

EXPERIENCE THAILAND FROM HOME

TRY OUR
ALL NATURAL
RANGE

TRY OUR
ORIGINAL
RANGE



EXOTIC FOOD:
Making International
Standard Products
for the World



Our passion for Thai food inspired us to start making a wide variety of sauces for the world market. Our products are popular among home cooks and Thai food lovers around the world, because they offer a quick and convenient way to recreate the authentic taste of Thailand. Our products now include Dipping & Cooking Marinade Sauce, Salad & Dressing Oil, Stir Fry Sauce, Cooking Pastes, Snacks, Beverages and more. All are certified under internationally recognized manufacturing and food safety standards including GMP (Good Manufacturing Practice), HACCP (Hazard Analysis and Critical Control Points), IFS (International Food Standard), BRC (The British Retail Consortium) and a full range of ISO standards. So when you choose Exotic Food, rest assured that you are getting the best in terms of quality and taste every time.



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FEATURING
Sriracha Hot Chilli Sauce

TRY OUR ORIGINAL RANGE

STAR Products P.3
Exotic Food's Dipping & Cooking Marinade Sauce uses fresh, high quality raw materials from local growers to help you recreate the authentic taste of Thailand in your own kitchen.



MEET A VARIETY OF
SRIRACHA HOT CHILLI SAUCE

Newsletter

Experience Thailand
From Home

ISSUE One
October - December 2014



IN SEASON
An easy ingredient to work with, sweet corn is the star of our party recipe.
P.4



GET FESTIVE
Our Sriracha-enhanced recipe is another reason to celebrate this holiday season.
P.8

Spice up your holiday season with Sriracha Chilli Sauce by Exotic Food

Welcome Note: Turn up the heat and fun this holiday season with premium Sriracha sauce from Exotic Food. Turn the page to find quick-and-easy recipes using ingredients easily available anywhere in the world, each one tasting even better with Sriracha sauce. Then take a trip down memory lane to the birthplace of this globally popular Thai product and join us on a tasting tour of the best foods from Chonburi Province for ideas and inspirations you can use to create your own holiday menu.



MOBILE APP
SpiceKitchen by Exotic Food
on ios & android



FACEBOOK
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SPICE KITCHEN
Spicekitchenthailand



THE ITQI SUPERIOR TASTE AWARD
For Flying Goose Brand
Sriracha Hot Chilli Sauce



THE ITQI SUPERIOR TASTE AWARD
For Exotic Food
Sweet Chilli Sauce



PM AWARD 2012
Exotic rides on growing
world popularity of Thai
food Exotic Food

EXOTIC UPDATE

Star Products
In Season
Meet The Producer
Get Festive
Healthy Choice

AUTHENTIC THAI RECIPES at Your Fingertips



If the idea of cooking authentic Thai food – be it green curry or Pad Thai – sounds like a daunting task, then the Spice Kitchen App is perfect for you! The app is a fantastic accompaniment to your ready-made Thai cooking sauces and pastes by Exotic Food or simply a great starting point where you can find step-by-step cooking videos and instructions perfect for any aspiring cook.

Whether you're looking to impress dinner party guests with a Thai banquet or are simply looking for inspiration for an exotic lunch, you can search through our recipes and video tutorials to learn how to prepare Thai appetizers, salads, curries, soups, noodles and more. You'll have an amazing Thai meal ready within minutes! With Spice Kitchen and ingredients from Exotic Food, cooking Thai dishes really is that simple.

MEET A VARIETY OF SRIRACHA SAUCE in Squeezable PET Bottle

- | | | |
|--|-----|----|
| 1. Sriracha Hot Chilli Sauce | 455 | ml |
| 2. Sriracha Hot Chilli Sauce | 200 | ml |
| 3. Sriracha Hot Chilli Sauce (Extra Garlic) | 455 | ml |
| 4. Sriracha Hot Chilli Sauce (Extra Garlic) | 200 | ml |
| 5. Sriracha Hot Chilli Sauce (Yellow Chilli) | 455 | ml |
| 6. Sriracha Hot Chilli Sauce (Yellow Chilli) | 200 | ml |
| 7. Sriracha Hot Chilli Sauce (Green Chilli) | 455 | ml |
| 8. Sriracha Hot Chilli Sauce (Green Chilli) | 200 | ml |



02

Exotic Update
STAR PRODUCTS
In Season
Meet The Producer
Get Festive
Healthy Choice

TRY OUR ORIGINAL RANGE

Originated in Thailand several decades ago, Sriracha sauce is named after the town of Sriracha in Chonburi Province, where this versatile chilli sauce was invented as a condiment for local seafood. Made with chilli peppers, distilled vinegar, garlic, sugar and salt, the original Sriracha sauce became popular around Asia thanks to its unique taste, and went on to win fans in America and Europe as well.

Many believe that Sriracha is a Vietnamese creation, because Vietnamese-made chilli sauce tastes much like Thai-made Sriracha sauce, plus Vietnam is a big producer of chilli sauce. But a taste-test will reveal a big difference, as Thai Sriracha sauce, made from Chom Thong chilli, has a more nuanced and well balanced flavor. Recent product development has given us Sriracha sauce in a big variety of flavors, and this has made this legendary sauce suited to an even wider range of cuisines.

Sriracha Hot Chilli Sauce (Extra Garlic)

STAR Products

BEST FROM The Source!

Enjoy the best Thai-style spiciness with Sriracha sauce, originated in Thailand and famous around the world, always sensational as seasoning or dipping sauce.



SRIRACHA HOT CHILLI SAUCE

Piquancy is at the heart of this original recipe. Suitable for use as a seasoning sauce or marinade for a wide variety of dishes from buffalo wings to fried rice to pasta dishes, it is also an ideal dipping sauce for fried foods, whether fried chicken, French fries, chicken nuggets or even potato chips.

SRIRACHA HOT CHILLI SAUCE (EXTRA GARLIC)

Spicy and garlicky, this sauce is perfect with meat dishes. Usually served on the side with steak and barbecued meats, it is also used as a marinade to enhance the flavor of the meat before cooking.

SRIRACHA HOT CHILLI SAUCE (YELLOW CHILLI)

Yellow chilli is responsible for the extra heat and well-balanced flavor of this sauce. The slight salty bite and creaminess makes it a good substitute for mustard—whether on hamburgers, hot dogs or sandwiches.

SRIRACHA HOT CHILLI SAUCE (GREEN CHILLI)

The green chilli gives this sauce a different kind of heat and makes it the perfect dipping sauce for seafood dishes, from salmon steak to baked prawn to raw oysters. It can also be used to season pasta with seafood.



03

CORN on the cob

■ It's sweet. It's crunchy. It's nutritious. No wonder people everywhere are addicted to corn.

Corn is a high-energy food, packed with carbohydrates, sugar and dietary fiber plus beta-carotene, a potent antioxidant that helps to slow the aging of cells. Corn is also available year-round, tastes great to people of all ages, and there are so many varieties to choose from. Waxy corn, for example, is a popular eating variety with large kernels that turn chewy and sticky when cooked. Crisp-tender baby corn is versatile and can be used fresh in salads, steamed and served as a side dish or stir-fried with shrimp, chicken or other meats.

The most popular eating variety is sweet corn, which has a firm texture, turns golden when ripe and tastes great. Featured in many snacks, savory dishes and desserts including buttered corn, barbecued corn on the cob, crab & corn cakes, corn soup and corn pie, sweet corn is the star of our new party recipe. Served with our Sriracha chilli sauce on the side, it's a guaranteed hit at any get-together.

Corn Farm



Ingredients



Fried Corn Cake

(SERVES 2) ■ PREP TIME : 20 MINS

Ingredients

Exotic Sweet Corn in Brine	1	cup
Exotic Sriracha Sauce	1	tbsp
Exotic Sweet Chilli Sauce	1	tbsp
Coriander Root	2	roots
Garlic	1	clove
White Pepper Corn	1	tsp
Flour	½	cup
Egg	1	
Salt	½	tsp
Vegetable Oil	500	ml

Procedure

1. Grind the coriander root, pepper corn, garlic and salt, until it is mashed.
2. In another bowl combine the egg, flour and a pinch of salt. Beat it together with a whisk till it forms a batter.
3. Combine the mix from the mortar with the batter stir.
4. Drain the Corn and spoon into the batter.
5. Carefully spoon bite size chunks into the hot oil.
6. Remove once crisped and golden brown.
7. Drain off the oil on paper towels serve with either or both sauce.

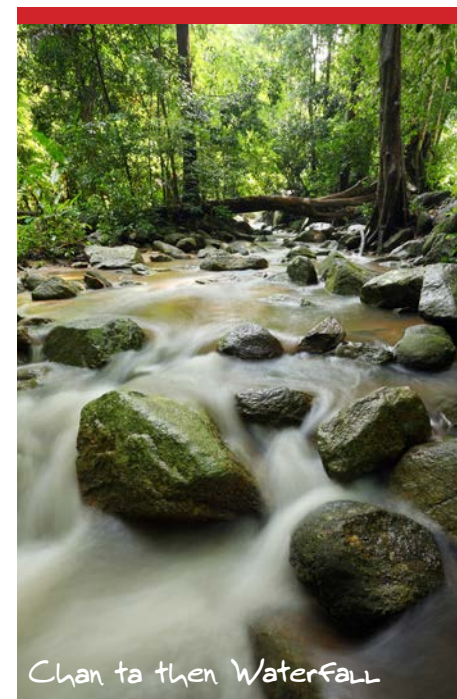


EXOTIC SWEET CORN IN BRINE

Any corn-based dish is made easy with Exotic Sweet Corn in Brine, made from premium-grade sweet corn grown on local farms and processed and packed under standard and hygienic conditions. Available in 340 gram and 425 gram cans.

SRIRACHA, Home of the Original Sriracha Sauce

■ A well-known travel destination, Chonburi Province offers a wide range of attractions, from historic sites to pristine forests, plus thrilling water sports, world-class shows at night and the world's original Sriracha sauce.



SRIRACHA DISTRICT
Sriracha District is the birthplace of the chilli sauce known and loved by people all over the world. Sriracha sauce was invented here as a condiment for fresh-caught local seafood.

Sriracha boasts many tourist attractions including Sriracha Tiger Zoo, home to over 200 Royal Bengal Tigers plus crocodiles and lots of other animals, Koh Loy Park with its breathtaking views of the Gulf of Thailand, beautiful Chan Ta Tain waterfall, lush forest land and abundant waterways.



At the top of the 'must-do' list for many visitors to Chonburi is a visit to two religious sites: Wat Yai Intaram, an ancient temple in Chonburi town, and the Sanctuary of Truth, a breathtaking structure made entirely of wood and covered in ornate wood carvings depicting stories from Buddhist and Hindu mythologies. Away from the town center, there is Koh Lan, an island off the shore of south Pattaya, where one can enjoy snorkeling, jet skiing and parasailing, among other activities. Another major highlight is Pattaya, a self-governing municipality with everything from beaches to a replica floating market to vineyards, plus an aquarium and world-famous cabaret shows.

06

PAD THAI Made easy with Sriracha Chilli Sauce



SPICE KITCHEN
By exotic food

Pad Thai

(SERVES 4) ■ PREP TIME : 20 MINS

Ingredients

Exotic Pad Thai Noodles	1	fold
Exotic Pad Thai Sauce	4	tblsps
Prawns	3	pcs
Bean Sprouts	½	pc
Vegetable Oil	3	tblsps
Garlic chopped	3	cloves
Water	¼	cup
Dried Shrimp	3	tblsps
Chives	10	pcs
Pan Roasted Peanut	¼	cup
Water for boiling noodles	4	cups

Procedure

1. Bring your water to a boil in a sauce pan or pot.
2. Add your Pad Thai Noodles (rice noodles) to the boiling water for four minutes, stir occasionally and strain.
3. In a pan, add vegetable oil. Once heated, add the prawns or shrimps.
4. Add your garlic to the pan.
5. Remove the prawns and set aside, add the strained noodles back into the pan and add the Exotic Pad Thai Sauce.
6. Give it a good stir, make sure all the noodles and the sauce are well-mixed together.
7. Add your bean sprouts. Remove from heat and add chives.
8. Serve the noodles with prawns on top, a lime to squeeze.

Ingredients



07

PREMIER PAD THAI PLACE IN SRIRACHA

No visit to a beach town like Sriracha is complete without sampling its seafood. We recommend Seafood Pad Thai at Pa Wan's shop in Ao Udom. A specialty of the house, it features tender yet chewy, perfectly flavored noodles with chunks of prawn and crabmeat. Just one bite is enough to get you hooked. Another starred house specialty is steamed fresh seafood, served with piquant seafood sauce on the side.

Pa Wan's Shop
20 Moo 1, Ao Udom Road, Tumbon Thungsukla, Sriracha, Chonburi
Open daily from 8.00 am-9.00 pm.



Exotic Food
Tip

Spice up your Pad Thai with a dollop of Sriracha sauce and a squeeze of lime juice.



PARTY Essentials

■ As festive-season party hosts know, it's essential to have recipes that are easy to do and taste great. If you don't, fear not! Try our fusion recipe, where a popular Western-style finger food is given a spicy Oriental twist with Thai-made Sriracha sauce. These wings are guaranteed to please all-comers and get their appetite going.

Spicy Chicken Wings

(SERVES 2) ■ PREP TIME : 15 MINS

Ingredients

Chicken Wings	200	g
All Purpose Flour	1	cup
Salt	20	g
Pepper	15	g
Exotic Sriracha Hot Chilli Sauce	2	tbsps
Exotic Sweet Chilli Sauce	2	tbsps
Vegetable Oil	2	tbsps
Oil for Frying	4	cups
Water	2	cups

Procedure

1. Dry the chicken wings with paper towels. Set aside.
2. Mix together the all purpose flour, salt and pepper.
3. In a deep fryer or sauce pan add the frying oil.
4. Now dip the wings into the flour then the water and then back into the flour again.
5. Shake any excess flour off and dip slowly into the hot oil.
6. Fry for 4 to 5 minutes.
7. Remove from heat and lay on paper towels to absorb oil.
8. In a sauce pan combine the Sriracha sauce, sweet chilli sauce, and 2 tbsps of oil.
9. Bring the sauce to a boil and then toss the wings in to the sauce. Serve!

Ingredients



Spicy Chicken Wings



Exotic Sriracha Hot Chilli Sauce



Mouth-watering Spicy Chicken Wings benefit from the bite of Exotic Sriracha Hot Chilli Sauce. To kick the heat up another notch, opt for Exotic Sriracha Super Hot Chilli Sauce.

Exotic Sweet Chilli Sauce



The sweetness and pungency of our Exotic Sweet Chilli Sauce, made with fresh chili peppers and garlic, makes it the perfect companion for Spicy Chicken Wings. It's also great for dipping French fries, nuggets, fried chicken and other fried favorites.



SETTING UP THE PERFECT CHRISTMAS TABLE

Decorating the table to suit the mood of the season is a great way to enhance the pleasures of the meal and allows you to offer a wide variety of foods, not just traditional Christmas dishes. This coming Christmas, green, red, gold and silver remain the go-to colors for those who prefer the classic style. But if you want to create a more modern look, go for blues and shimmering silver. Accessorize with beautiful candleholders, flowers and festive napkins of your own design.



Exotic Food
Tip

FIRE UP Your Health!

■ A popular ingredient for kicking up the flavor of a dish, chilli is an herb with many uses, some of which may surprise you.

The heat of chilli comes from capsaicin, a chemical compound that promotes the brain's production of endorphin hormones, which help keep us alert, lift our mood and act as a natural painkiller. Capsaicin intake also helps reduce blood cholesterol and can increase metabolic rate and promote weight loss thanks to the heat it produces.



CHOOSING CHILLI PEPPERS FOR COOKING

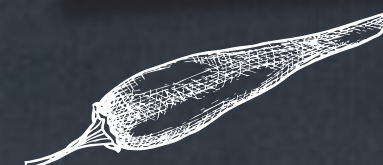
There are many kinds of chilli peppers in the market, so you need to know what to look for in each variety. When buying bird chilli, look for ones with bright green stems. Good cayenne peppers should be firm and fleshy, with fresh-looking skin, while the best sweet bell peppers to buy are those that are plump and not wrinkly and have bright green stems.

To ensure that your fresh chilli peppers have a long storage life, wash them clean then let dry completely. Wrap them in thick paper and store in a dry place or in a refrigerator. Your chilli peppers will stay fresh up to two weeks.



In addition to capsaicin, which helps enhance the taste of food, chilli peppers also contain high amounts of nutrients including Vitamins A, B6 and C, calcium, iron and dietary fiber. They are a particularly rich source of Vitamin C, with every 100 grams of chilli containing as much as 144 mg of this essential vitamin.

An herb with many uses, chilli is a key ingredient in a variety of medical, beauty and food products. Capsaicin extract is used in topical cream and gel for treatment of burns, scalds, shingle rash and muscle aches, as well as in anti-cellulite massage gel, while whole chilli peppers are turned into a host of flavoring and seasoning products including dried and ground chilli, curry pastes, roasted chilli paste and chilli sauce.



CHILLI PRODUCTS

Chilli peppers are popular seasoning products. Ground chilli is added to noodles, Pad Thai and stir-fry dishes to enhance the flavor. Roasted chilli paste, a star ingredient in Tomyum Kung, is often used in sautéed meat dishes and eaten as a bread spread, while chilli sauce, the traditional companion of Thai-style omelet, is also used as a dipping sauce for meat dishes and as a marinating sauce as well.



PUTTING OUT THE CHILLI FIRE

Drinking water will relieve the burning sensation somewhat but it won't reduce the heat. The most effective way to put out the chilli fire is to drink a glass of milk or eat a few bites of food with some fat content, because capsaicin dissolves better in fat than in water.

