



Amb. Kim Young-sun

Secretary General, ASEAN-Korea Centre

The ASEAN¹ region is home to a diverse range of cuisines that are similar yet distinctive. The culinary cultures of the 10 countries were formed over centuries by the sharing, changing, and adapting of indigenous ingredients and cooking techniques. Against this backdrop, the first ASEAN Culinary Festival, held in 2016, was a success not only in that it attracted about 3,500 people, but also as it gave those visitors an insight into “authentic” ASEAN food. Food lovers found new ideas and new medleys of flavors to talk about; some followed up by traveling to ASEAN countries to experience the dishes; and many developed a greater interest in other aspects of ASEAN culture.

To promote deeper relations between Korea and ASEAN, and to respond to the deepening interest of Koreans in ASEAN cuisine, the ASEAN-Korea Centre organized the just-concluded *ASEAN Culinary Festival 2017: Gourmet Trips to ASEAN*. This year’s program showcased 20 dishes in ASEAN’s rich culinary tradition, introduced fascinating food trails consisting of 10 Must-Try Dishes of the region, and thereby continued to encourage broader cultural exchanges between Korea and ASEAN.

The year 2017 has been named the “Visit ASEAN Year” marking ASEAN’s 50th anniversary and the “ASEAN-ROK Cultural Exchange Year.” As part of this multifaceted celebration of our cultural relations, the Festival presented the flavors of 20 ASEAN signature dishes, two from each country, prepared by renowned chefs from the region. The Festival combined the taste of ASEAN with the wonderful aromas of Southeast Asia’s varieties of coffee and tea at the ASEAN Café.

The Festival captivated the taste buds of epicures and suggested destinations for travel lovers looking for new horizons. I believe that this year’s Festival again contributed to bringing together the hearts and minds of people from ASEAN and Korea, and thereby helped raise the ASEAN-Korea partnership to a higher level. With the success of the *ASEAN Culinary Festival 2017*, I would like to share with you through this booklet the great celebration of *Gourmet Trips to ASEAN*.

1) ASEAN: The Association of Southeast Asian Nations

Overview of the ASEAN Culinary Festival 2017

William W. Wongso

I would like to congratulate the ASEAN-Korean Centre for hosting the ASEAN Culinary Festival 2017, following the huge success of the first Festival in November 2016. It was a great pleasure for me to witness the long queues of Korean visitors waiting to taste delicious ASEAN dishes at the Festival last year, and I am excited that Koreans have had a second opportunity to expand their knowledge of food widely enjoyed in the ASEAN region at the second edition of the event this year at COEX.

Because of Koreans' interest in food and their demand for unique dishes and cuisines, ASEAN has much to offer to "foodies" in Seoul; many Southeast Asian dishes have not yet been in the spotlight here. By showcasing 20 representative dishes from ASEAN, prepared by renowned chefs from member countries, the Festival was again grand entertainment for culinary professionals, for all lovers of good food, and especially for those thinking about trips to one or more of the ASEAN countries. At the Festival, visitors got a head start on their gastronomic adventures by sampling more selected dishes from the 10 member states of ASEAN.

Added to this year's Festival was one of the region's key contributions to modern life: coffee and tea. Coffee has become a lifestyle choice or a daily staple to many people all over the world; ASEAN countries are key producers and exporters of high-quality coffee beans, and demand from global coffee drinkers has been a stimulus to the regional economy. Many coffee farmers, roasters and baristas in the ASEAN region have developed the skills they need to meet global demand for better quality coffee.

Koreans are also noted for their love of a good cup of tea and the rituals involved in preparing it. ASEAN is the source of excellent tea varieties that complement the cuisine on the dining table. The best known ASEAN tea regions are probably the highlands of Malaysia and Indonesia, but other nations also cultivate the crop. A wide range of coffees and teas from the region were available at the ASEAN Café during the Festival.

In addition to introducing new food and drink, these Festivals are a tool to help visitors understand the subtle differences in some ASEAN dishes that may seem identical at a first glance. One example

is rice, a staple ASEAN food eaten alone or accompanied by vegetables, meats, or seafood. But countries show different preferences in their choice of rice: Laotians enjoy glutinous rice while Vietnamese eat broken rice and rice-flour noodles. Another example is the wide variety of fish sauces in the region. Although many are made of fermented shrimp or fish, they vary dramatically in their pungency and other characteristics. Each country's use of palm sugar is also different, with the main distinction in the degree of caramelization in a nation's dishes. Thais have a gentle touch, while Indonesians and Malaysians caramelize the sugar to a different degree.

Some of the differences in cuisine are based on differences in ingredients. One obvious example is the choice of meat in dishes; cooks in countries with large Muslim populations (Indonesia, Malaysia, and Brunei) tend to avoid pork while cooks elsewhere in the region use it frequently. Another point is that not all ASEAN dishes are chili hot. Hot sauce is usually served separately in Thailand so people can control the level of spiciness. Malaysians use generous amounts of no-so-hot spices because their dishes have been strongly influenced by culinary influences from India and the Arab countries.

With those background comments, I am delighted to introduce 10 Must-Try Dishes that will add to the enjoyment of your visits to the ASEAN countries.

In Brunei Darussalam, the representative dish is **Ikan Goreng Berkuah**. This fried fish with sauce is a common dish there and is easy to make at home. Chili can be replaced by tomato or red paprika to make it milder. This dish is often included in a restaurant's lunch and/or dinner buffet menu, and is also a staple at ceremonial events such as weddings, engagements, and housewarming parties.

In Cambodia, **Prahok Ktiss** is full of spicy, sour, and sweet flavors from aromatic herbs and fish sauce. Served with a variety of raw and cooked vegetables, this dipping sauce makes a good snack any time of the day and goes well with white steamed rice.

In Indonesia, sate (often spelled "satay" in English) is popular among all age groups, and every region has its own style, commonly using goat, chicken, or beef. A beef sate, **Sate Maranggi**,

Overview of ASEAN Culinary Festival 2017

comes from the Purwakarta region in western Java. It is a grilled skewer made of small beef cubes marinated with a mixture of coriander, shallots, garlic, ginger, galangal, turmeric, palm sugar, salt, and cooking oil. This sate is served with shallot pickles, fresh minced tomatoes, and chili.

From the Lao PDR, **Laab Kai** is a salad that will always please your palate. With minced chicken and abundant fresh aromatic flavors from a mixture of thinly-sliced shallots, cilantro, mint, curry, parsley leaves, dried galangal, and lime juice, this healthy salad can be enjoyed with lime juice, fish sauce, and red chili flakes.

Pulut Kuning & Rendang, a yellow turmeric glutinous rice joined with beef rendang, is a common comfort food in Malaysia. A similar dish can be found in Indonesia using a different rice, but even in Indonesia, the Melayu ethnic group of northern Sumatra also uses glutinous rice. The Malaysian version of Rendang and that of western Sumatra are similar in caramelizing the beef or chicken curry, but Malaysia's Rendang is primarily known for the mix of spices that results in its signature curry aroma.

Southeast Asia wouldn't be the same without noodles, whether made of rice or of flour. **Shan Noodle Salad** is a typical dry rice noodle dish of Myanmar, and similar noodles are also used in cuisines across the borders with Yunnan, China, and Chiang Mai, Thailand. A bed of noodles is topped by chopped chicken mixed with salt and sweet and sour chili paste, with a dusting of crunchy roasted peanuts to make the salad even more appetizing.

And what would Filipino food be without **Adobo**? This dish is simple to prepare: just marinate chicken or pork with vinegar, soy sauce, garlic, peppercorn, and bay leaves for a couple of hours, then simmer it over low heat until the sauce thickens. White steamed rice adds to the appeal because it makes the acidity of the sauce stand out.

Singapore has been promoting its coffee and tea culture along with sweet complimentary munchies known as **Kaya Toast**, available at many cafes. The thinly sliced toast, sweet spread, and pat of salty butter has become a culinary icon. Other ASEAN countries, including Indonesia, Thailand,

and the Philippines, have similar recipes for the sweet spread, made of sugar, coconut cream, egg yolk, and pandan.

Tom Yam Kung is Thailand’s world-famous sour and spicy prawn soup, fragrant with lemon grass, kaffir lime leaves, and galangal roots. There are many other versions of Tom Yam; the prawns can be replaced by other seafoods or meat. Widely available in Thailand, this dish should be on every visitor’s “must try” list.

Bun Cha is a rice noodle dish that should not be missed when in Viet Nam. It is usually made from chargrilled pork patties seasoned with shallots, sugar, fish sauce (“nuoc mam”), fresh ground black pepper, and “rau thom,” the latter a Vietnamese version of mint. Bun Cha pairs well with thinly sliced green papaya in fish sauce combined with rice vinegar, brown sugar, garlic, and chili.

Once again, I applaud the ASEAN-Korea Centre for its efforts to promote ASEAN’s culinary delights as part of its cultural and tourism activities. ASEAN nations have many ingredients and dishes in common because of their geographical and agricultural similarities and I believe that this Festival will contribute to “one ASEAN spirit” through the years ahead.

Mr. Wongso was previously host of a television cooking program and a culinary consultant for Garuda Indonesian Airways. After more than 35 years in a bakery, food and beverage catering business, he is now dedicated to promoting Indonesian culinary traditions through his culinary diplomacy and Indonesian food consulting.



Must-Try Dishes of 10 ASEAN Member States

Brunei Darussalam | Cambodia | Indonesia | Lao PDR | Malaysia
Myanmar | Philippines | Singapore | Thailand | Viet Nam





Brunei Darussalam



Ikan Goreng Berkuah

매운 생선튀김

Description

Ikan Goreng Berkuah is deep-fried fish served in a coconut milk sauce. The fish is marinated with a mix of ingredients such as salt, lemon juice, shallots, garlic, chili pepper, coriander, turmeric, and galangal. It is then fried in coconut oil until the skin turns golden and crispy. The dish is served with steamed rice.

Why to try it

Ikan Goreng Berkuah is a part of many restaurants' buffet menus for lunch and dinner. It is a popular dish for important gatherings such as weddings, engagement ceremonies, and housewarming parties.

Where to try it

Address Telephone Restaurant information

Aminah Arif Restaurant

Unit 2-3, Block B, Bangunan Hj Abd Rahman, Spg 88, Kiulap, Bandar Seri Begawan

(+673) 223 6198

Offers traditional Brunei dishes with locally grown wild vegetables. Food is tasty and reasonably priced.

I-Lotus Restaurant

No.20, Simpang 12-26, Perumahan Rakyat Jati, Kg Rimba, Bandar Seri Begawan

(+673) 242 2466

Offers fresh and high quality seafood. Eight km. outside the city center, and most easily found by hailing a taxi.

Pondok Sari Wangi Seafood Restaurant

Jerudong Park Food Court Phase 1, Kg Jerudong, Bandar Seri Begawan

(+673) 261 0728

Offers delicious food in a clean environment.



Cambodia



Prahok Ktiss

쁘라혹 끄띠

Description

Prahok Ktiss is a dipping sauce made of pork, coconut milk, and “kroeng,” a lemongrass paste. Other ingredients include pepper paste, tamarind powder, sugar, creamy “prahok” (see below), and peas. Some versions add red hot chili oil and fish sauce. Prahok Ktiss is served with cabbage, cucumber and snake beans.

Why to try it

Prahok Ktiss is one of the oldest dishes in Cambodia’s cuisine and is made according to a traditional recipe that uses prahok, a fermented salted fish paste. It is often called “a curry to remember” by Cambodians.

Where to try it

Address Telephone Restaurant information

Malis Restaurant

No. 136 Norodom Blvd, Phnom Penh

(+855 23) 221 022

Offers unique recipes deliciously prepared and served by a friendly staff.

One More Restaurant

#37, St 315, Sangkat Beoung Kak 1, Khan Tuol Kork, Phnom Penh

(+855 23) 888 222

Offers a range of Khmer cuisine; service has drawn good reviews.

Banteay Srei Restaurant

National Route 6 (Airport Road), Krong Siem Reap

(+855 78) 250 952

Offers coffee, food, and service that have all gotten enthusiastic reviews.



Indonesia



Sate Maranggi

소고기 사테

Description

Sate Maranggi is usually made of mutton or beef, and sometimes of chicken. It differs from other sates in that the traditional herbs and spices in the marinade impart a stronger flavor. It is served with a salad of chili, vinegar, and tomatoes.

Why to try it

Known for its distinctive taste, Sate Maranggi originated in West Java Province, where the cities of Purwakarta and Cianjur are located and where there is a large number of versions of this dish. It is seen on many lists of “must try” Indonesian foods, including that of CNN, which named it one of the eight World Favorite Street Foods. During a visit to Seoul in 2016, President Joko Widodo included Sate Maranggi among the dishes at a working lunch he hosted for South Korean CEOs.

Where to try it

Address Website Telephone Restaurant information

Sate Maranggi Cibungur Hj. Yetty

Jl. Raya Cibungur, Bungursari, Purwakarta, West Java Province (about 88km. west of Jakarta)

(+62 264) 351 077

Offers a dining experience highly reviewed in many online outlets, including TripAdvisor, by local and international visitors. Although the restaurant is located far outside the capital city, it is always crowded on weekends and holidays.

Sate Maranggi Sari Asih

Jl. Raya Cipanas-Cianjur, Cipendawa, Pacet Kabupaten Cianjur (90km south of Jakarta)

(+62 263) 514 401

Highly reviewed in online outlets, including Trip Advisor for its delicious and juicy sate. Located in Cipanas, a popular getaway since the Dutch colonial era, also known for its sulfuric hot springs, Taman Bunga Nusantara (Nusantara Flower Garden) and Istana Cipanas (one of Indonesian presidential palaces).

Sate Maranggi Haote

Jl. Professor Joko Sutono No. 2, Kebayoran Baru, Petogogan, South Jakarta, Jakarta

<http://www.instagram.com/haotemaranggi/>

(+62 818) 884 666

Offers sate with sambal made with chilli, shallots, and fresh tomato. If desired, small slices of shallots seasoned with sweet soy sauce can be added.



Lao PDR



Laab Kai

라얍 까이

Description

Laab, a meat salad, is made with chicken, duck, beef, pork or fish. It is often served with vegetables or rice.

Why to try it

Laab is an important and ancient Lao dish; it has been prepared since primitive Laotians first populated the Mekong River region. The name means “good luck” or “prosperity,” and the dish is often served on special occasions such as New Year’s Day, weddings, and welcome/farewell parties.

Where to try it

Address Telephone Restaurant information

Kualao Restaurant

Xiengyeun, Chanthabouly District, Vientiane Capital

(+856 21) 214813 / (+856 21) 215777

Prepares dishes according to traditional recipes.

Tamnak Lao Restaurant

Nongbone Village, Singha Road, Saysetha District, Vientiane Capital

(+856 21) 413562

Prepares dishes according to traditional recipes.

Lao Derm Restaurant

F2 LDR Building, Vangthong Night Plaza (450 Market), Thongkhankham Village, Chanthabouly District, Vientiane Capital

(+856 21) 255283

Prepares dishes according to traditional recipes.



Malaysia



Pulut Kuning & Rendang

찰쌀밥과 쇠고기 조림

Description

Pulut Kuning, or yellow glutinous rice, is a traditional Malaysian dish and an integral part of the Malay and the Chinese Peranakan cultures of Malaysia. The dish is also called Pulut Kuning or Nasi Kuningit, all of which mean “glutinous rice cooked with turmeric.”

The dish is often paired with Rendang, a dish of beef simmered in coconut milk and flavored with lemongrass, galangal, garlic, turmeric, ginger, and chilies. To further tenderize the beef, meld the flavors, and allow the dish to be stored at room temperature for several weeks (important in pre-refrigeration times in the tropics), Rendang is often cooked until all the liquid is evaporated and the spices are absorbed by the meat.

Why to try it

Pulut Kuning shows the mix of two cultures, Malay and Chinese Peranakan. It is served at special gatherings such as Kenduri Kesyukuran, a thanksgiving feast in Malaysia. Transcending the two cultures, Rendang was chosen as No. 1 in CNN Travel's “World's 50 Best Foods” in 2011.

Where to try it

Address Telephone Restaurant information

Restoran
Rebung Dato' Chef
Ismail

5-2, Aras 5, Parkir Bertingkat Bukit Aman, No. 1 Jalan Tanglin, Perdana Botanical Gardens, Kuala Lumpur
 (+60 3) 2276 3535
 Owned and managed by Dato' Haji Chef Ismail Ahmad, an honorary ambassador for Tourism Malaysia.

Atmosphere 360°
Revolving Restaurant
@ KL Tower

TH02, Kuala Lumpur Tower, Jalan Puncak, off Jalan P. Ramlee, Kuala Lumpur
 (+60 3) 2020 2121
 Located in Menara Kuala Lumpur, the tallest building in Southeast Asia; has a spaceship-like ambience with stunning views.

Bijan Bar
& Restaurant

No 3 Jalan Ceylon, Kuala Lumpur
 (+60 3) 2031 3575
 Recommended by many well-known international media such as Condè Nast Traveler (US) and Food and Travel (UK).



Myanmar



Shan Noodle Salad

산 누들 샐러드

Description

Shan Noodle has a hefty dose of garlic added to marinated chicken or pork. It can be enjoyed either as soup or salad, depending on whether it is in a broth and on the type of noodles used. The soup uses flat sticky rice noodles; the salad has thick, round ones. This is a simple, flexible dish centered on noodles, tomatoes, vegetables, and the cook's choice of meat.

Why to try it

Shan Noodle originally came from Shan State in the eastern part of Myanmar, bordering China, Lao PDR, and Thailand. The region therefore has a great variety of foods from a mixture of cultures, and Shan Noodle is a core example of that mix.

The dish is one of the “comfort foods” of Myanmar and can be found in almost every teahouse and restaurant in the country. In Myanmar, Shan Noodle is enjoyed for both lunch and dinner or just as a snack.

Where to try it

Address Telephone Restaurant information

Feel Myanmar
Food Restaurant

124 Pyi Htaung Su Yeikthar Street, Yangon

(+95 9) 7320 8132

Has affordable prices for tasty food; located centrally and easily found.

Shan Yo Yar

169 War Tan Street, Lanmadaw Township, Yangon

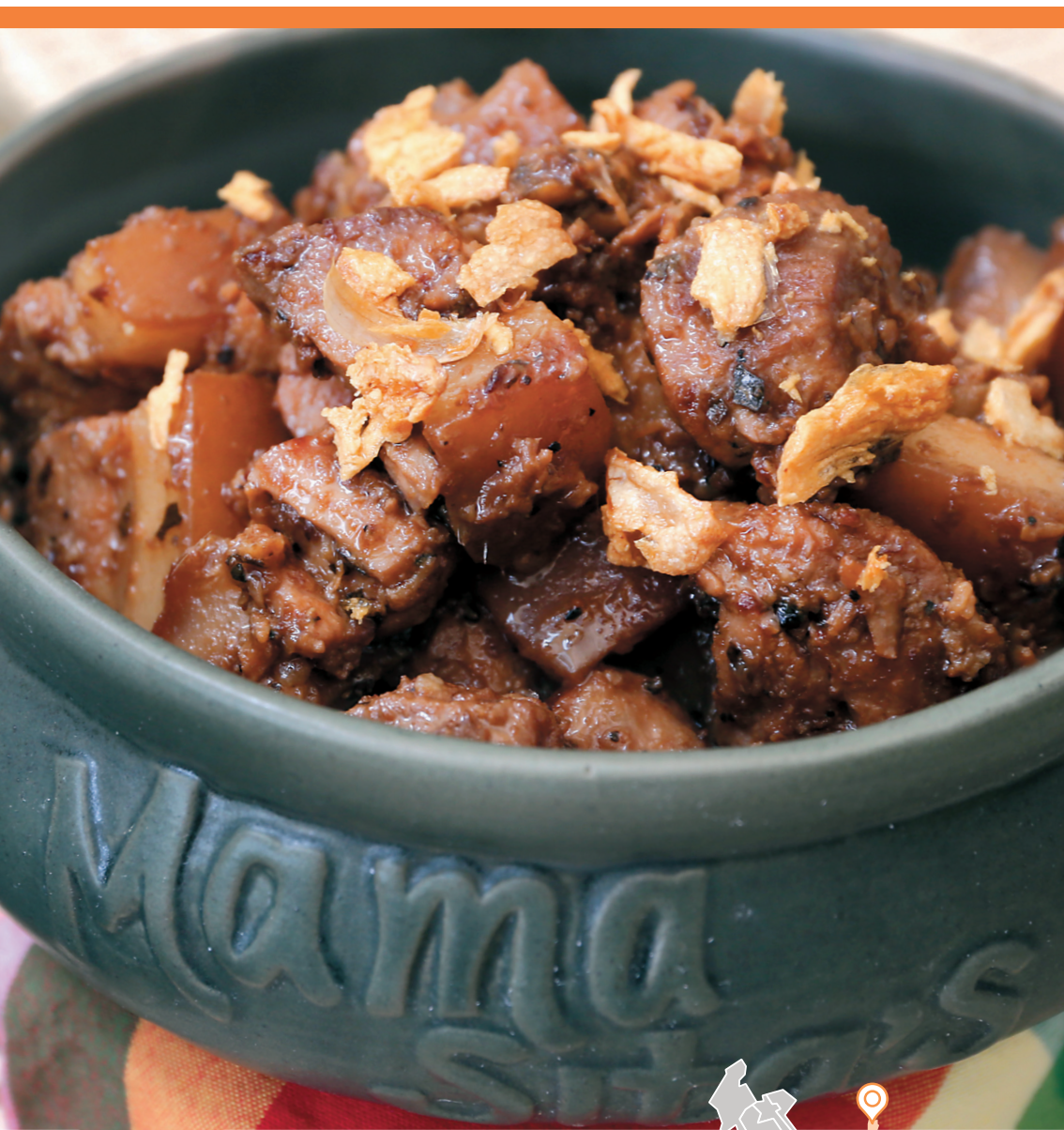
(+95 9) 250 566 695

Serves authentic Shan cuisine; known for excellent service.

A Mhat Ta Ya Inlay Food

Manaw Hari Street, Uwisara Road, Yangon

Has tasty food and presents authentic, widely praised Shan Noodle.



Philippines



Adobo

아도보

Description

Adobo is a meat stew with a marinade of vinegar and soy sauce. Bay leaves are added for their aromatic scent and taste; garlic and whole peppercorns add a spicy note.

Why to try it

From a Spanish word for marinade or seasoning, Adobo is a signature dish of the Philippines. It is a combination of several culinary influences on the Philippines: the cooking style comes from the Spanish, the addition of soy sauce from the Chinese, and the use of vinegar from pre-Hispanic peoples. Still, the dish is Filipino all the way and each region, province and even household has its own favorite variation of Adobo.

Where to try it

Address Telephone Restaurant information

The Aristocrat Restaurant

423 San Andres Street, corner Roxas Boulevard, Malate, Manila

(+63 2) 524 7671

Founded in 1936 as a mobile snack cart; serves “Adobo Flying Saucer” from an 80-year-old recipe.

Abe

Ground Floor, Serendra, Bonifacio Global City, Taguig City, Metro Manila

(+63 2) 856 0526 / (+63 2) 856 7696

Serves traditional Filipino food, mostly from Pampanga province in central Luzon, north of Manila.

Cafè Adriatico

Second Floor, Entertainment Mall, SM Mall of Asia, Bay Boulevard, Pasay City, Metro Manila

(+63 2) 556 0608

Serves a full menu of Spanish-Mediterranean dishes and a variety of light options such as salads, sandwiches, omelets and fondues. Other branches are located in Malate, near the Aristocrat, and at the Araneta Center in Quezon City, just north of Manila.



Singapore



Kaya Toast

카야 토스트

Description

Singapore's version of Kaya Toast is the perfect snack. It goes very well with a cup of Singapore-style coffee or tea. Thinly sliced bread is charcoal-grilled or toasted, generously spread with kaya (a jam made from coconut and eggs), and folded around pieces of cold butter.

A favorite among Singaporeans and tourists, Kaya Toast can be found on many street corners in Singapore and is popular for breakfast or afternoon tea.

Why to try it

The invention of Kaya Toast is credited to Singapore's Chinese from Hainan, such as the founders of Ya Kun Kaya Toast and Kheng Hoe Heng Coffee Shop (currently known as Killiney Kopitiam).

Ya Kun, a coffee stall established in 1944, is known for its wafer-thin brown bread slices and flavorful kaya. Kheng Hoe Heng, started in 1919, is the oldest Hainanese-style coffee shop in Singapore and famous for its white bread kaya toast.

Kaya Toast was rediscovered in the early 2000s, not only in this country but also across the world as Ya Kun and Killiney started to expand their businesses. Now many new coffee stalls and cafes include this style of toast and jam in their menus.

Where to try it

Address Telephone Restaurant information

Ya Kun Kaya Toast

18 China Street, #01-01, Far East Square, Singapore
 (+65) 6438 3638
 Flagship Ya Kun Kaya Toast outlet.

Killiney Kopitiam

67 Killiney Road, Singapore
 (+65) 6734 3910
 Flagship Killiney Kopitiam outlet.

Toast Box

2 Orchard Turn, ION Orchard, #B4-03/04 (Unit 23) Singapore
 (+65) 6509 9603
 Centrally located in the Orchard Road area, convenient for both tourists and Singaporeans.



Thailand



Tom Yam Kung

ต้มยำกุ้ง

Description

Thai-style soup is called Tom Yam, and a version made with shrimp, called Kung in Thai, is the most popular. Spices such as lime leaves, lemongrass, and galangal, in addition to roasted chili paste and other peppers, are added for flavor. The dish is topped with coriander before being served. Coconut milk can be added if desired.

Why to try it

This soup is one of the bedrocks of Thai cuisine. It is a dish that includes melded but distinguishable sweet, sour, hot, and salty flavors.

Where to try it

Address Telephone Restaurant information

Issaya Siamese Club

4 Soi Sri Aksorn, Chua Ploeng Rd., Sathorn, Bangkok

(+66 2) 672 9040~1

Run by a well-known Thai chef, Ian Kittichai, who has respectfully updated traditional recipes to suit the taste buds of the current generation.

Blue Elephant

233 South Sathorn Road, Kwaeng Yannawa, Khet Sathorn, Bangkok

(+66 2) 673 9353 / (+66 2) 673 9354 / (+66 2) 673 9356

Has played a leading role in promoting Thai food all over the world. Opened its first overseas branch in Brussels in 1980 and a second in London in 1990. Now has nine branches around the globe.

Vivarium

3675 Rama 4 Road, Khwaeng Phra Khanong, Khet Khlong Toei, Bangkok

(+66 2) 261 9508 / (+66 96) 878 3027

Run by Chef Chumpol Jangprai, famous through the Thai version of the TV cooking show "Iron Chef."



Viet Nam



Bun Cha

분짜

Description

Bun Cha is a Vietnamese dish of grilled pork and rice noodles. The dish originated in northern Viet Nam and is widespread in Hanoi. It consists of grilled fatty pork (“cha”) in broth with a plate of white rice noodles (“bun”), fresh herbs, and a dipping sauce on the side. The sour flavor makes the dish popular even in the hottest weather. Spring rolls with crab meat are often a part of the dish’s presentation.

Why to try it

Bun Cha is a casual food that people can buy from many restaurants around Hanoi or cook at home with family and friends. Trying this at a restaurant surrounded by local diners can make visitors feel as if they have already become familiar with Vietnam’s people and traditions.

Where to try it

Address Telephone Restaurant information

Duy Diem Restaurant

140, Ngoc Khanh Street, Giang Vo Ward, Ba Dinh District, Hanoi City

(+84 24) 38 315 802

* Known for the sweet taste of the grilled lean pork in its version. Serves what some call the best Bun Cha in Hanoi.

Bun Cha Ha Noi

58 Thai Phien street, Hai Chau District, Da Nang City

(+84 236) 3823 305

* Called by gourmets the most authentic version in Da Nang.

Xuan Tu Restaurant

291A-B Hoang VanThu, Ward 2. Tan Binh District, Ho Chi Minh City

(+84 28) 38 449 337

* Takes pains to use the freshest vegetables and aromatic herbs. Its spring rolls are also popular.

*Aromas of ASEAN
Coffee & Tea*



브루나이
Y&B

Brunei Y&B

등급 G1 재배지역 Labi, Kuala Belait 고도 해발500m
품종 Arabica (아라비카) 가공방식 Natural, Pulped Natural

향 상큼한 과일
맛 신맛, 단맛, 여운
특징 열대우림에서 재배



미얀마
아라비카
S795

Myanmar Arabica S795

등급 #17 G1 재배지역 Pyn Oo Lwin 고도 +1,100m
품종 Arabica (아라비카) 가공방식 Washed

향 라임, 너트, 다크초콜릿
맛 신맛, 단맛, 여운
특징 부드럽고 깔끔함



캄보디아
로부스타

Cambodia Robusta

등급 G4 재배지역 Golden Triangle 광동 트라이앵글
고도 1,000m 품종 Robusta (로부스타) 가공방식 Washed

향 아몬드, 곡물
맛 고소함, 강렬함
특징 묵직한 바디감



필리핀
커피아라비카

Philippines Coffea Arabica

등급 #16/18 재배지역 Atok, Benguet Cordillera Range, CAR Luzon
고도 1,500m 품종 Typica Arabica 가공방식 Washed

향 과일향
맛 신맛
특징 신맛과 바디감의 밸런스가 좋음



인도네시아
Gayo 미운틴

Indonesia Gayo Mountain

등급 G1 재배지역 ACEH TAKENONG 고도 1,550m
품종 Tim-tim (하이브리드) 가공방식 Semi-washed

향 레몬, 피스타치오, 민트, 다크초콜릿
맛 신맛, 단맛, 바디감
특징 인도네시아 최고 등급의 스페셜티 커피



싱가포르
리베리카
로부스타

Singapore Liberica-Honey, Robusta

등급 G2, G4 재배지역 말레이시아, 인도네시아 고도 저지대
품종 Liberica (리베리카), Robusta (로부스타)
가공방식 Pulped Natural, Dry Processed

향 초콜릿
맛 단짙함, 묵직함
특징 두 가지 원두를 블렌딩하였으며, 단맛이 가미되었음



라오스
아라비카
SCR16

Laos Arabica SCR16

등급 G1 재배지역 라오스 전 지역 고도 +1,200m
품종 Arabica (아라비카) 가공방식 Washed

향 연한 레몬, 너트, 다크초콜릿
맛 신맛, 단맛, 여운
특징 부드럽고 깔끔함



태국
요크원두

Thailand Yohk Coffee Bean

등급 #17 A 재배지역 Chiang Rai (치앙라이) 고도 1,400m-1,600m
품종 Arabica (아라비카) 가공방식 Washed, Natural

향 레몬, 아몬드, 민트, 다크초콜릿
맛 신맛, 단맛, 바디감
특징 태국 유가능 커피대회 우승 경력



말레이시아
BOH

Malaysia BOH

(카메로니아인 블트루산드) Cameroon Gold Blend
부드럽고 풍부한 향의 BOH 시그니처 차

(레몬만다린) Lemon with Mandarin
상큼한 시트러스향의 레몬과 만다린

(리치코즈) Lycee with Rose
부드럽고 기분 좋은 달콤한 맛과 향

BOH는 1929년 설립되었으며 말레이시아 최남부의 차 재배업체인, 해발 5,000m의 고도 및 시원한 열대 기후, 풍부한 강수량 등 고급 차 재배지로서 이상적인 환경을 갖춘 Cameron Highlands, Pahang, Bukit Cheeding에 재배지를 두고 있음.



베트남
로부스타

Việt Nam Robusta






등급 #17 G1 재배지역 Buon Ma Thuot (부안) 고도 600m
품종 Robusta (로부스타) 가공방식 Semi-washed

향 너트, 다크초콜릿, 씨리얼, 몰트, 삼나무
맛 단맛, 여운, 바디감
특징 묵직하고 고소함





List of Participating Chefs



Country	Chef	Affiliation
Brunei Darussalam	 Nassiruddin Bin Awg Hamid	Royal Brunei Catering (Chef de Partie)
Cambodia	 Tek Bunnary	Embassy of Cambodia in Korea (Embassy Residence Chef)
Indonesia	 Budi Kurniawan	Restaurant, food and beverage consultant
Lao PDR	 Souvanny Jaleunphonh	Lao National Institute of Tourism and Hospitality (Deputy Director)
Malaysia	 Dato' Chef Ismail Ahmad	Malaysian Tourism Food Ambassador, Restaurant Rebung Dato' Chef Ismail (Owner-Chef & Founder)



Country	Chef	Affiliation
Myanmar	 Khin Win Myint	Inwa Restaurant (Owner-Chef)
Philippines	 Joyce L. Sandoval	Mama Sita Foundation (Culinary Director)
Singapore	 Ng Keng Leng	Dessert Merlion Café (Owner-Chef)
Thailand	 Chumpol Jangprai	MSC Thai Cuisine Academy (Managing Director), Chumpol Wisdom Thai Cuisine (Owner-Chef)
Viet Nam	 Nguyen Thi Chau	Que Ngoai Restaurant (Owner-Chef)

20 Dishes of the ASEAN Culinary Festival 2017

Brunei Darussalam



Ikan Sambal • 삼발소스 생선튀김



Buttermilk Chicken • 버터밀크 치킨

Cambodia



Prahok Ktiss • 뿌라혹 끄띠



Ansom Chek Cham Hoy • 바나나잎 찹밥

Indonesia



Sate Maranggi • 소고기 사테



Nasi Goreng Jawa • 자바식 나시고랭

Lao PDR



Laab Kai • 라랍 까이



Mee Kathi • 라오스식 코코넛 커리 누들

Malaysia



Pulut Kuning & Rendang • 찹쌀밥과 쇠고기 조림



Ikan Asam Pedas • 매운 생선 요리

Myanmar



Tofu Salad • 미안마시 연두부 샐러드



Chicken Vermicelli Soup • 치킨 녹두당면 스프

Philippines



Pork Adobo • 돼지고기 아도보



Vegetable Kare-Kare • 야채 카레카레

Singapore



Kaya Toast • 카야 토스트



Ice Milk Tea • 아이스 밀크티

Thailand



Gaeng Kiew Wan • 그린 커리



Yum Woon Sen • 암운센

Viet Nam



Bun Cha • 분짜



Cha Gio • 차조

Key Achievements



- ❶ Secretary General Kim Young-sun of the ASEAN-Korea Centre speaking at the opening ceremony of the ASEAN Culinary Festival 2017
- ❷ Participants at the Festival's opening ceremony lining up at the food booths to taste the dishes
- ❸ Chefs from the 10 ASEAN countries posing with their signature dishes
- ❹ Philippine Amb. Raul Hernandez, center left, giving two thumbs up for the Pansit Sotanghon Guisado prepared by Chef Joyce L. Sandoval, far left, culinary director of the Mama Sita Foundation





- 1 ASEAN Ambassadors and other representatives posing with their chefs, culinary expert William Wongso, far left, and barista Hwang Ho-rim, far right
- 2 The foam atop servings of coffee being used as a canvas for images of national flags, historic sites in ASEAN countries, and an ASEAN ambassador
- 3 Dr. Lim Hong Hin, Deputy Secretary-General of ASEAN for ASEAN Economic Community, right, and Kim Young-sun with winning photos of the ASEAN Culture and Tourism Photo Contest



ASEAN Culinary Festival 2017

Key Achievements



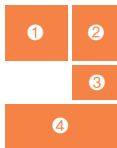
- ❶ The ASEAN Ambassadors, the Secretaries General of the ASEAN-China and ASEAN-Japan Centres, and other prominent guests at the opening ceremony of the ASEAN Tourism Promotional Pavilion, which celebrating the 50th anniversary of ASEAN and the ASEAN-ROK Cultural Exchange Year
- ❷ The KTTI Indonesian Traditional Dance Troupe performing at the Festival
- ❸ Dr. Lim Hong Hin, Deputy Secretary-General of ASEAN for ASEAN Economic Community, third from left, with officials from the ASEAN-Korea Centre. From left: Jessy Yeunju Jang, Head of the Information and Data, Secretary General Kim Young-sun, and Muhamad Daud, Head of the Culture and Tourism





ASEAN Culinary Festival 2017

- 1 The barista for the Festival, second from left, printing the faces of two Festival visitors in coffee foam
- 2 Visitors taking photos to post on their social media accounts as part of the Festival's SNS Photo Frame event
- 3 A Filipino group, Kaisahan ng Lahi Dance Ensemble, performing at the Festival
- 4 Visitors tasting the regional dishes served by ASEAN chefs



ASEAN Culinary Festival: a delicious mix of aromas, travel, and fun

“Gourmet Trips to ASEAN” was the theme of the ASEAN Culinary Festival 2017, and a number of organizations cooperated to create a four-day Festival of fine food and beverages from the 10 countries that comprise the Association of Southeast Asian Nations (ASEAN). More than 4,000 people sampled 20 dishes representative of the region’s cuisine and sipped on “grown in ASEAN” coffee and tea; many began thinking about how they could slip away for a gourmet tour in the region.

The Festival was hosted by the ASEAN-Korea Centre, and drew enthusiastic support from the ASEAN, the 10 embassies in Seoul, and the Ministry of Foreign Affairs of Korea. It was held in conjunction with the 32nd Korea World Travel Fair to commemorate the Visit ASEAN@50 Golden Celebration and the ASEAN-ROK Cultural Exchange Year.

ASEAN ambassadors and representatives joined the celebration, as did representatives from ASEAN including H.E. Dr. Lim Hong Hin, Deputy Secretary-General of ASEAN for ASEAN Economic Community and Hon. Benito C. Bengzon Jr., the Undersecretary of Tourism

Development at the Philippines Department of Tourism. Also, the Secretaries General of the ASEAN-China Centre, Amb. Yang Xiuping, and the ASEAN-Japan Centre, Mr. Masataka Fujita, attended. Korean VIP guests who work with the Centre to promote ASEAN were at the opening ceremony as well.

At the ceremony, Amb. Kim Young-sun, Secretary General of the ASEAN-Korea Centre, noted that food is a powerful instrument for connecting people and promoting better cultural understanding across borders. The Chair of the ASEAN Committee in Seoul, Amb. Dato Paduka Haji Mohd Rosli Haji Sabtu of Brunei Darussalam, emphasized the strong support of the ASEAN Member States for the Festival, adding that the passion of the participating chefs from each country was the driving force for the event’s vibrant success.

Back in 2016, the Festival was the first of its kind in Korea in which all 10 ASEAN countries participated, and this year’s Festival continued to connect the hearts and minds of the people of ASEAN and Korea, showcasing 20 ASEAN dishes and highlighting the region’s coffee and tea.

At the opening ceremony, remarks were followed by a ceremonial presentation of toques to the chefs and then by the distribution of badges commemorating ASEAN's golden anniversary.

Quickly getting down to the core business of the Festival, Joyce L. Sandoval of the Philippines (the chair country of ASEAN this year) demonstrated how to prepare Pansit Sotanghon Guisado. Hwang Ho-rim, a coffee curator in Seoul, demonstrated advanced roasting, brewing and cupping techniques using beans contributed by the ASEAN embassies and the national tourism bodies of the 10 nations.

Korean visitors were asked for their reactions: more than half of the 322 who were surveyed said they are now interested in traveling to Southeast Asia to explore the cuisine, tea, and coffee. Guests who said that they had tried some regional dishes before attending the Festival cited mostly Thai or Vietnamese food, probably reflecting the expansion in Korea of noodle houses featuring those cuisines. By contrast, few Koreans at the Festival said that they had been exposed to the dishes of Brunei Darussalam, the Lao PDR, or Myanmar. Were visitors satisfied with what they learned about food and tourist destinations? More than eight out of 10 rated the Festival a 7 or higher on a scale of 1-10. Significant numbers called the Festival educational, saying that they learned more about ASEAN and its food and beverages,

and about the ASEAN-Korea Centre for the first time. The attendees also said that they became aware of this year's 50th anniversary of ASEAN and the ASEAN-ROK Cultural Exchange Year.

Organizing the ASEAN Culinary Festival together with the ASEAN Tourism Promotion Pavilion and the ASEAN Culture & Tourism Photo Exhibition created greater synergy as the Centre promoted various aspects of culture and tourism at one venue, offering unique and diverse experiences for visitors.

Because the Festival ran jointly with the Korea World Travel Fair, visitors did not have to walk far to get more information about traveling to ASEAN. They were also inspired to make travel plans by a photo display of some of the dazzling scenery of the region. The photo exhibition, right next to the bustling food service area, may well have been the inspiration for thoughts of sampling ASEAN cuisine in its original, beautiful habitat. This year's Festival added new and exciting attractions: first, the ASEAN Café with a professional barista entertaining the visitors with aromatic flavors of ASEAN coffees and teas; and energetic cultural performances by dance troupes from the region. Finally, the opportunity to linger over a cup of some of the region's finest coffee and tea while gazing at travel photos also inspired food lovers to imagine sipping that same drink in an exotic tropical setting.

June 3, 2017

Distinct flavors of Southeast Asia come to Seoul

ASEAN food fest brings all of the region's best dishes to one place

Today and tomorrow, the smells of exotic spices will fill an exhibition hall at COEX in southern Seoul as food from Southeast Asia comes to the people of Seoul. The ASEAN-Korea Center hosts the ASEAN Culinary Festival to offer people a chance to try food cooked by professional chefs from 10 different countries, including Thailand, Vietnam, and Singapore, without having to go through the hassle of getting on a plane and going on a long trip.

To help locals take a quick culinary trip through Southeast Asia the ASEAN-Korea Centre set up a Festival zone in Hall B with each country offering two dishes for visitors, as part of the 32nd edition of the Korea World Travel Fair.

“Everybody can search and you can find all

kinds of information, but you can't google taste,” said William Wongso, an Indonesian culinary expert who helped organize the Festival. “Food is easier to share than any other cultural item, and it can lead people to have a better understanding of other things, like economy,” he said, because food is an everyday item.

The event is an extension of the culinary Festival the organization hosted last year.

ASEAN, the Association of Southeast Asian Nations, comprises 10 countries: Brunei, Cambodia, Thailand, Vietnam, Myanmar, Singapore, Malaysia, Indonesia, the Philippines and Laos. It is celebrating its 50th anniversary this year, and has designated 2017 as Visit ASEAN Year. This food Festival fits well in the association's efforts to attract more visitors.

To offer more to those returning to the culinary event and to inspire people to spend their holidays in the ASEAN region, the organizer added to the Festival a promotion of coffee and tea made with beans and leaves from the 10 nations. The “Barista Show” is a 20-minute presentation by a coffee expert demonstrating how to make coffee while explaining each country’s unique variations of the drink.

Hwang Ho-rim, a coffee expert who roasted the beans and prepared the coffees for the event, said the Indonesian variety had a good balance of sweet and sour flavor, but noted

that beans of the same variety from the same country can still sometimes taste different. While Vietnamese and Cambodian coffees have nutty and grainy flavors, beans from Laos and Myanmar seem to have a lime-like sour taste that makes those coffees unique. Beans from Thailand have a rose-like scent and those from Brunei have a more woody aroma.

“Each country has its own characteristics and this is a good chance to compare different flavors in the same place,” said Hwang.

Indonesia offered its most famous fried rice dish, called nasi goreng, while the Philippines served pork adobo and rice. Vietnam offered



Chefs from 10 countries of the Association of the Southeast Asian Nations pose for the Asean Culinary Festival put together by the Asean-Korea Centre, which is held until Sunday at Coex in southern Seoul.

its fried spring roll, cha gio, and Myanmar introduced Shan noodle, which gets its name from the region where the dish originated. Singapore offered a dessert, its famous toast with kaya jam made with coconuts and a milk tea.

Many of the dishes are well known, but some may be unfamiliar to very few outside the ASEAN region. The chefs and the organizer aimed to bring out the distinct “traditional” flavors of each country.

“There are ways to make the dishes more modern, but we made them as traditional as possible, because we wanted to show what’s most common first,” said Budi Kurniawan, a food and beverage consultant who cooked at the Indonesian booth. “We wanted to show people the taste that’s commonly available not only at restaurants, but also on the street.”

Chef Chumpol Jangprai from Thailand said that the traditional taste of ASEAN food fits well with the Korean palate, as they have some elements in common, such as the use of sweet and sour flavors in food.

Chefs from the 10 countries cooked and served the food along with short explanations of the dishes, fielding many questions from many onlookers.

So what do you do if you like the food you tastes? Pack your bags and book a trip!

“Food has become one of the strongest attractions for tourism, and ASEAN food will inspire Koreans to travel to ASEAN, a region which is, simply put, a food heaven,” said Secretary-General Kim Young-sun of the ASEAN-Korean Centre.

To further inspire people to book their tickets for a trip to any of the ASEAN countries and to show what they have to offer, the center has also prepared the ASEAN Culture and Tourism Photo Exhibition, comprised photos submitted by both professional and amateur photographers.

BY LEE SUN-MIN [summerlee@joongang.co.kr]
Adapted from a Korea JoongAng Daily article.

June 2, 2017

아세안 음식축제 개막, 10개국 스타 셰프들이 뽐내는 동남아 음식의 향연

아세안(동남아시아국가연합·ASEAN) 10개국 스타 셰프들이 각국을 대표하는 요리를 선보이는 ‘아세안 음식축제’가 서울 강남구 삼성동 코엑스에서 2일 개막했다.

아세안 10개국을 대표하는 셰프들은 아세안 음식축제 개막식에 참석해 직접 요리를 시연하는 등 눈과 귀, 오감을 즐겁게 했다. 10개국의 주한 대사관 대사와 관계자 등 100여 명은 이 자리에서 각 나라 음식을 맛보고 아세안 문화 공연 등을 관람했다.

김영선 한-아세안센터 사무총장은 개회사에서 “음식은 전 세계를 막론하고 사람의 마음과 마음을 이어주는 매개”라며 “작년 처음 개최된 아세안 음식축제는 나흘간 3500명의 관람객에게 30가지 아세안 음식을 소개하며 한국 사람들의 마음을 사로잡았다”고 설명했다. 김 사무총장은 “올해는 아세안의 커피와 차, 현지에서 꼭 먹어야 할 음식까지 더해 더욱 풍성해졌다”고 밝혔다. 더불어 “아세안 방문의 해를 맞아 아세안관광협회가 특별 개발한 특별 관광 패키지도 국내 최초로 공개될 예정”이라며 “이번 행사를 계기로 아세안의 문화와 매력에 더 잘 알려지길 바란다”고 강조했다.

개막식 행사에서 필리핀 셰프는 직접 무대 위로 올라와 한국의 잡채와 비슷한 ‘반싯’을 요리했다. 반싯은 당면, 돼지고기, 닭고기, 새우 등을 주 재료로 한다. 한국 음식 잡채와 생김뿐 아니라 조리법도 비슷하나 피시 소스로 향을 더하고 간을 맞추는 게 특징이다. 라울 헤르난데즈 주한 필리핀 대사는 완성된 반싯을 시식한 뒤 “맛있다”라고 한국말로 화답했다.



▲ 서울 코엑스에서 열린 아세안 음식축제에서 2일 아세안 10개국 스타 셰프들이 주한 아세안 대사 및 대사관 관계자들로부터 셰프 모자를 수여받고 있다.

아세안 각국 국기를 아세안 원두로 만든 커피에 올리는 라떼아트쇼도 눈을 사로잡았다. 라떼아트 기기를 이용하자 색색의 아세안 국기가 1분도 채 안 돼 라떼 위를 장식했다. 헤르난데즈 필리핀 대사의 얼굴도 라떼아트로 표현됐다.

개회식과 시연회, 라떼아트쇼가 끝나고 시식이 이어졌다. 싱가포르의 카야토스트와 밀크티, 베트남의 분짜, 인도네시아의 나시고랭, 태국의 그린커리 등이 즉석에서 요리됐다. 각국의 대표 요리가 향, 색깔 등으로 강한 개성을 뽐냈다.

이번 아세안 음식축제는 올해 2회째로 국내 최대 여행 박람회인 ‘제32회 한국국제관광전’에 맞춰 지난 1일 시작해 오는 4일까지 이어진다. 코엑스 A홀에서는 아세안 관광 부스가 마련돼 있고, 아세안 음식축제는 B홀에서 열렸다. 시식쿠폰은 선착순 사전 등록과 사전 온라인 이벤트를 통해 사전 배포됐다. 현장에서 ‘아세안 여행’ 모바일앱 다운로드 이벤트에 참여해도 받을 수 있다.

글 이지민 이투데이 기자



ASEAN-KOREA CENTRE

The ASEAN-Korea Centre was established as an intergovernmental organization mandated to promote economic and socio-cultural cooperation among the ASEAN Member States and Korea. It was officially inaugurated on 13 March 2009, the year that marked the 20th anniversary of the Dialogue Partnership between ASEAN and Korea, in accordance with a Memorandum of Understanding signed at the ASEAN-Republic of Korea Summit in November 2007.

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Published in Seoul, Korea, in June 2017
by the ASEAN-Korea Centre and the Korea JoongAng Daily

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ISBN 978-89-964591-8-7



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