

Design Re-Invention

VOLUME 3



VIRTUAL EVENT

Tuesday 9th June
2pm Bangkok Time

DELIVERING ASIA
COMMUNICATIONS



Hospitality

FARM- TO-TABLE HOTELS

Speaker

Jason Friedman

Managing Director
JM Friedman & Co

A lifelong conservationist, who incorporates his conservation ethos into all his projects with over 25 years of experience in the hospitality industry.



FARM TO TABLE HOTELS

May 9, 2020
Bangkok, Thailand



PHU CHAISAI
MOUNTAIN RESORT

J.M.FRIEDMAN & Co.
TAILORED HOSPITALITY



www.phu-chaisai.com

www.c9hotelworks.com

www.jmfriedman.com

J.M.FRIEDMAN & CO.

TAILORED HOSPITALITY

WHO I AM

- Hotel and Tourism Developer and Operator
- Specializing in experiential luxury
- 26 years in S.E. Asia in Hospitality
- Degree in Biology
- Cornell Masters Degree in Hospitality

PAST PROJECTS

- Amandari, Indonesia
- Four Seasons Tented Camp, Thailand
- Qualia, Great Barrier Reef, Australia
- The Siam Hotel, Thailand
- Aqua Expeditions Indonesia
- Treeline Hotel Cambodia
- El Secreto, Belize
- Gal Oya Lodge, Sri Lanka
- Adventure Indonesia
- Indo Pacific Divers, Indonesia
- Sulawesi Dive Expeditions
- MV CEHILI, Luxury Liveaboard

CURRENT PROJECTS

ROSEWOOD
LUANG PRABANG



Shinta Mani
hotels



Shinta Mani Shack



Shinta Mani
Angkor



KUDANIL
EXPLORER



PHU CHAISAI
MOUNTAIN RESORT



INTERCONTINENTAL
HOTELS & RESORTS
Khao Yai, Thailand

Samui Resort 1
Samui Resort 2
Sherpa Hospitality Nepal
Shinta Mani Loong Bay



**NATURAL
ESTATE**
PHU CHAISAI



PHU CHAISAI
MOUNTAIN RESORT



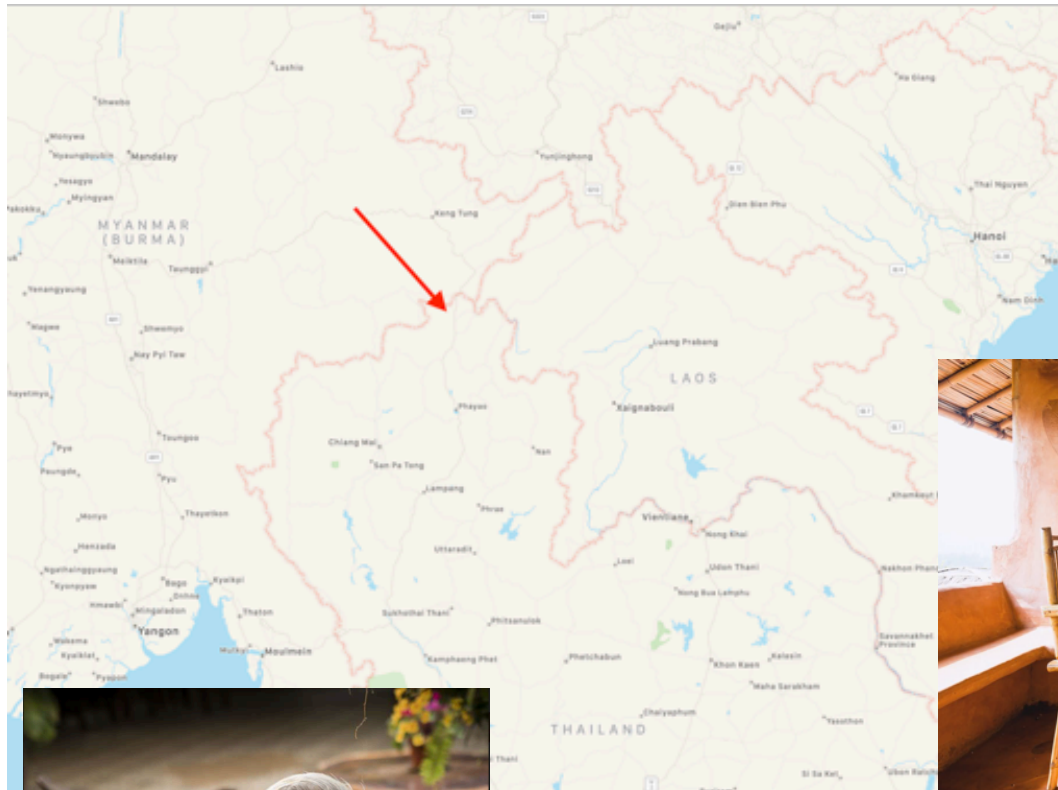
THE VILLAS
PHU CHAISAI



THE FARM
PHU CHAISAI



RESTAURANT
PHU CHAISAI



M.L. Sudavdee Kriangkrai
Founder & Originator



EXPECTATION



REALITY





PHU CHAISAI

MOUNTAIN RESORT

HOTEL RESTAURANT

- Breakfast
- Vegetables
- Eggs
- Fish
- Honey
- Crayfish
- Fruit
- Tea
- Foraging

RETAIL

- Mail Order
- Sale at Hotel
- BKK Markets
- Staff canteen
- Local sale

COMMERCIAL

- Essential Oils
 - Ylang Ylang
 - Geranium
- Black Mint
- MFU

ORGANIC PRODUCT
DELIVERY EXPRESS
BY PHU CHAISAI FARM 100% organic
"PLANGO" มะยงชิด

"จากภูเขาถึงบ้านคุณ"
"FROM PHU CHAISAI TO YOUR HOME"

5 กิโลกรัม (kg.) : 950 บาท (Bt.)

10 กิโลกรัม (kg.) : 1800 บาท (Bt.)

ชำระผ่านบัญชีออมทรัพย์
ธนาคารไทยพาณิชย์ สาขาบ้านดู่
ชื่อบัญชี ภูเขาไร่สอธก 677-2-14818-0

ราคา รวมค่าขนส่งแล้ว
This price include express shipping.





FOUR SEASONS
TENTED CAMP
Golden Triangle, Thailand



T H E  I A M





Bensley Collection Shinta Mani Wild



ROSEWOOD

LUANG PRABANG



Things I Learned Along The Way

1. Must have buy-in from Owner, GM, Chef, Finance, EVERYONE
2. Make the farm look pretty, treat it like guest public space
3. Use the farm for cooking school and events
4. Have a Plan, grow what you need on a cycle
5. Grow Organic – Embrace Permaculture
6. Grow HERO items – let others grow lettuce
7. Employ a Full Time Gardener
8. Work with a Permaculture Consultant
9. Farm items that can be packaged and sold to guests, and other Hotels

Permaculture

Permaculture is a set of design principles centered on whole systems thinking, simulating, or directly utilizing the patterns and resilient features observed in natural ecosystems. It uses these principles in a growing number of fields from regenerative agriculture, rewilding, and community resilience.

Things I Learned Along The Way

- Themed gardens are more fun
 - Cocktail Garden (WILD)
 - Specific Recipe Garden (Phu Chaisai) **photo**
 - Spa Garden at Rosewood
 - Product Packaging Garden at PCS
 - Staff Garden

Farm to Table Can Come From Other Farms

- Work with local farmers and get them to grow certain items for you
 - Supply seeds & training and commit to buying their produce.
- Include the Local Community
- Encourage local farmers and foragers to bring their goods to the hotel before they go to market.
- Encourage Chef, others and guests to go out to the local markets to see what can be found.
- Specials should be based on what is found fresh, not on what is going bad and needs to be sold.



Finance and Farm to Table

- Finance is the key to making it work
- Farm should be a profit center – set it up this way
- Easy Invoicing for farmers and foragers – Happy Accountants
- Treat the farm, farmers, foragers and local markets as a serious part of the business and develop systems to make purchasing and receiving transparent and easy for all involved.
- Pay fair prices to local farmers and foragers

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VIRTUAL EVENT

Tuesday 8th June

10:00am - 12:00pm

Speaker

JASON FRIEDMAN

Managing Director
JM Friedman WQ

Speaker

DREW ANDERSON

Designer
Topo Design Studio

Speaker

KEN HAWKINS

Participatory Consultant
Topo Design Studio

Speaker

JEFFERY SMITH

Vice-President Sustainability
Six Senses Hotels Resorts Spas

Speaker

JAMES NOBLE

Co-Founder
Origin Farm, Chiang Mai

Speaker

BILL BARNETT

Managing Director
CS Hotelworks

Moderator

DAVID JOHNSON

CEO
Delivering Asia Communications

