

Jaras Restaurant Embarks on Audacious Sustainability Journey, Championing Eco-Conscious Fine Dining

Jaras unveils a groundbreaking initiative that elevates both culinary excellence and environmental stewardship.

KATHU, PHUKET, THAILAND, May 3, 2024 /EINPresswire.com/ -- Nestled amongst the lush beauty of Phuket, the Michelin Recommended Jaras restaurant at the [InterContinental Phuket Resort](#) embarks on a groundbreaking path towards [sustainable gastronomy](#). This contemporary Southern Thai haven seamlessly blends eco-conscious practices with the art of fine dining, setting a bold precedent for restaurants across Thailand and beyond.



Giant Blue Crab Curry

A Commitment to "Habitat-Conscious – Eco-Pure – Southern Thai" Philosophy



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Mr. Bjorn Courage, General Manager

Jaras embodies a deep commitment to responsible environmental practices and a celebration of local culture. The LEED-certified building reflects this dedication, with architecture and interiors crafted from sustainable materials, resonating with the tranquility of the Kamala pine tree forest.

A Vibrant Exploration of Sustainable Southern Thai Cuisine

The culinary journey at Jaras is a vibrant exploration of Southern Thai cuisine, reimagined with a touch of modern flair. Each dish is a testament to the purity and vibrancy of

locally sourced ingredients, transformed through innovative techniques into contemporary masterpieces. The menu, inspired by local farmers and the freshest catches, ensures every bite

embodies freshness, ethical sourcing, and the highest quality.

Elevating Sustainability: From Zero-Waste to Invasive Species Transformation

Jaras takes sustainability to new heights. Their zero-waste philosophy and eco-purity permeate every aspect, from kitchen to table. This translates into an array of authentic Southern Thai dishes with a modern twist, each telling a story of tradition, environmental responsibility, and culinary artistry.

A Pioneering Collaboration with WWF Thailand: Turning Invasive Species into Delights

Jaras takes another leap forward by support and advice from World Wide Fund for Nature International (WWF) Thailand to introduce the local farmers for Jaras to search for invasive plants and animals. This groundbreaking collaboration focuses on researching the potential of invasive flora and fauna, in which the Alternative Agriculture Network (AAN) offers recommendations for ethnobotanical uses, as fine dining ingredients. By utilizing invasive species for culinary purposes, Jaras aims to disrupt the natural food chain and control their negative impact on the ecosystem

Insights from Jaras Leadership

Mr. Bjorn Courage, General Manager of InterContinental Phuket Resort, shares: "Jaras' commitment to sustainability is truly inspiring. This initiative showcases our dedication to environmental responsibility and pushes the boundaries of culinary excellence."

Executive Chef Marco Turatti adds: "We are constantly exploring new ways to incorporate sustainable practices into our culinary creations. This allows us to unlock unique flavor profiles while contributing to a healthier ecosystem."

Showcasing Innovative Dishes:



Kanom Jean (Zero Waste Noodle)



InterContinental Phuket Resort

- KANOM JEAN (zero waste noodle): This dish features invasive black shin tilapia transformed into flavorful noodles, served with Southern roast curry, bonefish powder, wild mixed vegetables, and crispy fish scales and skin.
- GIANT BLUE CRAB CURRY: This creation showcases live blue crab leg meat salad, crab jumbo lump taco, yellow curry mousse, and invasive mangrove fan palm shoot.

Chef Chalermwut (Nui) Srivorakul, Chef de Cuisine at Jaras Restaurant, says:

"At Jaras, we believe in creating meaningful dining experiences. We are excited to explore the potential of invasive species like Apple Snails, Black Shin Tilapia, Peperromia pellucida, and water malabar melastome. By showcasing these ingredients in our fine dining dishes, we can not only create exciting new flavors but also contribute to environmental well-being and zero waste. We hope this inspires others to turn their creativity towards sustainability in the dining experience as well."

Harnessing Technology for a Zero-Waste Future

Jaras utilizes cutting-edge AI technology to monitor and manage food waste. Scraps are then transformed into natural fertilizer through an Oklin Food Waste Composter. This fertilizer nourishes a dedicated on-site farm, further reducing their environmental footprint and completing the "close loop" of zero-waste. The vegetables grown on this farm find their way back onto guests' plates, creating a truly self-sufficient and sustainable dining experience.

An Invitation to Experience Sustainability and Culinary Excellence

Jaras invites discerning diners to embark on a transformative culinary journey. Every meal is a celebration of refined flavors, a testament to environmental responsibility, and a tribute to the rich heritage of Southern Thai cuisine. By partnering with WWF and embracing innovative technology, Jaras sets a new standard for sustainability within the fine dining industry.

For more information on Jaras, please visit <https://phuket.intercontinental.com/dining/jaras>
Notes to editors

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Nampetch Tipaxsorn

InterContinental Hotels Group

+6676629928 ext.

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