

# Somtum Der

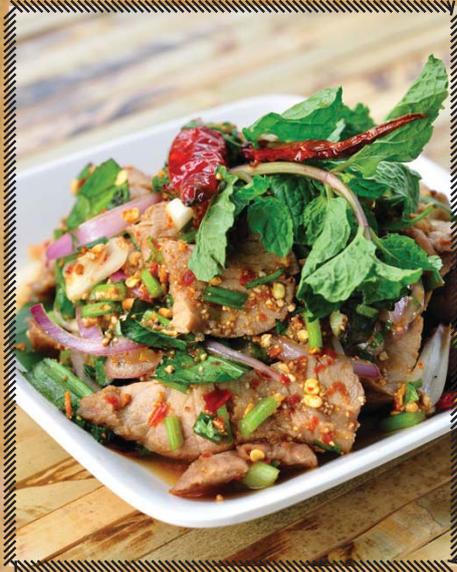
Local Isaan cuisine in the  
urban atmosphere

OPPORTUNITY TO BE  
SOMTUM DER'S  
FRANCHISEE



# Isaan cuisine

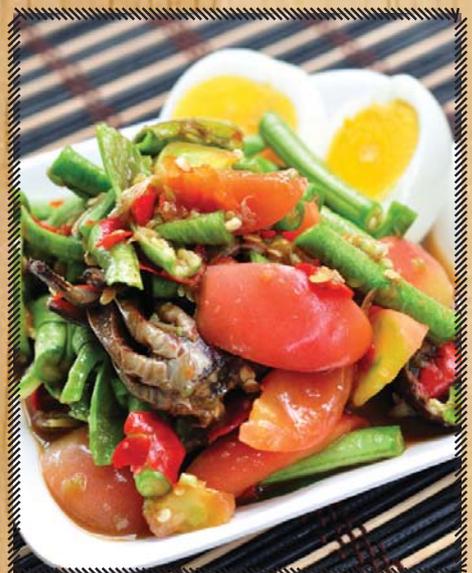
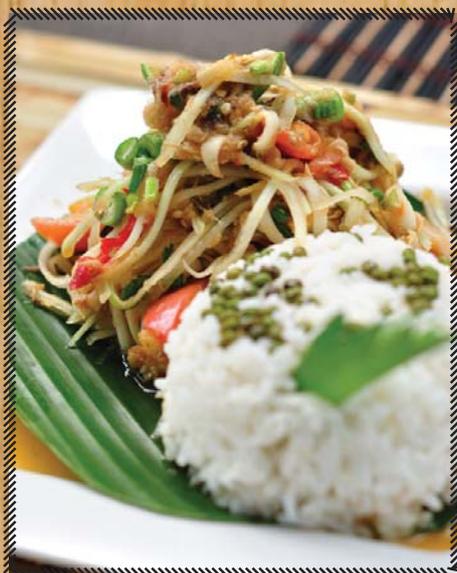
Another familiar's name of Thailand's northeastern region is Issan, the border to Laos on the east and the north, with Cambodia as the neighbour to the south. The biggest region in the country where numerous types of foods are produced such as rice, tapioca, sugar canes and other produces. Isaan truly is the kitchen of the whole nation.



Isaan cuisine has proved to be a part of Thailand's national dishes like somtum (spicy papaya salad), larb (spicy meat salad) etc. Even though Isaan foods have some similarity and have been influenced by Laotian cuisine but it still is unique in its own way, spicier and more blended with all flavours.

Isaan cuisine, including Somtum, comprise many kinds of nutritious vegetables and herbs such as papaya, parsley, dill, egg plant, soda apple, cherry tomato, galangal, lemongrass, kaffir lime, ginger, and sweet basil.

Nowadays, Isaan foods have been well received and more popular among Asian communities and other parts of the world, especially the metropolitans like New York and London.





## Story Behind Somtum Der

Somtum Der, a collaboration of friends and family who have close tie to Isaan region, caters authentic northern Isaan food in a comfortable and friendly atmosphere, which guarantees to offer more than tasty true Isaan food but also a lifestyle that can be enjoyed.

As Khun Eh (Thanaruek Laoraowirodge), the key initiator who is originally from Khon Kaen describes, "Somtum Der is where real local recipes are available in a differentiated ambience as they have ever been served before." The restaurant's genuine spirit of Isaan is reflected in every bit. Starting from the name of the restaurant, der is a common suffix widely used in Isaan region. It indicates a warm invitation, which in the same time can be informative.

Recipes of every dish at Somtum Der originate from Khun Korn, Kornthanut Thongnum's twenty-year long cooking experience, the recipes which have been developed intensely in 2011 to offer the unique local Isaan tastes which maintains the authenticity while indulging both Thai and foreign patrons.

## The Unique Concept

The highlight of Somtum Der is the traditional Isaan food, especially somtum, which offers a lot more variety than other Isaan restaurants in Thailand.

Somtum Der takes care of every little details of every dish, with more than 20 kinds of somtum and larb, namtok, yum, curry, or grilled dishes. People at Somtum Der select each nutritious ingredient meticulously, from fresh ingredients, vegetables, to herbs.

Pla ra (fermented fishes), one of the main components of somtum, is created by special recipe in hygienic process. Also, the base for somtum and jaew (Isaan style dip) retain authentic taste with an incomparable secret formula.



The mixture of modern decoration, plus a hint of fun and a cheerful spirit at Somtum Der harmoniously go with Isaan food. The sound of mortar and pestle in Somtum bar, the center of attention of the place, will surely entertain everyone. Different somtum ingredients also are displayed. All surely offer a warm and energetic vibe, which will build a memorable dining experience.

Somtum Der's unique characteristics, delicious authentic Isaan food, thoughtful service, and friendly atmosphere make it easily be a frequent visit spot, where diners share the unforgettable moment.





## What will you require?

Regardless of the number of dishes available at Somtum Der, all dishes contain simple recipes and easy processes, both in preparation and cooking.

The restaurant should be at least 120 sqm to around 250 sqm, depends on location and space selection.

Somtum Der's fixed cost usually goes to rental fee, employment, and original cost of foods and drinks. The restaurant's major goal is to create maximum turnover and generate targeted sales.

## Brief of Expense and Fee structure

MASTER FRANCHISE			
	Type	Details	Amount (BHT)
Pre-Operating Expenses			
1	Franchise Fee	Based on Country	
2	Construction	Per Unit	
3	Equipments	Per Unit	
Operating Expenses			
4	Operating Expenditure	Per Unit	
5	Royalty	Per Unit	

UNIT FRANCHISE			
	Type	Details	Amount (BHT)
Pre-Operating Expenses			
1	Franchise Fee	Based on Country	
2	Construction	Per Unit	
3	Equipments	Per Unit	
Operating Expenses			
4	Operating Expenditure	Per Unit	
5	Royalty	Per Unit	

## What do I get from this fee?

Somtum Der's franchisee is entitled to use Somtum Der's name, trademark, manuals of business practices as stated:

- Kitchen Manual (Recipes, drinks' formulas, foods and drinks processes, and kitchen's appliances and utensils' usage are also included.)
- Cashier's Manual
- Trademark and Brand Building Manual
- Interior Design Manual (Restaurant's layout, operational flow, and other interior design related matters are included.)

Beside from manuals listed above, franchisor will also provide consultancy and training in service, management, and operational aspects of Somtum Der. There will be at least 15 days of training session for the kitchen's operation and other additional subjects on:

- Finding location
- Planning restaurant's layout and design (The franchisee is responsible for the cost of the design.)
- Finding kitchen's appliances and other equipment
- Marketing and promotional support (The franchisee is responsible for the cost.)
- Advices on ingredients and other useful appliances selection





## How to be our franchisee?

1. First contact – Through phone call or email to Somtum Der requesting application form and return the filled form back to us
2. 1/2 Interview – After receiving application, we will contact back to find an opportunity for the management team to discuss and assess the suitability and business opportunity in working together. More than one interview might be required.
3. Business introduction – If the interview goes well, the whole aspect of the business, details in management, and Somtum Der's franchise system will be advised.
4. Franchise agreement – Conditions and details of franchise agreement will be discussed and agreed upon.
5. Location selection – While signing the agreement, location will be selected by the franchisee (with franchisor's approval on the appropriateness)
6. Preliminary training – Training on kitchen work and management will be conducted by Somtum Der's staffs in order to create mutual understanding and familiarity to the foods and management before starting the business.
7. Becoming a part of Somtum Der's family – Congratulate our new member and the chance to join the journey with Somtum Der, time to lead the success to your business.



*“Be a part of Somtum Der, owning your business.”*

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