

ES YEN COFFEE Thailand's soft power brew, Thai-style iced espresso creation

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ES YEN COFFEE, the Thai-style iced espresso, is a must-try coffee speciality that embodies Thailand's newfound soft power, infusing sweetness and aroma into the iconic Amazing Thailand campaign. The global spotlight fell on ES YEN when Korean popstar Jung Yong-Hwa shared an image of himself sipping the brew before departing Thailand, kindling an international craving for this extraordinary creation among travellers.

Crafted by Soradech Chirawitchalert, the winner of the World ES YEN Championship 2023, ES YEN COFFEE marries the boldness of espresso with condensed milk, culminating in a blend of sweetness and creamy indulgence. Moreover, the incorporation of fresh milk or locally sourced coconut sugar offers a twist, enhancing the experience for connoisseurs. This unique fusion was the secret behind Lita Caf  's triumph at the 2023 World ES YEN Championship, capturing the hearts of local and international coffee lovers alike.

With Arabica and Robusta beans flourishing nationwide, each region imparts its distinctive flavour to these coffee varieties. This exceptional trait has garnered worldwide recognition for Thai coffee, elevating the country's coffee industry onto the global stage. Led by Wallop Passananon of Nine One Coffee, the Coffee Farm Stay concept intertwines quality coffee with ecotourism, providing visitors with a chance to embrace nature and community life. This relationship benefits local economies while also nurturing the environment.