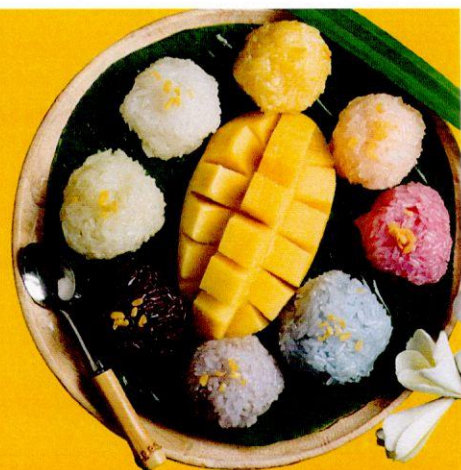
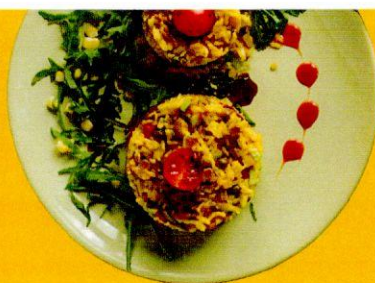




**RICEPLUS**

**AWARD 2018**

INTERNATIONAL RECIPE



# RICE PLUS AWARD 2018 INTERNATIONAL RICE RECIPE CONTEST

Rice is Thailand's best loved cereal grain with immense nutritional value embodied in toothsome taste.

Come explore with us... Express your creativity in international rice recipes and share them with the world.

International Rice Recipe Contest is now open for candidates to vie for prestigious trophy, cash prize and ample business opportunities.

**Accepting applications and entries.  
Today – February 28, 2018**

For more information, please contact:  
**"RICE PLUS AWARD 2018"**

Contest Secretariat

23/15 Soi Ruamrudee, Ploenchit Road, Lumpini,  
Pathumwan, Bangkok 10330 THAILAND

☎ + 66 2 254 6898 ext 56, 26

🌐 [www.riceplusaward.com](http://www.riceplusaward.com)

✉ [riceplusaward@gmail.com](mailto:riceplusaward@gmail.com)

📱 Rice Plus Award



Organized by



Ministry of Commerce



Department of Foreign Trade

**APi**  
Institute for Agricultural  
Product Innovation





## International Rice Recipe Contest

### Background :

**RICE PLUS AWARD 2018** is a prestigious prize established by Department of Foreign Trade, Ministry of Commerce, under Thailand's creative economy policy to promote value creation for rice trade and export also in line with the country's economic development policy of **Thailand 4.0** model, the project aims at propelling thailand's rice industry from a plain commodity towards becoming the country's quality product - a creative innovation with a touch of modern technologies.

**The International Rice Recipe Contest** is one of the activities featured in the mentioned project to publicise the good image of Thai rice on the aspects of quality and properties as well as to inspire greater rice consumption among foreign consumers by raising awareness about the properties of rice through wide-ranging recipes.

### Properties of Thai Rice

Thai rice is placed on the summit of cereal grain chart by its highest level of nutrients, which perfectly matches the modern trend of healthy diet among the global consumers. Thai rice comes in countless varieties, including specialty rice strains packed with different healthy nutrients such as polyphenol, anthocyanin, vitamin E, lutein, beta-carotene, and gamma oryzanol. Regular consumption of coloured rice, especially Thailand's antioxidant-rich local rice strains, helps fortify the human body in fighting against various diseases.

### Project Owner :

Department of Foreign Trade, Ministry of Commerce and allied agencies

### Duration :

From October 2017 to June 2018

### Objectives :

1. To publicise the superior quality, diversity, and special properties of Thai rice.
2. To raise awareness among the global consumers concerning the rice as staple food and alternative diet.
3. To promote rice consumption in Thailand and abroad.
4. To promote Thailand's good image as the world's prominent source of high quality rice.
5. To encourage public participation in promoting the colourful Thai rice recipes to the world.



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### Contest Categories

Applicants are classified into two categories :

1. Individual
2. Institutional

Applicants may choose from the following menu categories:

1. Main Dish
2. Snack/Dessert

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### Judging Criteria :

- Creativity
- Importance and distinction of Thai rice as the main ingredient
- Appearance and presentation
- Nutrition value
- Taste (when cooked as described)

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### Judging Method :

- Submission can be made through three channels: the project's website, e-mail, and by Post.
- The screening committee selects 40 best entries on the basis of application form, recipe, and photo submitted for the preliminary screening.
- The judging committee selects 20 best entries to be prepared by chefs for final round judging. (10 main dishes and 10 snacks/desserts).
- Announcement of the winning recipes and award ceremony in May 2018.

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### Submission :

Applicant/Contestant may submit their application and recipe through the following channels:

- Project's website: [www.riceplusaward.com](http://www.riceplusaward.com)
- E-mail: [riceplusaward@gmail.com](mailto:riceplusaward@gmail.com) with the subject Application: **RICE PLUS AWARD 2018**
- Post: **"RICE PLUS AWARD 2018"** Contest 23/15 Soi Ruamrudee, Ploenchit, Lumpini, Pathumwan, Bangkok 10330 THAILAND

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### Timeline :

- Today – February 28, 2018  
Accepting applications and entries.
- March – April 2018  
Preliminary selection of the 40 best entries.
- May 2018  
Final round and award ceremony.



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**Prizes:**

**1) Main Dish**

Individual Category	Institutional Category
Top Winner : Trophy Award of Excellence + 20,000 baht cash prize and a certificate	Top Winner : Trophy Award of Excellence + 20,000 baht cash prize and a certificate
First Runner-Up a Plaque of Honour + 15,000 baht cash prize and a certificate	First Runner-Up a Plaque of Honour + 15,000 baht cash prize and a certificate
Second Runner-Up a Plaque of Honour + 10,000 baht cash prize and certificate	Second Runner-Up a Plaque of Honour + 10,000 baht cash prize and certificate

**2) Snack & Dessert**

Individual Category	Institutional Category
Top Winner : Trophy Award of Excellence + 20,000 baht cash prize and a certificate	Top Winner : Trophy Award of Excellence + 20,000 baht cash prize and a certificate
First Runner-Up a Plaque of Honour + 15,000 baht cash prize and a certificate	First Runner-Up a Plaque of Honour + 15,000 baht cash prize and a certificate
Second Runner-Up a Plaque of Honour + 10,000 baht cash prize and certificate	Second Runner-Up a Plaque of Honour + 10,000 baht cash prize and certificate

**Remarks :**

- The judging committee reserves the rights to disqualify applicants with insufficient requisites.
- The judging committee reserves the rights to change the prizes without prior notice.
- Violation of intellectual property rights will be subject to revocation of prize.
- Discretion of the judging committee is final.
- The Department of Foreign Trade reserves the rights to publish and use these recipes in its activities.



By



Ministry of Commerce and Industry, Department of Foreign Trade







**For more information**


please contact "RICE PLUS AWARD 2018" Secretariat


**"RICE PLUS AWARD 2018"**

23/15 Soi Ruamrudee, Phloenchit, Lumpini, Pathumwan, Bangkok 10330 THAILAND

 Tel: +662 254 6898 ext 56

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 E-mail [riceplusaward@gmail.com](mailto:riceplusaward@gmail.com)

 [www.facebook.com/riceplusaward](https://www.facebook.com/riceplusaward)  
[www.facebook.com/dft2go](https://www.facebook.com/dft2go)



By





RICE

AWARD 2018



## ใบสมัคร

### การประกวด RICE PLUS AWARD 2018

ประกวดสูตรอาหารนานาชาติปรุงจากข้าวไทย International Rice Recipe Contest

โปรดกรอกข้อมูลให้ครบทุกข้อ (Please fill out all fields)

#### ส่วนที่ 1 : ข้อมูลทั่วไป (General Information)

ประเภทผู้สมัคร : (Category of Applicant)

☐ บุคคลทั่วไป (Individual Category)

☐ สถาบัน (Institutional Category)

โปรดระบุชื่อสถาบัน (Name of Organization).....

ประเภทการประกวด : (Category of Contest)

☐ เมนูอาหารจานหลัก (Main Dish)

☐ เมนูอาหารว่างหรือของหวาน (Snack or Dessert)

#### ข้อมูลผู้สมัคร (Applicant's Information)

นาย/นาง/นางสาว (Mr/Ms/Mrs) ชื่อ (First name).....นามสกุล (Surname).....

อายุ (Age).....สัญชาติ (Nationality).....

ที่อยู่ที่สามารถติดต่อได้สะดวก (Address).....

เบอร์โทรศัพท์ (Telephone).....อีเมล (E-mail).....

#### ส่วนที่ 2 : รายละเอียดผลงาน (Information on the Work)

ชื่อสูตรอาหาร : (Name of the Recipe)

ภาษาไทย (In Thai).....

ภาษาอังกฤษ (In English).....

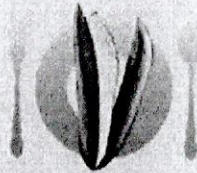
ที่มา แนวคิด และแรงบันดาลใจ (Origin, Concept, and Inspiration)



จัดโดย







ภาพถ่ายอาหารตามสูตรที่ส่งเข้าประกวด (Photograph of the Recipe)  
ภาพที่มองเห็นผลงานชัดเจน (the work must be clearly visible)

ความละเอียดของภาพ  
Minimum Resolution  
3600x2400 pixels

**เครื่องปรุง/วัตถุดิบ (Ingredients)**

(ปริมาณสำหรับรับประทาน 1 คน พร้อมระบุหน่วยวัดมาตรฐาน อาทิ  
กรัม/ถ้วยตวง/ช้อนโต๊ะ/ช้อนชา)  
(for one serving, with standard measurements such as  
gramme, cup, teaspoon, tablespoon)

ข้าวที่ใช้เป็นวัตถุดิบหลัก คือ  
(Type of Rice as in Main Ingredient)

- ☐ ข้าวเจ้า (Non-glutinous rice) ☐ ข้าวเหนียว (Glutinous Rice)  
☐ ข้าวคุณลักษณะพิเศษ (Specialty Rice)  
โปรดระบุ (please specify) .....

**วิธีทำ (Directions)**

(อธิบายวิธีทำแต่ละขั้นตอนให้ชัดเจน เพื่อความเข้าใจและทำตามได้ง่าย)  
(Direction must be descriptive and easy to follow)



จัดโดย

