

ANANTARA LAUNCHES GLOSSY COFFEE-TABLE BOOK - CULINARY JOURNEYS WITH ANANTARA



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20 June 2019 (Bangkok, THAILAND) - In a celebration of world cuisines, Anantara Hotels, Resorts & Spas today launched the new Culinary Journeys with Anantara coffee-table book, sponsored by the Tourism Authority of Thailand (TAT). Featuring top recipes from Anantara's global restaurants, the book invites readers on a gastronomic adventure through 15 destinations, as seen through the lens of local culinary culture.

Since 2001, Anantara has been creating hospitality experiences that connect travellers to genuine places, people and stories, as well as local food, through personal experiences in the world's most exciting destinations. Within its 232 glossy pages, Culinary Journeys with Anantara introduces readers to the unique flavours, ingredients and customs of each Anantara destination, from Thailand, Anantara's country of origin, to the landlocked plains of Zambia. Insights from renowned award-winning author Joe Cummings paint an authentic picture of the food culture in each destination, while 33 world-class recipes by Anantara chefs allow readers to recreate the flavours of Anantara at home.

"At Anantara Hotels, Resorts & Spas, we pride ourselves on offering the most unique, indigenous experiences to our guests. Showcasing local food traditions is one of our goals which enables guests to get a taste of the local culture," said William E. Heinecke, CEO of Minor International Public Co Ltd and founder of luxury hotel brand, Anantara.

"As a Thai brand that has become global with presence in over 50 countries, we are proud to take part in promoting Thai cuisine and Thai culture to travellers worldwide. I am very proud to share the culinary legacy of Anantara, in hopes of immersing the readers to the heritage and traditions of some of the key destinations of the world," Heinecke continued.

Readers will find authentic recipes from 15 countries' key regional cuisines, from Thai classics such as Gaeng Kiew Waan (central Thai green curry), Khao Soi Gai (northern Thai noodle soup) and Massamun Nua (southern beef curry) to Vietnamese Cau Lau noodles, Balinese Kare Ikan fish curry and Portuguese Arroz de Marisco.

The launch took place at Spice Market in the tropical atrium of Parichart Court, Anantara Siam Bangkok Hotel. Attendees heard from author Joe Cummings and photographer Christopher Wise, who shared their experiences travelling the world and sampling the best of each country's cuisine. Warinthorn Sumrithphon, head chef of Spice Market, was also in attendance to introduce the Thai signature dishes that feature in the book.

Culinary Journeys with Anantara coffee-table book is available at all Anantara properties at THB 990 or USD 29.95.