

Frequently-Asked-Questions WESTERN AND EASTERN COCONUT MILK

HOW CAN I CHOOSE THE RIGHT COCONUT MILK?

If this is the first time you are buying the coconut milk/cream, you should know these two major categories as shown in the table below. After studying the below table, you will be ready to pick up the most suitable of coconut milk to your need.

	Western style	Eastern style (Thai style)
House brand	CONGA	SAICHON
Targeted consumer	Caucasian American Caucasian European	South-East Asian races in America and Europe
Smell	Nutty smell (almond-like)	Greeny smell (green coconut like)
Color	Darker white (lower SO ₂ as whitener)	Brighter white (higher SO ₂ as whitener)
Uniformity (without shaking before open the can)	Homogenized (some sedimentation may occur, but the product will become homogenized after a little shaking or stirring)	Separated (without shaking or stirring, the product will obviously show: creamy foam on top clear water at bottom)
Viscosity (after well shaking or stirring)	High	Low
Appearance after cooked	Homogenized appearance still exists	Oil layer completely separates from emulsion phase

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