

CHIANGMAI INTERNATIONAL FOOD FESTIVAL 2011 (CIFF)

Story by Jeffrey Warner; some pictures by S.P.



Come. Expand your borders by delving into the dynamic, cultural exchange of food and drink at the first-time, Chiang Mai International Food Festival 2011 (CIFF) located at the Chiang Mai Hall, Central Airport Plaza Chiang Mai from July 14 -18.

From left to right: Chef Herve Frerard; Suttipong Suriya; Chef Mac Daeng; Asst. Prof. Kobkaew Najpinit; Chef Jamnong Nirangsan; Chef Angelo Faro.



Courtesy of Japan National Tourist Organization

The carving demonstration, and selling, of a Blue Fin Tuna on Saturday, July 17 will serve as a fundraising effort for the Japanese people effected by the March tsunami.

From taste-testing and learning of the innards related to preparing and presenting an array of international foods; to ice sculpting, fruit and vegetable carving; competitions, presentations, workshops and seminars, you will likely experience something intriguing during this five-day cultural carnival.

The following is CIFF's events rundown and general structure – comprised of three, intertwined booth sections, each respectively relating to food culture, products sales as well as related agencies and services.

CIFF's centerpiece will be the Thai Pavilion, an ideal opportunity for digging into the plethora of Thailand's region-specific dishes. Food stuffs from Northern, Central and South Thailand will be presented and sold, ushered along by vegetable and fruit carving demonstrations (among other activities).

Amid this pavilion area, 10 additional countries will each be sharing their culture.

If you're meandering clockwise as the day ticks by, a Spain-highlight will be its wine and beer from Horeca Supply, along with snippets of Spanish food. You can then visit the German booth where a prominent catering professional, Olaf Kujawa, will be displaying his craft. German sausages and beer such as Weihenstephaner and Erdinger will also be served.

Moving on. Italiano! And Chiang Mai's Bounissimo Supply and Why Not Restaurant will provide the framework for these edible delights. Food shows – including cold cuts, pasta, pizza, lasagna, those special-to-Italy olives and pickles, along with Italian cheeses and wine – are among some activities on the menu. Don't forget the gelato and fresh pasta.

After this, come some Peruvian delights. And Japan's booth contribution will be focusing on locally grown, healthy foods. Related classes will be offered (a fee will apply, and classes are limited to 20 persons). Reserve a spot by calling 081-289-5214.

France will serve-up food from Le Beau Lieu restaurant. And professional chef, Herve Frerard, will bring with him a famous, professional bartender who has been flipping bottles at Bangkok's "Bamboo Bar" for 35 years. A book has even been written about this man.

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Mouth-watering Kimbab.



Spaghetti seafood; one of Italy's popular dishes.

China will display its dynamic cuisine. Then there is Korea, which will have a different restaurant from the Chiang Mai-area make an offering each day. Keep in mind that only top-notch restaurants will participate in CIFF.

How about the United States? Its booth will be comprised of imported fruits, including Northwest Cherries. Also, the Steakhouse restaurant will be selling treats such as pork spare ribs, honey-glazed ham sandwiches and chili with corn bread. Then treat your taste buds to strawberry rhubarb or some pie.

Once you've moved on to India's cuisine – with the Spicy Bollywood restaurant offering a full-course Indian menu, including appetizers to desserts – you've come full-circle.

Let's move outward from this center-area and visit CIFF's 16 product booths, which are cornered by coffee, tea and bakery services.

Firstly, one can stop at the Vieng Joom-On Tea House booth, before moving onto Yok Inter Trade, offering kitchen appliances and food packaging products. If one has a taste for something other than tea, smoothie and egg tart demonstrations, along with free taste-testing, may do the trick.

Shift your attention to the booths of Rice Yield, Krua Silapachep Nang Nual, Singha water (and beer), ASAHI and Pepsi (which is cornered by Hillkoff Coffee). Then there's Hydroponics, Big Cola, and two booths from Tops Supermarket – edged by Mc Daeng, Thailand's famous chef, who will surely be serving up a good time with a main stage cooking show. He will also be launching his new cookbook, "The Principles of Thai Cookery," presenting Thai food using Western concepts.

Move onto Thailand's Royal Project booth displaying and selling an array of the Project's fruits and vegetables before moving to where a mini-Rimping supermarket will



The juicy, American cherry from Rimping Supermarket is sold in every branch. Special price only in CIFF!



Shabu Shabu from Japanese Pavilion. Courtesy of Japan National Tourist Organization

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Above: Obori Dance, a special cultural show from Japanese Consulate
Centre: Try the True Thai Taste at Thai Pavilion
Below: Freshly made sushi at Japanese Pavilion



be selling wine, cheese and dry products. Furthermore, "The Oven" will be baking and serving various breads for you to munch on. Full, yet?

How about some highlights related to those daily, food-related activities which will surely offer you some tasty knowledge that you can take home?

CIFF will kick-off with a cultural show and opening ceremony. Mc Daeng will be displaying his skills; followed by those of pastry master, Suriyan Sri-ampai. Check out the ice sculpting demonstration at Fountain Square, and the double-header of fruit and vegetable carving workshops (one in French, German and English; the other in Japanese, Chinese and Korean) in the seminar room on the second floor. Organic farming seminars in the Thai language will be followed by an English language talk related to healthy food and food safety.

Friday is China-centered and will begin with a Chinese culture show and a demonstration by the Consulate of China, followed by a teaching related to the art of making tea. "Food in Accordance with Birth Elements, Thai Medicinal Cuisine," providing knowledge into the foods that are best for you in relation to your birth element, will certainly be helpful.

Chef Jamnong's signature dish-cooking demonstration will soon follow, prior to a "How to Open a Coffee Shop" workshop by Bon Cafe. A Thai food cooking demonstration by Asst. Prof. Kobkaew Najpinit, a traditional Thai cuisine expert, will precede another fruit and vegetable carving workshop.

Saturday is Japan's turn, when the carving and selling of a Blue Fin Tuna will grace the main stage area while serving as a fundraiser. All proceeds will be funneled to the Japanese people, drastically effected by the March earthquake and ensuing tsunami. The "Good Taste & Great Look" demonstration by Suttipong Suriya, Thailand's leading food stylist, will also be offered on this day. Lastly, Sunday's food demonstrations will be highlighted by a professional bartender show.

Alcohol will be served for three of these five days. And there's little need for concern regarding language barriers. Nearly every activity will be as multi-language and cultural as this festival.

Check out <http://www.ciff2011.com> for more details related to this opportunity.

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Courtesy of Japan National Tourist Organization



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