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Demystifying Thai Food

A practical guide to enjoying an extraordinary cuisine

Target Audience: Travelers to Asia and lovers of Asian cuisine

Length: About 2,000 words

Article Synopsis: A “how to” approach to discovering and enjoying authentic Thai food anywhere in the world.

Most travelers like to be at least a little culinarily adventurous in foreign countries they visit, especially those renowned for complex exotic cuisines that are rich in culture and have been built on centuries of tradition. Unfortunately, such menus can be quite intimidating and it’s easy to have a bad experience.

In this article, I’ll take the guess work out of ordering food in Thailand, whether it is in a sidewalk stall, a busy neighborhood food court, or at a Michelin starred restaurant in Bangkok. What’s more, I’ll provide valuable tips on how to find the best Thai restaurants in your hometown or anywhere for that matter.

The focus of the article will be to equip the readers with enough information to navigate a Thai menu, order a complimentary variety of dishes, and ensure that there’s neither a shortage nor an excess of food, no matter how many are at the table

Additionally, I’ll offer insight about where to eat what. Thailand is a big country and enjoying regional dishes in the place they originated enhances the experience. I’ll reveal where to get the best Khao Soi in Chiang Mai, where to try Khao Pad Sapporot in Phuket, and why you need to wait for lychee season to eat Gaeng Pad Ped Yang.

Why I’m the Writer for this Job:

I’m a 63 year-old American expat who has lived in Southeast Asia for 25 years. I’ve lived in all the major metropolitan areas in Thailand and traveled the region extensively. Thai food is in the top three reasons why I live in Thailand. Not only do I love eating Thai food, I’ve mastered the art of cooking a few of my favorite dishes.

Please visit my website to see examples of my work both short and long copy.

Projected Excerpts:

“Almost all Thai dishes are prepared in just a few minutes. There’s not a lot of marinating and simmering in Thai cuisine”.

“If all the furniture matches and there’s no picture of the King of Thailand on the wall, go somewhere else”.

“People will literally move to a different part of town to be near their favorite somtam vendor”.

“The number one ingredient in Thai food is “freshness”. That’s why nobody eats seafood for lunch”