL AS BEING VERY AFFORDABLE.”**

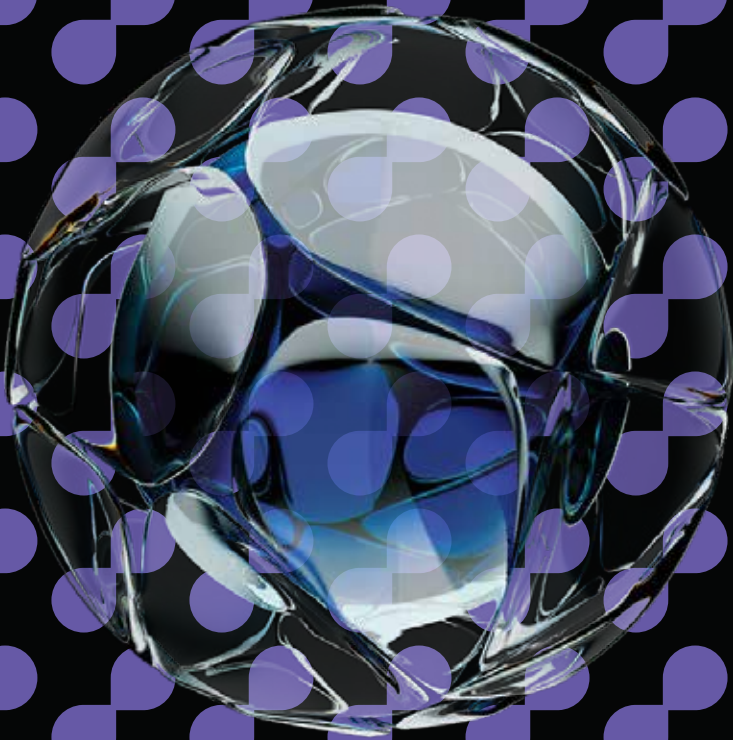
— xxx



Through research, development and innovation, the Calcineers have found a way to develop bio-calcium supplements that are uber effective in absorbing calcium into the body, far exceeding inorganic calcium supplements in their bioavailability.

*This creamy white fine powder, free from any fishy odors has endless applications.*





TEL : +66 8 4581 4013

Website : [www.nettrio.innoside.com](http://www.nettrio.innoside.com)



# Honey Medica

**Company / Brand:**

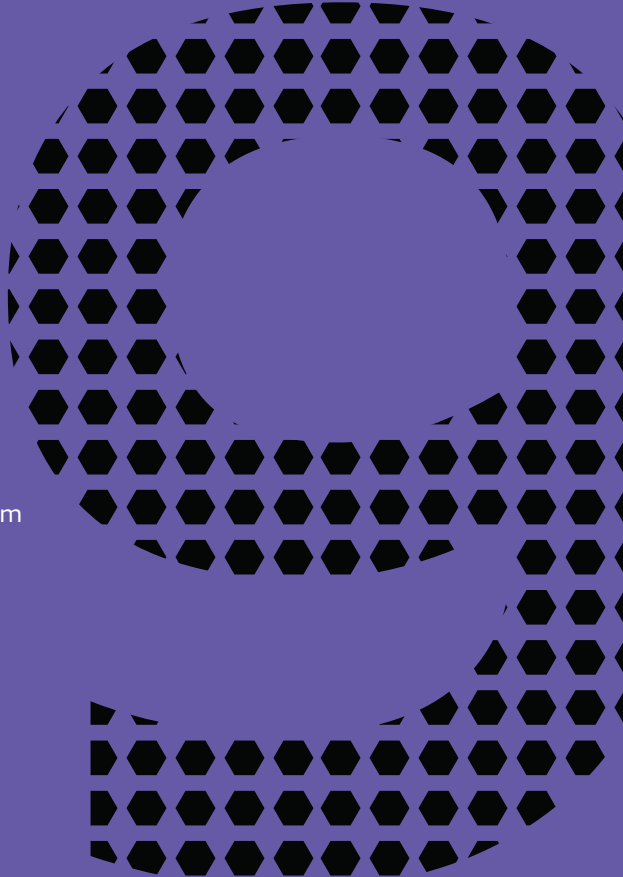
Honey Medica

**Name of Product:**

Honey Medica, Sustainable

Honey-Based Health Products from

Melaleuca





# Honey Medica

---

## MAKE A BEELINE TO THIS SPLENDID HONEY

---

*At this very moment, 25,000 bee species are busily pollinating flowers on every continent and in nearly every habitat around the world. Yet only ten honey bee species produce honey, the sweet nectar of goodness coveted and beloved by civilisations across the globe for over ten millennia.*

While the West has long domesticated and studied the complexities and harvested the nectar of their honeybees, *Apis mellifera*, nine of the remaining ten honey bee species are found in Asia, with six making Thailand their home. It is estimated that there are as many bee colonies in Thailand as in the entire United States of America, around 250,000, yet the industry to date has been increasingly plagued by adulterated honey, lack of transparency and environmental concerns in many parts of the world.





Honey Medica is looking to reshape and elevate a small part of Thailand's vast beekeeping industry, looking east towards the world's most coveted honey — the Manuka honey from New Zealand and Australia, as inspiration. One precious 450-gram jar of Manuka honey, famed for its medicinal and healing properties, requires a whopping 1,152 bees to travel 180,246 kilometres to visit 4.5 million flowers to produce its miraculous concentrated health-enhancing honey.

Dr. Paul Page, a Swiss biologist whose passion for bees hums from his every fiber, has worked closely for the past decade with local beekeepers and hunters in the Melaleuca swamp forests of Southern Thailand where they thrive; each well-tended hive producing honey Dr. Page promises is one of the best in the world.

*The many known healing properties, the short flowering life of the Manuka tree as well as their difficulty to access in its natural environment, combine to make it the most expensive honey that exists. This is where honey from Thailand's Melaleuca cajupiti tree, colloquially known as the swamp tea-tree and serendipitously a distant cousin of the famed Manuka tree, steps in.*



**“THE TROPICS OF THAILAND ARE KNOWN BIODIVERSITY HOTSPOTS, WHERE THOUSANDS OF SPECIES INTERACT IN EVEN THE SMALLEST OF ECOSYSTEMS. TROPICAL SWAMPS ARE ESPECIALLY ENDANGERED ECOSYSTEMS, REMARKABLY RICH AND KNOWN TO HAVE EXCEPTIONAL PLANT SPECIES, SOME OF WHICH DISPLAY UNIQUE MEDICINAL PROPERTIES, ONE OF WHICH IS THE MELALEUCA TREE. THE HONEY PRODUCED FROM THIS TREE CONTAINS OVER 200 KNOWN SUBSTANCES, FROM ENZYMES TO VITAMINS, CREATING A SUPER CONCENTRATE OF NATURE’S FINEST ELEMENTS. AT HONEY MEDICA, WE AIM TO MAKE MELALEUCA HONEY MORE ACCESSIBLE TO GLOBAL CONSUMER MARKETS. OUR PURPOSE IS TO PROVIDE A SOURCE OF PURE AND POTENT MEDICAL HONEY, SUSTAINABLY CRAFTED FROM LOCAL BEES IN THAILAND, TO ENHANCE HUMAN HEALTH AND VITALITY THROUGH OUR PRODUCTS.”**

*– Dr. Paul Page*



Guided by a team of passionate beekeepers, scientists, health enthusiasts and environmentalists, Honey Medica uses sustainable beekeeping practices combined with innovative food technology to create Honey Medica products, aimed at those who care for their health and well-being. Recently founded in late 2023, Honey Medica is creating among others soothing Melaleuca honey gummies, revitalising honey shots, tasty honey cough syrups and aromatic honey-infused teas. In a later step, they will develop enhanced honey nutraceuticals, where honey containing specific medicinal compounds is crafted naturally by honey bees in a given plant environment.

Honey Medica's sustainable beekeeping practices prioritise the health and wellbeing of local bee populations, focusing not just on the commonly used *Apis mellifera*, but also on harvesting honey

sustainably from wild *Apis dorsata* colonies and in exploring the benefits of the honey produced by the lesser-known *Melipona*, or stingless bees. There is a world of honey out there yet to be unveiled and savoured.

With Thailand's Southern swamps in jeopardy from over-development and encroachment, Honey Medica hopes to help not just maintain, but revitalise these precious and disappearing ecosystems, working with local communities to help them increase their income while benefiting from the hefty role bees play in carrying pollen from flower to flower, ensuring the continued production of plant and fruit species.



Support Honey Medica's vision for a healthier and more harmonious world where bees, plants and humans can all thrive alongside one another in a healthy and diverse environment.





Address : Institute of Agricultural Technology, Suranaree University of Technology  
111, Maha Witthayalai Rd, Suranari, Mueang Nakhon Ratchasima District,  
Nakhon Ratchasima 30000



TEL : +66 8 9779 5714



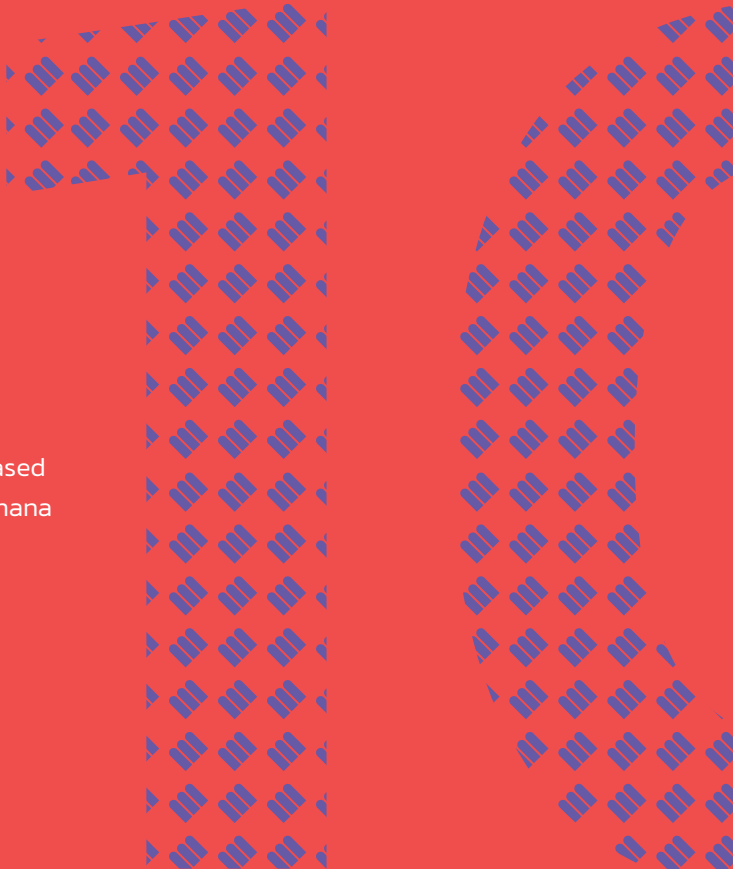
# Musarium

**Company / Brand:**

Musarium Co., Ltd.

**Name of Product:**

MusaWa Puffs, Cereal-Based  
Products from Green Banana  
Flour and Thai Rice





# Musarium

You can walk around any village in Thailand and likely be able to pluck a sweet and succulent namwa banana off a tree — it is *that* ubiquitous and freely-available across the nation.

The namwa banana holds great economic significance within Thailand, due to its rapid growth, low maintenance, high yield and ability to produce fruits year-round. Within Thailand, the namwa banana flour has long been used in traditional medicine as well as in the food industry, yet in spite of its great benefits and limitless potential applications, this exceptional product has not had its utilisation maximised.

*Yet, while Thai people have long cooked with and made snack products from the namwa banana, appreciating not just the sweet flavour and ease of cultivation of the plant, but its many medicinal and nutritional properties, the humble namwa banana has yet to be an appreciated plant beyond our national borders.*





---

**MUSARIUM BEGAN ITS JOURNEY INTO THE RESEARCH AND DEVELOPMENT OF INNOVATIVE FOOD INGREDIENTS AND PRODUCTS OF THAILAND IN 2019, INITIALLY AIMING TO RISE UP TO THE CHALLENGE POSED BY LOCAL FARMERS CULTIVATING NAMWA BANANAS TO MAXIMISE INCOME AND YIELD.**

---

The National List of Essential Medicines (2013), Thailand, recognises the namwa banana flour as a suggested dosage of 10 grams, infused in 120–200 milliliters of hot water three times per day before meals as a national remedy for a multitude of ailments. Numerous studies over the years have highlighted the various benefits of banana flour, emphasising its qualities as a high energy food that is rich in nutrients, vitamins and minerals as well as being an invaluable source of resistance against starch. The greatly added benefit of the plant is that it is gluten-free and has low a low glycemic index, suitable for use as a food ingredient to help control blood sugar levels and manage weight.



**“WE ARE A STARTUP FOUNDED BY SEASONED EXPERTS IN FOOD SCIENCES AND NUTRITION, DEDICATED TO SHOWCASING THE VALUE, UNIQUE ADVANTAGES AND CULTURAL IMPORTANCE OF THAI AGRICULTURAL PRODUCTS. OUR GOAL IS TO CREATE INNOVATIVE AND NUTRITIOUS FOOD CHOICES FOR PEOPLE AROUND THE GLOBE, ALL WHILE PROMOTING SUSTAINABLE GROWTH OF THE THAI FOOD INDUSTRY WITH A FOCUS ON ENVIRONMENTAL CONSERVATISM. OUR NAMWA BANANA PRODUCTS, JUST THE FIRST FEW OF MANY TO COME, ARE BORN THROUGH THE EXPLORATION OF THE DIVERSE APPLICATIONS OF THIS WUNDERPLANT.”**

*- Mr.Kaweesak Sasutham (CEO/Founder)*



Meet MusaWa Puffs: a namwa banana cereal and snack made from a combination of green banana and Thai rice. Energy is provided from the gluten-free and allergy-free carbohydrates offering a significantly higher fiber content than regular flours. Fantastic for diabetic patients as well as those wanting to proactively support their health by emphasising the control of blood sugar levels, this cereal/snack is ready to be introduced to the international markets.

*Musarium believes in bringing a smile to every face, from that of its happy farmers to its happy consumers.*

Musarium's dedication to research and innovation within the food science and nutrition industries means that they work closely alongside Thai farmers, encouraging sustainable practices while infusing creativity and innovation into each and every endeavour to generate maximum profit for all involved.

Musarium hopes to find worldwide partners interested in joining its holistic journey to create food products that provide value and cater to the needs and preferences of the health-conscious modern world. The company's objective is to support Thai agricultural farmers by utilising their agricultural goods to create innovative products, using knowledge in food sciences, food technology, nutrition, diet is and



local culinary traditions and wisdom to enhance local Thai ingredients onto the world stage.

---

**SMILE ALONGSIDE OUR  
FARMERS IN THE LAND OF  
SMILES...**

---



Address : 65/2 Sripatum Road, Ban Phru, Hat Yai, Songkhla 90250





THAILAND'S  
TASTE OF TOMORROW  
2024  
THAILAND'S  
TASTE OF TOMORROW  
2024



The  
Himapan

2024

