DEVELOPMENT OF MENU FROM LOCAL THAI SUPERFOOD AND THAI CHEF PERFORMANCE IMPROVEMENT

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ABSTRACT
The objective of this research is to develop menu from local Thai superfoods ingredients and apply to improve Thai chef performance. First, concept screening and selecting was used as a tool. The local Thai superfoods were selected use focus group of twelve specialists (chef, nutritionist) and main criteria for consideration include: Thai locality, nutritional value, etc. The result showed that the local Thai superfoods which were selected consists of catfish, snakehead fish, Sangyod rice, Highland rice, perilla seed, quinoa, chia seeds, turmeric, okra, kale, avocado, mulberry, and water meal. The focus group of ten specialists was used to create Thai menu from selected superfoods including eight main courses, eight snacks/ drinks and eight desserts. Finally, a "Thai menu from local Thai superfood" course was created using ten menus from previous section. The samples were 50 chefs, and the questionnaire was used to evaluate satisfaction. The result indicated that the overall satisfaction was 4.94 ± 0.37 from 5-point scaling.
Keywords: Thai Superfood, Thai Chef, Thai Food, Performance Improvement