





THE SOCIAL ALLEY

OUR STORY

We are a humble restaurant located in an alley along Holland Village, Singapore. The Social Alley was born during the COVID-19 pandemic, whereby for a period of time, all citizens had to be quarantined and social distancing became a norm. With minimal social interaction, this circumstance has forced us to adapt to changes within weeks and has inevitably transformed relationships between millions of people.

Harnessing the lessons from a single novel virus, we come to to realise that all of us are, ultimately, human beings fighting a common enemy.

OUR GOAL

The Social Alley aims to bring people regardless of race, ethnicity, material wealth or social class together. Just like how the coronavirus doesn't discriminate, we don't either.

We hope to connect people from all walks of life—through messages that everyone and anyone can craft and receive, our patrons will be able to meet strangers, talk to new people, build connections and establish relationships. You might meet a stranger who could become your best friend or your soulmate!

OUR MENU

It's bold, it's unconventional and unlike anything you can find in a typical restaurant. Our menu is aligned with our goal of bringing people from all walks of life together—our carefully curated menu sees a myriad of fusion flavours; It draws inspiration from various countries all over the world and the dishes are influenced by the people we have met, places we have travelled to and foods we have tried and loved.

Here, you'll find flavours inspired by Chinese, Spanish Singaporean, Italian and more cuisines in our broad menu that will bring your tastebuds on a gastronomic journey.

OUR VISION, MISSION & VALUES

Here at The Social Alley, we stand by being socially accountable and aim to give back to society as much as we can. 10% of our profits are channelled towards the Save the Children Fund, whereby the proceeds are used to improve the lives of children improving education, healthcare, and economic opportunities and more.

On top of that, we pride ourselves on our sustainable practices. This initiative brings us one step closer to food sustainability, food security as well as a stronger battle against climate change.



The Social Alley

BAR BITES

These classic side dishes come in the simplest forms and are nothing fancy, but a staple accompaniment to an after-work tipple or if you are with a group of friends who want something more to munch on.

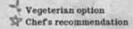
CRISPY CHICKEN SKIN SHOESTRING FRIES TRUFFLE FRIES SPAM FRIES Served with our special homemade sauce SWEET POTATO FRIES	10		
	12 10		
		CALAMARI STRIPS Served with Thai sweet chilli sauce	13

DIPPING SAUCES: Additional 1.5 per serving

- Homemade pink tartare sauce
- · Japanese curry sauce
- · Homemade special sauce
- · Thai sweet chilli sauce



From top to bottom: Truffle fries, Crispy chicken skin, Sweet potato fries





ORGANIC SALADS



Mushroom Salad

farm-to-table

We stand by empowering green initiatives through a system called the Singponics Organic System (SOS), whereby organic greens are grown and harvested from a proprietary patented farming technology to serve directly as retail concepts for our salads and other dishes. This system that we adopt brings Singapore one step closer to having a self-sustainable food supply.

The Social Alley is one of Singapore's few restaurants that adopt a farm-to-table concept. We are conscious of the foods we serve our guests—hence, the salads and seeds we serve are the very freshest, in-season produce that we grow from scratch in our own farm.

ORGANIC HOUSE SALAD

Mixed salad, peach, feta cheese, pine nuts, Italian san marzano tomatoes, pickled mushrooms, grilled corns, sesame seeds, balsamic dressing

SAN MARZANO SALAD

Mixed salad, Italian San Marzano tomatoes, tête de moine cheese, pine nuts, toasted sesame seeds, balsamic glaze, basil oil

MUSHROOM SALAD

Spinach, sautéed meiji mushrooms, pine nuts, feta cheese, san marzano tomatoes, sesame seeds, raspberry vinaigrette

CHICKEN SALAD

Mixed salad, sliced chicken, pine nuts, sesame seeds, pickled radish, roasted sesame dressing

CALAMARI SALAD

Mixed salad, calamari strips, sesame seeds, sliced chilli, Thai sweet chilli dressing 13

23

15

17

18





TAPAS

[tapas]: small Spanish savoury dishes

Originating from Spain, Tapas are otherwise known as 'small plates'. This dining concept is a fun and inviting dining concept to sample a variety of different menu options, combined to make for a filling and hearty meal.

The Social Alley's carefully curated tapas menu introduces flavours from all over the world, featuring flavour profiles that are strikingly sweet and unapologetically umami. Some are served with our homemade sauces to reveal even more complex flavours. Bon appétit!



HONEY CHICKEN WINGS (2PCS)

A simple and unassuming classic that boasts pleasurable flavours right to the

CHARGRILLED BABY CORN

11

Crisp baby corns with a myriad of flavours working in unison with the smokey charred exterior

CHICKEN KATSU CURRY STRIPS 14

A dense and meaty Japanese dish that sees a marriage of crunchy and creamy textures

PRAWN TWISTER

15

Bite through the airy and crunchy skin to be welcomed by tender prawn paste. Served with Thai dressing

SEAFOOD ROLLS

15

Inspired by the quintessential Vietnamese side dish, but with a European touch

SEAFOOD CHIMICHANGA

The Social Alley's rendition of the

classic Mexican entrée, served with our secret sauce that works wonders when eaten combined

CRABMEAT PORTOBELLO

A whole portobello mushroom as the foundation to luxurious chunks of crabmeat, layered with tangy tomato salsa











HALIBUT FISH 'N CHIPS 29

Crumbly yet tender, our signature fish and chips uses premium Atlantic halibut fillets for an extra firm, succulent and undoubtedly meaty fryup.

Pair the crisp, beer-battered exterior along with the delectable silky flesh with our secret pink tartare sauce that's made in-house for a perfect marriage of flavours and textures.

Our Halibut Pish'n Chips comes served with a side of shoestring fries and a helping of garden salad topped with balsamic dressing.







WEEKEND SPECIAL

Available on Eve of Public Holidays, Public Holidays and Weekends

ALL-DAY BIG BREAKFAST SET

21.9

Garden salad
Chicken bratwurst
Sautéed mushrooms
Grilled tomatoes
Baked beans
Hash brown
Roasted potatoes
Choice of eggs:
Sunny side-up/Scrambled

Choice of beverage*:

Coffee (Latte/ Cappuccino/ Flat White)
Tea (English Breakfast/ Chamomile Dream/ Osmanthus Sencha)

*Top-up \$2.50 to change beverage to fruit juice *Top-up \$12 for Rosé wine or White wine



PASTA

Served with linguine

The Social Alley's chefs are French-trained; hence, we believe in the philosophy of making everything from scratch to bring out the best quality and freshest flavours.

Our pasta dishes showcase our head chef's deep insights on fusion flavours, combining and drawing inspiration from various regions to bring out flavours that are nothing short of bold and delectable.

PORTOBELLO MUSHROOM

Served with classic aglio olio

23 VONGOLE

Sautéed clams with pasta served in white wine sauce

MALA CHICKEN PASTA' 21

Served with lotus roots, grilled corns, sliced chicken and pasta tossed in a homemade mala base

*Choice of spiciness level: Level 1/2/3

CHILLI CRABMEAT PASTA 26

Chunky crabmeat pasta tossed in Singaporeans' favourite chilli crab sauce

KONNYAKU EBIKO LINGUINE AL GAMBERIS

Char-grilled tiger prawns with rich ebiko pasta

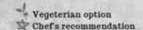


Chilli Crabmeat Pasta



29

Konnyaku Ebiko Linguine Al Gamberi











From left to right: Salad Pizza, Scafood chilli pizza, Mala Chicken Pizza

PIZZA

Our pizza bases are prepared fresh in-house on a daily basis, ensuring only top-notch quality served to your tables. The various sauces that we use are also made from scratch, bringing you flavours you cannot find elsewhere.

STORGANIC SALAD PIZZA

Avocadoes, peach, feta cheese, onion, Italian San Marzano tomatoes, mixed salad, sweet toasted sesame, S.A. dressing

HUMMUS PIZZA

Hummus base, mixed salad, pumpkin seeds, pine nuts, Italian San Marzano tomatoes, toasted sesame seeds

HAWAIIAN PIZZA

Honey-baked ham, pineapples, cheese

MORNING GLORY PIZZA 18

Mushrooms, egg, dash of truffle oil

SEAFOOD CHILLI PIZZA

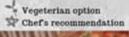
Fresh crabmeat, halibut, squid, tiger prawns, cheeses

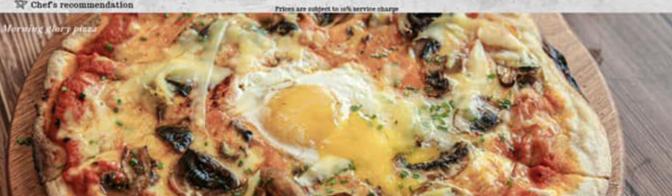
MALA CHICKEN PIZZA

Homemade mala sauce base, sliced Italian chicken breast

YAKI-TONKATSU PIZZA

Homemade tonkotsu sauce, homemade mayonnaise, shredded cabbage, bacon, bonito flakes, nori

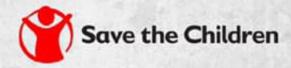






The Social Alley

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10% of our proceeds are channelled towards the Save the Children Fund, a leading humanitarian organisation committed to giving all children the best future they deserve.

Thank you for being part of this journey together with The Social Alley in doing good and improving the lives of the less fortunate!

