



# THIPSAMAI®

The First...The Only One...The Ultimate...of PADTHAI



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# THIPSAMAI®

The First...The Only One...The Ultimate...of PADTHAI





## Thipsamai History

PADTHAI or previously known as “KUAY TIEW PHAD”. PADTHAI was created in World War II during the time when country suffered a demand shortage. Under government of prime minister Pleak Phibunsongkhram. He thought highly of the nationalism and wanted to create a traditional food. Due to the high cost of rice production during the War, the prime minister encouraged people to eat noodle instead by creating domestic demand and using raw ingredients produced in the country. Thus, KUAY TIEW PHAD was created at that time. As time passed, people called this dish “PADTHAI”. Due to the unique taste and the popularity of PADTHAI became widespread until now.

“**Thipsamai Padthai Pratoopee**” is the oldest Padthai restaurant in Thailand which has started its legendary reputation before the World War II. **Thipsamai’s** Padthai is originated upon a commitment to preserve the original Padthai’s recipe. We are the first one who created Padthai Sen-Chan with shrimp oil, deep sea prawns and wrapping egg (Superb Padthai) which has the unique taste and finest selected ingredients. The story began when Ms. Samai was a young girl. She followed her mother to the Phasi Charoen Canal and helped her to sell Thai food and dessert on a boat along the canal. In this regard, Ms. Samai had a chance to learn how to cook many recipes including PADTHAI. As time passed, Ms. Samai fell in love and got married with Mr. Chote. After marriage, the fishing business of Mr. Chote suffered a loss and needed to shut down. However, they had started a new business which was the first PADTHAI stall in the capital located at PRA-TOO-PEE intersection. The stall was setup onto a footpath, and they open every night with only a small charcoal stove and some old tables. In a short time, they could achieve a good sale until one day, the prime minister, Pleak Phibunsongkhram came with a great reputation and gave a compliment that “Padthai Pratoopee is the true and authentic taste of PADTHAI”. Since 1966 “**Thipsamai Padthai Pratoopee**” has been created as the name of the restaurant. Thipsamai’s Padthai has been well accepted in the unique and delicious taste by customers. One day Mrs. Samai became ill then Mr. Chote needed to take care of business alone because Mr. Chote was getting old, so it was hard for him to take care of the restaurant and also the economic bubble era had an effect on business.



After that, Dr. Sikarachat Baisamut who is the current owner of the “**Thipsamai Padthai Pratoopee**” (Mrs. Samai and Mr. Chote’s son), with an effort, Dr. Sikarachat can turn crisis into opportunity and bring in many improvements especially performance of manpower that cleanness and ethical behavior are necessary. Dr. Sikarachat also emphasizes the original recipe which selected high quality of the raw



ingredients. Furthermore, he has promoted customers to stand in row in order to easy to arrangement and reduce lead time. As a result, **Thipsamai Restaurant** can stand out again until now. Currently, “**Thipsamai Padthai Pratoopee**” is widely accepted by both local and international customers, gourmets, and media. Since, Dr. Sikarachat has the strong intention to distribute the Thai culture and the authentic Padthai to all people around the world, and then he has created **Thipsamai Padthai Sauce** (Classic recipe, Shrimp oil recipe, and Vegetarian recipe) following his concept of “**the customers could**

**easily cook Padthai at home but the taste is exactly the same as having Padthai at Thipsamai Padthai Pratoopee Restaurant**”.

## Retracing Padthai - Why “Pra-Too-Pee”?

Padthai is one of Thailand's signature cuisines. The main ingredients consist of stir-fried rice noodles and the condiments. Although this type of food is similar to other international cuisines, Padthai has its uniqueness and delicacy enabling the dish to turn into the not-to-miss food for visitors to Thailand.



The charm of Thai cuisine is well-known worldwide, and Padthai stands out as one of the marks of Thai culture. The author compares the perfection of the dish comprising its 5 essential nutrients to the perfect Thai woman who deserves to represent her country in the beauty pageant program. The cooking methods are not complex. Most importantly, it contains the perfect blend of sweet, spicy, and charcoal roasted flavors which makes it unique.

## The History of Padthai in Siam

Padthai is a traditional food. It was created during World War 2 in the period of General Plaek Pibulsongkram, the former prime minister of Thailand. Because of the economic crisis, the government tried to promote noodles as a meal because the cost was lower than jasmine rice and able to be made from damaged rice. Therefore, General Plaek Pibulsongkram had an idea to create Padthai, which was applied from Chinese noodle by using simple ingredients, which are egg, bean sprouts, tofu, shrimp, and garlic lead. Padthai is a main dish that is full of the 5 nutrient groups and suitable for everyone.

Apart from this, there is also “Padthai wrapped in egg” or sometimes Padthai with fresh shrimps instead of dried shrimps, which is known as “Padthai with shrimp wrapped in egg”. However, different areas have different recipes for Padthai. For Thipsamai, the famous Padthai restaurant located in Samranrat Sub-District, Pranakorn, the recipe uses fresh sea prawns and rice noodles wrapped with egg. The restaurant has been well-recognized since General Plaek Pibulsongkram's times, and its fame has spread by word of mouth. It is common to see long lines of customers waiting outside the restaurant as the smell of the full flavored stir fried noodled drift from the woks. Even distinguished and well-known personnel in the society visited the restaurant. It became so renowned that it was one of the first few restaurants in Thailand to receive attention from the foreign media.

## The journey to becoming “Mouthwatering Padthai”

Padthai **Thipsamai** or **Padthai Pra-too-Pee** (Ghost Gate Padthai) is the legendary Padthai noodles. The restaurant has a long history of almost a century and it is the most recognized Thai dish among Thais due to its richness in flavor. Thipsamai was first started by the older generation who painstakingly and delicately put together the raw materials, something hard to find today. The business is now carried on by the new generation who is very enthusiastic and in love with the food service. The restaurant still delivers a variety of menus in accordance to its typical signature dishes to meet the needs of the customers today. Another worth mentioning product is its quality fruit juice under the idea of preserving the essence of Thainess. The taste of the food and drink is reminiscent of good old days.



## The identity and distinction

The restaurant still cooks with charcoal as it lends a scorched and smoky flavor to the dish. It is also considered the high art of cooking as it needs techniques to increase and decrease the heat which is hard to find today.

**Thipsamai** uses its own special rice noodle which is made specifically for the restaurant. This makes rice noodles at **Thipsamai** soft unlike anywhere else.

**Thipsamai** also selects the shrimp oil from the shrimp's head, then mixes it with the Thai spices, before stir frying the Padthai; hence, the taste is splendid and like none other.



The restaurant's signature dish is stir-fried rice noodle, shrimp oil, fresh sea prawns wrapped in egg, all created by the restaurant. The specialty is the thin layer of egg which needs skill and experience in cooking. Another dish is 'Padthai Song Krueng' Padthai with extra ingredients, consisting of fresh sea prawns, crab meat, cuttlefish and mango mixed together. This menu is also created by the **Thipsamai** therefore; no other shops have this similar dish.

## The biography of Thipsamai, Padthai Pra-Too-Pee

**Thipsamai** first opened on 9 September 1966. Those days the restaurant had small tables on the sidewalk on Mahachai road. This was the original Padthai restaurant that was the most famous in Bangkok because of the quality and taste. In addition to this, the shop was the first that thought of the recipe for stir-fried rice noodles menu with shrimp fat in oil and the fresh sea prawns. A lot of restaurants copied from the shop. Today, **Thipsamai Padthai Pra-Too-Pee** is at the top of the list as the most popular restaurant when discussing about Padthai eateries in Bangkok.

Later, Khun Samai married Khun Chote Baisamut, who was from Mahachai. While living with her husband in Mahachai, she learnt the new recipes, and wanted to open a restaurant. She began selling Padthai, using her mother's recipe which contained Rice noodles with shrimp head juices and big shrimps wrapped in an egg. Khun Samai's Padthai became very popular. While khun Samai's business was doing great, Khun Chote's fishing boat business suffered a downturn. They decided to move to Bangkok to start a restaurant business. After that, they finally decided to sell Padthai in Samranrat area (near Pra-Too-Pee intersection) because the place was perfect to sell food.



After finding the location, Khun Samai sold Padthai on at the footpath at night. The dish was THB 1.50, with an addition of 50 satang with an egg. The business did so well that it became the tastiest Padthai in Bangkok. Later, Khun Samai decided to rent a place nearby, so that the customers would have places to seek shelter in during the rainy season. This doubled her customers. However, due to the increase in the rent and the owner's desire to start selling Padthai as he saw how great Khun Samai's business was doing, Khun Samai and her husband finally moved out and opened a Padthai restaurant next to the old restaurant. As they did not want the customers to misunderstand that the 2 restaurants

were related, they sold Padthai in front of the shop. The business did very well. Khun Samai was a cook herself while her husband kept inventing the new recipes to suit the palates of the customers more and more.

## 1939 and 1946

In 1917 - Grandmother Huay Pusart from Kratumbam who paddled the boat to sell goods along Pasi Charoen canal invented Padthai Thipsamai recipe

In 1947 - Khun Samai Baisamut sold Padthai at Mahachai, using her mother's recipe. After that, she moved to sell at Pra-Too-Pee intersection. She had a chance to welcome General Plaek Phiboonsongkram, former prime minister then. In 1966, she established the name of her restaurant **"Thipsamai"**. It became commonly known as **"Thipsamai Padthai Pra-Too-Pee"** or **"Padthai Pra-Too-Pee"**.



In 1997 - Khun Samai Baisamut was ill; therefore, Khun Chote Baisamut managed the restaurant. Unfortunately, due to the economic downfall and Khun Chote's sickness, **Thipsamai** was at a downfall, too, in terms of the management, image and reputation. He finally retired when he was 92 years old.

In 2012 - Dr. Sikarachat Baisamut, Khun Samai's son, managed the restaurant in 2012. He brought back the name of the restaurant. The Guardian UK named Thipsamai the best in the world in the noodles category. Moreover,

the restaurant was awarded by Trip Advisor for the best service from the votes worldwide, and the media both domestic and international, have admired the restaurant. Dr. Sikarachat aims to develop Padthai and put it on par with the global stage.

## Mentioned by the media

We are recognized by the food institutions both domestic and international such as Shell Shuan Shim, Perp Pissadarn, Columns in the newspapers such as Thairath, Daily News, Daco; travel magazine on airlines, Time magazine, Lonely Planet etc. We were also invited to several television programs such as international channels, NHK, JAPAN, CNN, BBC, REUTERS and was recognized by the tourism authority of Thailand. Masterchef program in France brought our Padthai to be the food model for the finalists to taste (in November 2013). Recently, the Guardian, UK's most popular website, ranked Padthai **Thipsamai** first among the noodle category.



**The first...The only one... The ultimate of PADTHAI...**  
**"THIPSAMAI PADTHAI PRATOOPEE"**



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# NEWS WORLD RADIO AND TV

## The best of Bangkok's street food

By Jonathan Mead

**Food - specifically Thai cooking - should be one of the highlights of any visit to Bangkok. There are thousands of restaurants to choose from, but if you don't try Bangkok's street food, cooked to order, usually over a fierce flame in a wok, you are missing out. So how do you choose where to go?**

**Pad Thai at Trip Samet**

Few dishes are as well-known in Thailand as pad thai. This fried noodle recipe originates from an attempt by a nationalist Thai leader in the 1940s to give noodles - a Chinese export - a more 'Thai' flavour. By adding a component, wok, the noodles are fried with bean curd, garlic chives, dried shrimp, then tamarind juice and palm sugar are added, and it is served with chilies, nam-plain, the ubiquitous fermented fish sauce - bean sprouts, banana blossom and coriander leaves. At **Trip Samet**, back in Banglamphu, perhaps the most famous pad thai restaurant, they keep at least two woks going on charcoal stoves, producing a pad thai every minute. Then, in a trademark twist, a woman coats another wok with oil, and with two flicks of her spatula, ingeniously



slides the noodles in a neat, egg bag. Like so much fried street cuisine, this is not health food, but it is irresistibly delicious.



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# The Oberbadische

Journal

## Neujahrs-JOURNAL

# REISE

In ihren Küssen präsentiert Ning immer auch den Klassiker Pad Thai. Während des Zweiten Weltkrieges wurde es zum Nationalgericht erklärt, um den Reiskonsum einzudämmen. Zur Herstellung von Reissudeln kann man auch gebrochene Reiskörner verwenden. Für Pad Thai werden Fischölsoße, Tamarindensauce, Knoblauch, Chili und Mungobohnenprossen verwendet. Getrocknete Krabben verleihen ihm zusätzlich Würze, Koriander, Frühlingszwiebel und Limette frische.

»Pad Thai gibt es überall, aber nirgendwo so gut wie bei Thipsamai«, schwört Naiyana auf ihrer Kulinariktour – noch eine Empfehlung. Das Restaurant in der Nähe des rund um die Uhr geöffneten Blumenmarkts gibt es seit 1966. Ab abendlich bilden sich Schlangen vor den Woks an der Straße. Das Thipsamai ist in fast jedem Reiseführer erwähnt. Dennoch kostet das Pad Thai dort nur 60 Bhat, etwa 1,50 Euro.



Thipsamai

Liesbeth Sommering

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**CNN Travel**

Where to eat Asia's most iconic dishes in Bangkok

*Filet mignon, Barbecue ribs and Matiguan meat break. All these and more in this hunt for the region's most famous eats*



**AUSTIN BUSH/OMGNO**

*Pad Thai with shrimp at Trip Samai*

**Thailand: Pad Thai**

If we were to choose a single iconic dish for Thailand, the logical choice is the one that bears the country's name. Pad Thai is available across Bangkok, but the best place to sample the country's most iconic dish is **Thip Samai**. It may not necessarily be the best Thai pad Thai in town, but served in an aged shop house in one of Bangkok's Oldest districts, it's an authentically Bangkok experience.

**Thip Samai**, 312 Mahachulalongkornrajavidyalaya Road Tel: +66 202 201 6080 [www.thipsamai.com](http://www.thipsamai.com) Open daily, 5:30 p.m. - 2:30 a.m., closed alternate Wednesdays.

by Austin Bush

© 2009 CNN

# TIME

## A Gourment in Bangkok Needs Street Smarts

**FABULOUS FOOD IS ASSURQUOUSLY** in Bangkok on festive nights. At any time of day or night, mouth-watering Thai meals are being served almost everywhere at accessible restaurants, market stalls, trendy cafés and five-star hotels. Soaping their white aprons of excellent staff, smiling chefs and waiters buffet full of mouth-pleasers that take staff locals' visitors' gazes.

There are two reasons for that. Some chefs take their foreign customers less seriously after getting more plates of Thai dishes and other things. Some, they say, are the essential character of a chef to be of offering food to the most sophisticated. Meanwhile, a lot of visitors have

many of the city's delights by refusing to be awariness that facts the appearance of a sentient species eating, mistakenly assuming that Thai are sometimes more tolerant of badly washed food and dirty cutlery. The following places don't have air-conditioning to match global foodie whims but neither do they seem homogenized pop. Some have English-speaking staff and translated menus, when they don't, just smile and point. Prices are often as heavenly as the food.

In late, price-rated premises that open for the sidewalk at 313 Maha Chulalongkorn Road (to the E-sang-dang) the Thaiwines Restaurant only serves the quintessential national dish Phad Thai (fried noodles, beef, bean sprouts), which it elevates from ordinary vegetarian staple to high art. The house specialty is a \$1.50 version that comes wrapped in an omelette. For an extra \$1.50, the deluxe serving (which comes with shredded green mango, crab, dried squid and four large, fresh prawns.

TIME MAGAZINE AUGUST 13, 2001



# Our Pride



## Where to find real deal Pad Thai in Bangkok

Pad Thai (also spelled Pad Thai or Phat Thai), arguably Thailand's most famous culinary export, also tends to be its most commonly misinterpreted dish. Both abroad and increasingly at home, Pad Thai is twisted into variants that have little to do with the original creation. Perhaps this is because real Pad Thai, a handful of good quality rice noodles stirred with a simple sauce and a few mostly seafood-related ingredients, is deceptively simple in concept, but markedly more difficult to make.

**Thip Samai**  
Hands down the most lauded place in Bangkok for Pad Thai is **Thip Samai**. Despite nearly 50 years under its belt, a recent renovation sees the restaurant drawing even larger crowds (be prepared to queue). Our pick: Pad Thai man gung, Pad Thai fried with decadent shrimp fat, which lends the noodles a pink hue and a rich flavour.

## NOODLE REVIVAL

Bangkok's Thai restaurant scene has been a hotbed of innovation, but when you walk into this busy, old-school eatery, you're greeted with a sight that's as familiar as it is comforting. The kitchen is a flurry of activity, with chefs in white uniforms and hats working on a variety of dishes. The focus here is on Pad Thai, a dish that has become a staple of Thai cuisine. The restaurant, Thip Samai, is a well-known spot for this dish, and the atmosphere is lively and authentic. The food is prepared with care, using traditional recipes and ingredients. The noodles are stir-fried with a sauce that is a mix of sweet, sour, and salty flavors. The dish is garnished with fresh vegetables and a squeeze of lime. It's a dish that has stood the test of time and remains a favorite among locals and visitors alike.

## Travel Pick: 10 iconic dishes and where to eat them

(Reuters) - Food is a hot topic of debate but travel website VirtualTourist (www.virtualtourist.com) has compiled its selection of 10 of the world's most iconic dishes and the best places to find them.

**Pad Thai - Bangkok**  
One of Thailand's most accessible and less spicy dishes, Pad Thai is many people's first foray into Thai cuisine. Comprised of stir-fried rice noodles, egg, bean sprouts and peanuts, the dish is traditionally served with lime wedges and can be found all over Bangkok's street food scene. The most famous spot for Pad Thai in Bangkok is **Thip Samai**, an unassuming storefront across from Wat Thephadaram in the Banglamphu district. The restaurant serves original Pad Thai, as well as a "superb" version with Thai noodles served in an omelette.

## พาดไทย กิพย์สมัย

พาดไทย กิพย์สมัย (Pad Thai Khip Samai) is a famous Thai restaurant in Bangkok. The restaurant is known for its authentic Pad Thai, which is a popular Thai dish. The chef, Thip Samai, is a master of the dish and has been serving it for many years. The restaurant has a long history and is a favorite among locals and visitors alike. The food is prepared with care and attention to detail, using traditional recipes and ingredients. The atmosphere is lively and authentic, with a focus on the food. The restaurant is a great place to experience the flavors of Thailand and to see the skill of a master chef.

## Nice Noodles for National Pride

Pad Thai is a dish that has become a symbol of Thai cuisine. It is a dish that is loved by many people and is a source of pride for the Thai people. The dish is a mix of sweet, sour, and salty flavors, and it is a dish that is easy to eat and enjoy. The restaurant, Thip Samai, is a well-known spot for this dish, and the atmosphere is lively and authentic. The food is prepared with care and attention to detail, using traditional recipes and ingredients. The restaurant is a great place to experience the flavors of Thailand and to see the skill of a master chef.

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## The best fast food in the world - winners of the Chowder fast feasts awards 2014

Best Noodles - Pad Thai at Pad Thai Thip Samai, Bangkok

You can find Pad Thai, a favourite staple of Thai cuisine, all over Bangkok's street food scene, but Pad Thai Thip Samai is rightly famous for its fresh, delicious, and delicious Pad Thai. The chef, Thip Samai, is a master of the dish and has been serving it for many years. The restaurant has a long history and is a favorite among locals and visitors alike. The food is prepared with care and attention to detail, using traditional recipes and ingredients. The atmosphere is lively and authentic, with a focus on the food. The restaurant is a great place to experience the flavors of Thailand and to see the skill of a master chef.

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## Our Pride



## Our Pride



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## Our Pride



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## Our Pride



## The Road to Thipsamai, The Best of Padthai

What was known to be once good might turn out to be the opposite today. Nothing is perfect right from the start. One has to develop oneself in order to be better and to be the first. This is the slogan of Dr. Sikarachat Baisamut, the 3rd generation of **Thipsamai**, Padthai Pra-Too-Pee, the most popular Thai dish for almost a century. The restaurant's daily long line and positive feedbacks from visitors have been the biggest achievement for **Thipsamai**, and a great pride for Thais to be able to promote Thai culture and Thai food delicacy through Padthai. Today, the dish has become one of the most well-known Thai foods in the world. Many people already know the history of **Thipsamai**, **Padthai Pra-Too-Pee**, but only a few have heard about the process of making Padthai.

## Padthai, Thai Variety Food

These days the charm of eating is found in fusion foods. However, in reality, "fusion" or "mixed cuisine" has been present since the good old days. Vietnam also has a similar type of food which is called "Pho Xao" or "Banh pho xao" meaning "stir-fried pho". Likewise, Malaysia, Singapore, Indonesia, Brunei also have similar types of food as Padthai called Char Way Teow, which contains flat rice noodles, shrimps, bloody cockles, fish roe, bean sprouts and sausages. The dish is stir-fried in pork fat and served on a piece of banana leaf. It is commonly found in Penang. However, the exoticness of this dish evolves as the noodles cook in a heated wok. Further, eggs, chopped Kuicheai leaves, bean sprouts, minced radish, tofu, roasted peanuts and dried shrimps are added, followed by chili powder, fish sauce, and sugar served with condiments such as lime, kuicheai leaves, fresh bean sprouts, and banana blossom to enhance flavor. Some Padthai shops add pork in the dish.

## The Side Dish is fresh from the kitchen everyday

Customers who have visited the restaurant have never found problems such as muddy radish, stale, dried or black vegetables, fake lime, etc. Each day, the restaurant has over thousands of customers. The owner thinks these issues are major issues as it is not only the reputation of the restaurant, but the country as well. When foreign customers visit the restaurant, they should not be disappointed with the food, the quality and the service. Apart from the cooking technique, the restaurant is successful for its selection of the raw materials. Who would imagine that a Padthai shop would have Quality Control department? More interestingly, the person who is in charge acquired the first honor in Food Science!

For Padthai, the rice noodles are very significant; therefore, the restaurant is meticulously detailed about it. Good noodles when taken out of the water will be moist and have water on the strands. We use special rice noodle named "Sen Chan" which is known for having long, tender, and chewy characteristic.



Furthermore, eggs are also considered very important. There is a difference between new and old eggs. Old eggs will not have yolk and when broken, the egg whites are runny and not sticky. In contrast, when fresh eggs are broken, there is viscosity. The highlight of Thipsamai is Padthai wrapped with eggs. The restaurant uses pure eggs to wrap the Padthai. The trick is to choose fresh and new eggs. The eggs must be clean. The shell must be smooth. The egg holder is used once, and will not be recycled.





**Yellow Tofu:** **Thipsamai** uses extra firm tofu. The tofu is pressed to drain out the water, leaving only the bean curd. The best quality tofu must not contain bubbles, and must smell like soy beans. The bean curd must be smooth. The tofu is ordered from a supplier whose product is of high quality and exported to markets overseas, making the products even more trustworthy.

kuicheai (Asian chive) leaves must be fresh and the stalks big as Pad Thai recipe uses 100% Kuicheai. 10% of the top and bottom Kuicheai stalk will be cut and fried. 20% of the base will be freshly consumed. Currently, the restaurant is thinking to leverage Pad Thai by using the flowers to fry and consume the fresh Kuicheai leaves instead. The flowers are not easy to find in the market; therefore, the restaurant does not buy many per day. **Thipsamai** has to select the best quality plants, choosing each stem one at a time, plucking out the dead leaves or picking out dried roots. Each stem is carefully selected and washed, then the water is strained out. After that, the stems are cut and chilled in the cooler, not in the refrigerator because they cannot be in extreme cold temperature.



**Thipsamai** uses 2 types of beansprouts - the water bean sprouts consumed with fresh food, and dried beansprouts which is stir-fried. The restaurant always cleans the beansprouts with water, cuts the black head out, and soaks them with the Potassium Permanganate water to get rid of the chemicals.

The restaurant chooses minced radish from Ratchaburi province as the radish here is well-known for its standard and tastes. Good radish must not be too salty or bland. The restaurant always cleans the minced radish before cooking to make sure that there are no pebbles, sand or wood contaminated.

**Thipsamai** always removes moisture from the roasted peanuts before grinding the beans. Ground peanuts that are generally found in the market are black because when they are get burnt due to overheating. However, the ground nuts used in the restaurant s white, not over cooked and has a pleasant smell.







Dried shrimp: **Thipsamai** uses dried shrimps which contain the head, body and tail. The shrimps are dried. This is the same for the other raw materials such as shells, crab claws, small fish, which are properly selected and cleaned before the cooking process.

Lime: **Thipsamai** always has lime available. Even when lime is expensive, the restaurant never buys fake lime. The restaurant specifically uses Key Lime. The owner

was taught by his mother that if the Key Lime's skin is smooth, it would have lots of lime water. The lime has to be green. The green and yellow limes are different. Yellow lime is the almost expired one. The benefit of green lime is that its skin contains oil, and when added in the food, the scent would be good.



## The Flavor of the Food Must Have a Sweet Tinge

The owner said that the smell of **Thipsamai** is sweet, followed by sour and salty as if the customers are not pleased with the smell, they still have the sourness to balance. Central region Padthai uses palm sugar, brown sugar, and the rice noodles are yellow mixed with brown. In Chantaburi, the rice noodles are orange. The spices and tiny crabs which are called Poo-Kra-Toy will be added in Chantaburi area. The key to enjoying delicious food is that one should not eat anything 4-6 hours before the meal, and only then will one get the real flavor of the dish. However, today people eat snacks before the actual meal. This makes them unable to taste the real flavor of the food. The owner suggests that one should follow the law of science, that is, to eat food that contains sour flavor before sweets in order to get the taste buds working.



## The Next Step for Padthai 4.0

Thailand is the world's kitchen. Why pay for expensive food? Khun Samai had taught her children to apply different foundations to manage the restaurant including the services such as the employees training, morality and most importantly, the arts of cooking. Today, the cost of Padthai starts at THB 75. The most expensive dish is THB 500. The best seller dish is Padthai rice noodles with shrimp head oil, fresh sea shrimp wrapped in eggs which costs THB 120. The highlight is 2 giant fresh sea shrimps. The restaurant opens every day at 5.00 pm. The long line starts since 4.00 pm. The customers who reach around 4.45 pm will get to see the employees pray to ask for blessings before working. This is another charm of the restaurant.



**Bored of the long line? No need to wait. There are 5 branches!**

60% of the customers who wait in the line are Korean, Chinese, Japanese, European and Americans. The restaurant has over 40 employees and managers to manage the queue. There are approximately 50 tables, in total 200 seats in the restaurants. The waiting time for the queue would take no longer than 25 minutes. For those who do not like to wait in the line, the restaurant has opened 5 branches which are:

**THIPSAMAI PADTHAI PRA-TOO-PEE**

Service 5 pm - 1 am

**Tel: +662 226 6666**



**THIPSAMAI PADTHAI PHUTTAMONTHON SAI 4**

Service 11 am - 8 pm

**Tel: +668 6429 9999**

**THIPSAMAI PADTHAI KING POWER  
RANGNAM**

Service 10 am - 9 pm

**Tel: +669 2288 8888**



**THIPSAMAI PADTHAI ICONSIAM**

Service 10 am - 10 pm

**Tel: +669 1234 5678**

**THIPSAMAI PADTHAI SIAM PARAGON**

Siam Paragon G Floor

Service 9.30 am - 10.30 pm





## SOCIAL MEDIA CONTACT

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 @thipsamai\_bkk

 @thipsamai

 [www.thipsamai.com](http://www.thipsamai.com)



[www.thipsamai.com](http://www.thipsamai.com)



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# SRI

**Siam Royal International Co., Ltd.**







บริษัท สยาม รอยัล อินเตอร์เนชั่นแนล จำกัด

Siam Royal International Co., Ltd.



Dr. Sikarachat Baisamut established Siam Royal International Co., Ltd. from his inspiration of developing Padthai noodle. **Thipsamai Padthai Pra-Too-Pee** is a legendary Padthai restaurant with the history of almost a century and also broadly accepted by Thais in its delicious flavor of Padthai. From generation to generation, this rare, distinctive, and delicate cooking method is handed down to Dr. Sikarachat Baisamut, the current owner of Thipsamai restaurant. Dr. Sikarachat is determined to distribute the authentic Padthai to the world. He also concerned

*"If we do not make Padthai cooking method easy to access and follow for people of this generation, the eating culture which is attached to Thai food will definitely be forgotten".*

Regarding to this concern, **Siam Royal International Co., Ltd.** was established on September 9, 2009, in order to preserve the authentic flavor of Thai cuisine.



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**“THIPSAMAI”** is the first and the oldest Padthai restaurant which has started its legendary reputation before the World War II. Thipsamai's Padthai is originated upon a commitment to preserve the original Padthai's recipe. Our Padthai's unique taste and finest selected ingredients have always been praised and well recognized. Furthermore, Thipsamai's Padthai are widely accepted by both local and international customers, gourmets, and media. Padthai is the signature and national food of Thailand. It is the legend and pride of Thai people that our descendants should continue preserving as the cultural heritage of Thailand.





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น้ำปรุงรสผัดไทย สูตรดั้งเดิม คราทีพียส์สมัย

THIPSAMAI PADTHAI SAUCE (CLASSIC RECIPE)

From our experience, **Thipsamai Padthai Pra-Too-Pee** is widely known and accepted in quality and flavor on Padthai, both inside and outside the country. Thus, we have created Thipsamai Padthai Sauce from the selected and best quality ingredients for our customers to easily cook at home, but gives the flavor exactly similar eating at our restaurant.





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Siam Royal International Co., Ltd.



### น้ำปรุงรสผัดไทย สูตรมันกุ้ง คราพิพย์สมัย

#### THIPSAMAI PADTHAI SAUCE (SHRIMP OIL RECIPE)

Thipsamai originated and introduced Padthai with shrimp oil with our secret recipe which has been inherited. Thipsamai's Padthai with shrimp oil is rich flavor, delicious smell, and nutritious as well. We have created Thipsamai Padthai Sauce with shrimp oil for our customers to be able to enjoy this perfect flavor easily at home.



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Siam Royal International Co., Ltd.



น้ำปรุงรสผัดไทย สูตรมังสวิรัติ คราทิพย์สมัย

THIPSAMAI PADTHAI SAUCE (VEGETARIAN RECIPE)

We care and understand vegetarian food.

Thus we produce qualified  
vegetarian Padthai sauce which is good  
for vegetarians and vegans.





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## ชุดพร้อมปรุงผัดไทย

Ready to Cook Padthai Set

## ชุดพร้อมปรุงผัดไทย สูตรดั้งเดิม

Rice Noodle & Padthai Sauce Classic Recipe

## ชุดพร้อมปรุงผัดไทย สูตรมันกุ้ง

Rice Noodle & Padthai Sauce with Shrimp Oil Recipe

## ชุดพร้อมปรุงผัดไทย สูตรมังสวิรัต

Rice Noodle & Padthai Sauce Vegetarian Recipe





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## เส้นจันท์

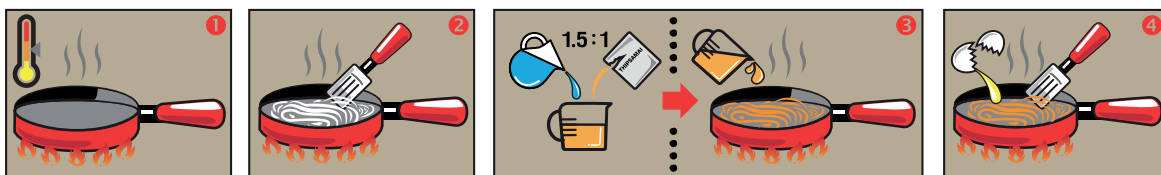
Rice Noodle/ Sen-Chan

Sen-Chan is the special small dried-rice noodle that holds a distinctive quality, which is its long storage life. Therefore, it is suitable for cooking several dishes, such as Padthai and noodle soup. Sen-Chan was originated in Chanthaburi province. Although there have been more Sen-Chan factories in other provinces after that, this noodle is still called Sen-Chan.



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### วิธีการปรุงผัดไทยโดยใช้น้ำปรุงรสผัดไทยทิพย์สมัย (เส้นจันท์หรือเส้นเล็กธรรมดา)

1. ตั้งกระทะบนเตา โดยใช้ไฟปานกลาง ใส่น้ำมันปรุงอาหาร 2 ช้อนชาในกระทะที่ร้อน
2. ใส่เส้นจันท์ที่เตรียมไว้แล้ว 90 กรัม ในกระทะเมื่อน้ำมันร้อนแล้ว
3. ให้เติมน้ำปรุงรสผัดไทยทิพย์สมัยที่เตรียมไว้ลงในกระทะทันที โดยส่วนผสม คือ น้ำ 1.5 ส่วน ต่อ น้ำปรุงรสผัดไทยทิพย์สมัย 1 ส่วน
4. ถ้ามีเครื่องปรุงผัดไทยชนิดต่างๆ ที่เตรียมไว้ให้ใส่ได้เลย เช่น ใช้โป๊หวาน กุ้งแห้งจืด เต้าหู้แข็ง เป็นต้น
5. เร่งไฟให้แรงขึ้นจนน้ำปรุงผัดไทยร้อนจัด ผัดจนเส้นนิ่ม (หากเส้นไม่นิ่มสามารถเติมน้ำเปล่าทีละน้อยลงไปผัดเพิ่มได้ จนความนิ่มของเส้นเป็นที่พอใจ)
6. เมื่อเส้นสุกและผัดไทยแห้งดีแล้วให้ลดไฟให้อ่อนๆ (สามารถใส่ใบกุยช่าย และถั่วงอก ให้ใช้เส้นกลบผักเพื่อให้สุก) แล้วให้เกลี่ยเส้นไว้ข้างกระทะแล้วใส่น้ำมันลงในกระทะ 1 ช้อนโต๊ะ เมื่อน้ำมันร้อนแล้วใส่ไข่ 1 ฟอง คนไข่ให้พอแตกออกจนไข่พอแฉะทั้งหมดๆ
7. นำเส้นข้างกระทะที่พักไว้ กลบลงบนไข่ผัดคลุกให้เข้ากัน (ใส่น้ำมันได้อีกเล็กน้อย)
8. เร่งไฟปานกลางผัดให้แห้ง พอได้กลิ่นหอมจากผัดไทยแล้ว หลังจากนั้นยกกระทะขึ้นจากเตาแบ่งผัดไทยใส่จานพร้อมเสิร์ฟได้

### Padthai cooking method using Thipsamai Padthai Sauce (Sen-Chan noodle or rice noodle)

1. Set a pan on the stove and add 2 teaspoons of oil, using medium heat.
2. Add 90 grams of the prepared Sen-Chan noodle (rice noodle) into the pan.
3. Mix water with Padthai sauce (1.5:1) and pour into the pan, then stir until combined.
4. Add preferable Padthai ingredients (eg. chopped sweet radish, dried shrimp, and hard tofu), then mix until combined.
5. Increase the stove heat and stir-fry until the noodle is soft. If it is not soft, then add a little bit of water until you are satisfied with the softness and tenderness of the noodle.
6. After the noodle is well cooked and set, then add Asian chives and bean sprouts, mix until everything is well cooked. Decrease the stove heat and put the noodle at one side of the pan. Add 1 tablespoon of oil into the pan, then add 1 egg and make it like scrambled egg.
7. Mix the noodle and egg together until combined (add a little bit more of oil if preferred).
8. Increase stove heat to medium, then stir-fry until Padthai is set and gives out the very good smell. Now your Padthai is ready to be served.





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