



Thai rice festival showcases 15 GI varieties on October 24–25 at Paradise Park



Thailand's Rice Department will bring tastings of 15 rice varieties with geographical indication (GI) status to Paradise Park in Bangkok on October 24–25, 2026, alongside chef demonstrations, product sales and cultural performances at Thai Local Rice Fest #2.

The two-day festival will showcase local rice from Thailand's four regions, highlighting differences in grain characteristics, aroma and flavour while exploring how regional varieties can be used in contemporary dishes.

The Rice Department is organising the event under the 2026 project to promote and develop agricultural products with distinctive local identities, focusing on rice. The programme aims to raise awareness of local varieties, their growing areas and uses, while creating marketing opportunities for Thai rice and rice-based products.

Tastings highlight 15 GI rice varieties

The festival's tasting activities will allow visitors to compare 15 GI rice varieties from different localities. Organisers aim to help consumers recognise the characteristics that distinguish rice from each area and better understand the value of Thailand's regional rice heritage.

Thai Local Rice Fest #2 will combine information about rice with food culture and creative cooking, giving visitors opportunities to learn about local ingredients through tasting, demonstrations and shopping.

Two chefs demonstrate four dishes

Chef Annie, Angkana Iamsa-ard, will lead cooking demonstrations on 24 October, followed by Chef Blackjack, Thanawat Phuangphan, on October 25. The programme will feature four dishes in total.

The demonstration menu includes fan tuan rice rolls made with Khao Wong Kalasin sticky rice and filled with Nam Phrik Ta Daeng chilli paste and grilled chicken. Another dish, Miang Kham rice salad, will use Bao Yot Muang rice from Trang.

Phayao jasmine rice will feature in a baked rice dish with Phulae pineapple, topped with seared chicken breast and a hang lay curry sauce described in the programme as a “clean” version.

The Rice Department intends the demonstrations to show how local rice can be developed into creative dishes while retaining the distinctive qualities of the ingredients.

Rice products and cultural performances

Visitors will be able to buy Thai rice and rice-based products, with sales promotions available during the festival.

The cultural programme, “Ruang Khao Ruang Sin Withi Thin Thai”, will reflect the relationship between rice, local ways of life and Thai culture, combining entertainment with learning throughout the two days.

The Rice Department aims to connect agricultural knowledge with food consumption and product development, encouraging greater appreciation of local rice and creating economic opportunities for farmers and rice businesses.

Thai Local Rice Fest #2 will take place at Paradise Park shopping centre in Bangkok on October 24–25.

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แหล่งที่มา: The Nation on 23rd October 2026

<https://www.khaosodenglish.com/tourism/2026/10/16/yala-seeks-to-become-a-gi-metropolis-turning-local-produce-into-economic-soft-power/>



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