CHUA THAI SONG

CHINA MARKET · 2026 Q4 & 2027

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RESTAURANT PARTNERSHIPS

Thai Restaurant Visit Summary

7 RESTAURANT BRANDS

RESTAURANTS VISITED

LE MANTU	Guangzhou 3 · Dongguan 1	Thai chef
SHANGLIAN	3 sub-brands · 40 stores nationwide	Thai chef
TAI LA	Guangzhou 1 · family kitchen	Thai chef · Thai manager
DING TAI KITCHEN	9 stores	Thai head chef · Chinese team
TAI YELI	Guangzhou 3 · Zhongshan 1	Chinese chefs
TAI AILI	Guangzhou 2 · Foshan 1	Chinese chefs · Thai manager
TAI MEILI	5 stores	Chinese chefs

Names use provided English names or pinyin. Store counts are as reported during the visits.

WHAT RESTAURANTS NEED

THAI CHEF-LED RESTAURANTS

Authentic Thai flavours are a strength. These restaurants seek fresh marketing ideas and interactions to attract younger customers.

CHINESE CHEF TEAMS

Thai fusion and innovation can appeal to younger customers. These teams seek Thai menu development and practical product application support, as well as marketing collaboration.

OPPORTUNITY FOR CTS

Match support to each team through product trials, Thai recipe and application guidance, chef exchanges and joint marketing activities.

Visit observations; needs vary by restaurant.

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MARKET ESTIMATE

Thai Restaurants In China

ANNUAL ESTIMATE · TWO PRODUCTS

4 CITIES

SHANGHAI · BEIJING · GUANGZHOU · SHENZHEN

CANDIDATE RESTAURANTS	BRAND NAMES IN LIST	ESTIMATED WHOLESALE VALUE
721	560	CNY 34,070,000 per year

90,125 cases / year

VIEW 4-CITY LIST

11 CITIES

SHANGHAI · BEIJING · GUANGZHOU · SHENZHEN · DONGGUAN · FOSHAN · ZHONGSHAN · CHENGDU · CHONGQING · CHANGSHA · WUHAN

CANDIDATE RESTAURANTS	BRAND NAMES IN LIST	ESTIMATED WHOLESALE VALUE
1,412	1,244	CNY 66,720,000 per year

176,500 cases / year

VIEW 11-CITY LIST

ESTIMATION BASIS

300
operating days / year

1 can
chilli paste / day / restaurant

3 bottles
chilli oil / day / restaurant

Paste: 6 cans / case · ¥70 / can | Oil: 12 bottles / case · ¥29.17 / bottle

CTS MANUFACTURER REVENUE

Actual CTS revenue requires verified shipment volumes and manufacturer prices.
100% supply scenario: **CNY 20,880,000** / 4 cities · **CNY 40,890,000** / 11 cities
Illustrative category value only. Channel margins, tax and logistics are unverified; tamarind is excluded.

The 11-city estimate includes the 4 cities. Brand names are deduplicated from a separate, unverified list and are not matched to the location records.

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EXECUTION PLAN

2026 Q4

01 / CHEF CONTENT

Thai Chef Select

- Host-led conversations with Thai chefs
- Film alongside the existing chef shoot

2 Episodes

Budget To Be Confirmed

02 / CHRISTMAS

Christmas Menu

- Develop a Thai Chef Christmas Menu
- Guest Shift or Workshop

Discuss chef, city and format with Thailand

Budget To Be Confirmed

03 / THAI CHEF

Thai Chefs Visit China

- Chef meet-ups and restaurant visits
- Product application guidance

Discuss timing, city and chef with Thailand

Budget To Be Confirmed

04 / ONGOING

Restaurant Partnerships + Social Media

- Start in Shanghai and Guangzhou
- Order support through distributors
- Thai menus, product applications and restaurant trials
- Restaurant visits, samples and feedback
- Social Media: photos + videos

30+ contacts / month **10+** visits + samples / month **4** social posts / month · all platforms

CNY 50,000 / month · combined

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ANNUAL PLAN

2027

PROPOSED WORKSTREAMS

01 / ONGOING

Restaurant Partnerships + Social Media

- City BD and restaurant visits
- Samples and feedback
- Order support
- Product content: photos + videos

CNY 50,000 / month CNY 600,000 / year

02 / CONTENT

Thai Chef Select

- Host-led chef conversations
- Film restaurant and menu stories
- Continue based on pilot results

Budget To Be Confirmed

03 / PRODUCT

Tamarind Development

- Chef-led dishes
- Barista coffee creations
- Bartender cocktails

Budget To Be Confirmed

04 / THAI CHEF

Thai Chefs Visit China

- Chef meet-ups
- Restaurant visits
- Product application guidance

Budget To Be Confirmed

05 / THAILAND

Restaurant Visit To Thailand

- CTS factory visit
- Thai chef exchange
- Local food discovery

Budget To Be Confirmed

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TOGETHER WITH CTS

Thailand Support

PRODUCT · CONTENT · CHANNELS

01
Samples & Products

- Product samples and specifications
- Prioritise restaurants already visited

02
Menus & Applications

- Recipes and product quantities
- Preparation steps
- Photos and videos for social media

03
Distribution

- Local distributor contacts
- Quotes and delivery
- Order quantities

04
Chef & Events

- Christmas menu
- Visiting Thai chefs
- Future factory visits